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Sky Factory Luminous SkyCeiling™  
Zeeuws Radio-Therapeutisch Instituut  
The Netherlands

## **Enlivening Biophilia: Sky Factory Promotes Healing for Cancer Patients**

Sky Factory *Illusions of Nature*™ are transforming the look and feel of radiotherapy suites worldwide. The company's virtual skylights and windows take patients beyond positive distraction to a soothing experience of biophilic engagement. These architectural features enliven our innate connection to nature – biophilia – thereby creating a healing environment for patients receiving cancer treatment. Experience Sky Factory products at ESTRO booth #5500.

**Fairfield, IA, April 16, 2012** – The Sky Factory, a fine art and technology company based in the United States, will exhibit at ESTRO 31 in Barcelona, May 9 – 13. Authorized Sky Factory International Partners will represent Belgium, Bulgaria, France, Germany, Hungary, Italy, Monaco, The Netherlands, Spain, Switzerland and the UK. US representatives will assist attendees from all other countries. Visit booth #5500 to experience Sky Factory Illusions of Nature – virtual skylights and windows - that promote healing and well-being for patients in stressful medical settings.

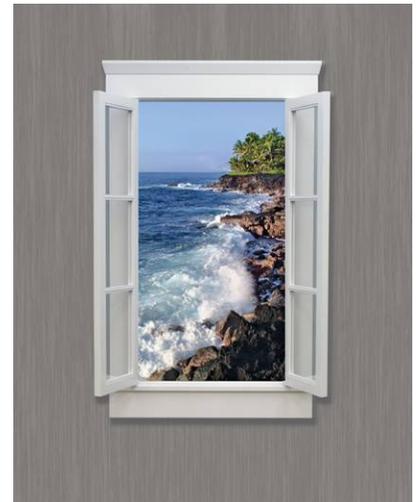
The Royal Marsden is a world-leading cancer centre specializing in cancer diagnosis, treatment, research, and education. The facility is constantly raising standards to better serve the 40,000 cancer patients from across the UK and abroad that are seen each year. In the recently added CyberKnife® Robotic Radiosurgery System suite in the London facility, leading-edge technology is used to treat cancer while a



The Royal Marsden Cancer Centre  
United Kingdom

restorative technology is used to enhance healing and ensure patient comfort. The Sky Factory Circular Luminous SkyCeiling™ is a biophilic architectural element that, through an effective use of *illusion*, provides an experience of nature which nourishes the mind and body of the cancer patient, and works in concert with the healing modality provided by the powerful medical technology. Introducing biophilic technology results in more relaxed patients, less movement during procedures, and higher patient satisfaction ratings.

A Sky Factory Luminous SkyCeiling will be on display at ESTRO, along with the new **Sky Factory eEscape™** digital cinema virtual window. eEscape brings the dynamic beauty of nature – image, motion and sound – to interior environments. Each eEscape installation features 10 hours of original high-definition nature content captured with leading-edge RED Digital Cinema™ technology. The pristine, real-time nature scenes are displayed through a commercial-grade HD LED monitor, and include tropical ocean views with dramatic surf, sunrise and sunset, waterfalls, rivers, lakes, wildlife and underwater marine life.



Sky Factory eEscape™

Evidence-based design (EBD) research indicates that illusions of nature promote healing and reduce the use of pain medications in healthcare settings. Radiology applications include all therapeutic and diagnostic environments.



Lewis Cancer Center  
United States



University of Leipzig Hospital  
Germany



Baclesse Radiotherapy Center  
France

### About The Sky Factory

The Sky Factory, LC is a unique fine art and technology company based in Fairfield, Iowa, USA. Founded in 2002 by artist and entrepreneur Bill Witherspoon, the company creates realistic

*Illusions of Nature*<sup>™</sup> - virtual skylights and windows – that transform interior spaces and enliven our innate biophilia. Sky Factory products are Made in the USA and distributed globally through a network of International Partners. For more information and a complete list of Partners visit [www.SkyFactory.com](http://www.SkyFactory.com).