

Clinics & Events

Red Hot Chili Peppers To Play To The Beat Of A Different Drum...

<u>Date</u>	<u>Location</u>	<u>Venue/Info</u>
May 6, 2006	Your TV	NBC's Saturday Night Live

...thanks to CeeLite

Band to Shine with Unique Lighting Technology on Saturday Night Live

When premier rock drummer Chad Smith of The Red Hot Chili Peppers performs on NBC's Saturday Night Live this weekend, he will be drumming to the beat of a brighter drum thanks to CeeLite.

The Red Hot Chili Peppers, who have a style that incorporates rock, pop, psychedelia and funk, will use CeeLite lighting technology to illuminate Chad's Pearl drums onstage. The drums will literally be wrapped with the company's flat, flexible Light Emitting Capacitor (LEC) panels which can be programmed to dim, fade, and flash and are compatible with DMX Protocol to create full scale, interactive lighting shows at a concert or nightclub.

"We are thrilled that Pearl Drums is using our LEC technology for Chad Smith's drums. It will create a light show effect no one has seen before," said Michael Binder, senior vice president, business development for CeeLite. "This is a truly unique application, and one we feel will transform the music industry."

"We are excited about the many dynamic application possibilities CeeLite LEC technology presents, not only for drum sets, but for a wide range of Pearl products," said Gene Okamoto, Pearl Product Manager.

The Chad Smith drum set, with the CeeLite luminescent finish, is a Pearl Masters Series MRX drum set which features 6 ply 7.5 mm 100% aged maple shells with chrome hardware. MRX provides a very flexible sound for any type of music offering a great blend of attack and low end presence.

Chad's drum set configuration includes the following drums:

- 24" x 18" Bass Drum
- 12" x 10" Tom
- 14" x 14" Floor Tom
- 16" x 16" Floor Tom
- 14" x 5" Snare Drum

Chad's Pearl drums will use a Flatline Inverter which will shine at 25% brightness throughout the duration of the set. When the drum is struck, the brightness will increase to 100% and decrease back down to 25%. Flash durations will also range from 0.2 to 0.4 seconds in order for the illumination to be in sync with 1/16 and 1/32 drum rolls.

CeeLite panels are comprised of an LEC structure with higher quality SYLVANIA phosphors sandwiched between a series of electrodes. The application of AC voltage generates a changing field within the phosphors which causes the phosphors to emit light.