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Sky Factory Luminous SkyCeiling

Sky Factory Sponsors Texas Tech Brain Mapping Research

Fairfield, IA May 9, 2012 – The Sky Factory, a fine art and technology company that creates biophilic *Illusions of Nature™*, is sponsoring research at Texas Tech University's Neuroimaging Institute to study neural activity associated with viewing the company's realistic sky images. The two-part research project will also study the effects of Sky Factory's virtual skylights on hospital patients. Dr Debajyoti Pati, Dr Michael O'Boyle and Dr Cherif Amor will conduct the study.

The initial fMRI study will generate brain maps of the neural pathways and regions associated with subjects' perception of Sky Factory Luminous SkyCeilings™ unique imagery, and compare those results with the mapped responses of the subjects' viewing imagery established as being "positive," "negative," or "neutral."

The second part of the study will gather data on hospital patients – one group staying in rooms with Sky Factory Luminous SkyCeilings installed over the beds, and a second group staying in rooms without the SkyCeilings. Data will be collected over a year on all of the patients in the associated rooms, and analyzed at the end of the study to see what effects the SkyCeilings had on the patients exposed to them.

Evidence-based design research indicates that illusions of nature support healing, reduce stress and anxiety, and reduce the use of pain medications in healthcare settings. Through this research initiative with Texas Tech, The Sky Factory is attempting to better understand and document how biophilic illusions of nature function in healthcare, and other environments.

Unique biophilic design elements, Sky Factory products are versatile, visually engaging architectural tools that modify the experience of the built environment and enliven human beings' innate attraction to the natural world (*biophilia*). These realistic nature illusions have been installed in healthcare environments around the world to alleviate stress, promote patient relaxation, provide positive distraction, and improve the patient experience. Sky Factory is supporting research to better understand the mechanisms involved with *biophilic engagement*, whereby the healing process is enhanced through enlivening the genetic predisposition for connectedness with nature.

About The Sky Factory

The Sky Factory, LC is a unique fine art and technology company based in Fairfield, Iowa. Founded in 2002, the company creates realistic *Illusions of Nature*[™] – virtual skylights and virtual windows that transform interior spaces. Applications include all healthcare environments, eldercare facilities, schools, workplaces, and hospitality environments. Sky Factory's new digital cinema systems feature exquisite *UltraHD* nature imagery and sound recordings presented as unique hours-long scenes. They offer an unprecedented level of quality and realism. For more information, visit www.SkyFactory.com.

About Texas Tech University

Texas Tech is an emerging research University dedicated to developing new technologies for a better world. From the study of the smallest nanoparticles to comprehensive wind power systems, from research in autism and addiction to pioneering work in STEM education, researchers are finding ways to solve problems, improve lives, and find new solutions to the world's critical needs. Texas Tech is a public research university with a mandate to advance knowledge, promote economic development, and enhance cultural development. www.TTU.edu