

## FOR IMMEDIATE RELEASE

**Contact:**

The Sky Factory

Sondra Ward

641-472-1747 x213

[sondraw@theskyfactory.com](mailto:sondraw@theskyfactory.com)

[www.TheSkyFactory.com](http://www.TheSkyFactory.com)



## Sky Factory Launches New Product: Leaner, Greener Luminous SkyCeilings™

Sky Factory EcoSlim Luminous SkyCeilings™ are authentic illusions of sky displayed in an ultra-thin, toxin-free, energy-efficient system. The new, low-profile design eliminates ceiling clearance limitations, making EcoSlim™ ideal for renovation and retrofit installations.

Fairfield, IA, March 9, 2009 -

**How is it leaner?** Sky Factory's EcoSlim LED™ technology, is an advanced edge-lit lighting system that reduces the required ceiling clearance to less than 3.5 inches (8 cm).

**How is it greener?** The dimmable EcoSlim LED™ system is free of toxic elements (zero mercury), features high energy-efficiency, maintenance-free longevity (50,000 – 100,000 hour life) and provides beneficial daylight-balanced light.

**How is it unique?** Because of the thin profile, the image tile is only a quarter-inch below the uniformly illuminated edge-lit light guide. The light source uses less energy and produces a far brighter image than in any other system. Mick Kurimski, Sky Factory design engineer, explains, "Other systems attempt to achieve thinness, brightness and uniformity by doubling the lamping and energy consumption and still fail to produce the flawless uniformity of EcoSlim™."



**Who can use it?** EcoSlim Luminous SkyCeilings™ can be used in virtually any environment – healthcare, hospitality, commercial, institutional and residential. Some common applications would include hospitals, clinics, nursing homes, restaurants, spas, gymnasiums, retail stores, offices, conference rooms, classrooms, bedrooms and kitchens. EcoSlim Luminous SkyCeilings™ are fully compatible with all **MRI** applications. Further, being dimmable, they are ideal for radiation therapy suites and any other location where precise 0-100% illumination control is desired. Sealed EcoSlim SkyCeilings™ are gasketed to prevent contamination of clean environments.



**How does it benefit the end-user?** EcoSlim Luminous SkyCeilings™ trigger the same psycho-physiological relaxation response as an experience of real sky. It can even modify the viewer's subjective experience of vertical space, making enclosed areas feel more open and less claustrophobic. Evidence Based Design research has shown that authentic illusions of nature such as Sky Factory SkyCeilings™ alleviate stress, increase comfort, and reduce the use of pain medications in healthcare environments. In the workplace, hospitality and residential environments, these ceilings have been shown to increase productivity and reduce fatigue.

### **About the Sky Factory**

The Sky Factory, LC creates *illusions of nature*™. Classic products include **Sky Factory Luminous SkyCeilings™**, **Programmable SkyCeilings™** and **Luminous Virtual Windows™**. **Sky Factory SkyV™**, launched in January 2009, is the first product in the world to use HD video footage in a simulated skylight structure, allowing viewers to experience the events, moods and movements of nature with unprecedented realism. For more information contact Sondra Ward at 641-472-1747 x213 or [sondraw@theskyfactory.com](mailto:sondraw@theskyfactory.com) or visit [www.TheSkyFactory.com](http://www.TheSkyFactory.com)

###