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Sky Factory eScape™
Digital Cinema virtual window

Sky Factory Illusions of Nature™ Now Available on Attainia Equipment Planning Portal

Fairfield, IA, July 27, 2010 – Sky Factory products, virtual skylights and windows for patient relaxation, are now available through Attainia, an industry-leading online source for medical equipment planning and management. Sky Factory Illusions of Nature™ transform interior spaces and bring the healing properties of nature to healthcare environments.

Attainia's online equipment planning, budgeting, and tracking system is used by medical equipment planners, major hospital purchasing groups, and individual healthcare facilities across the globe. Availability on Attainia will enable Sky Factory products to be specified early in the planning process.

"Sky Factory is a unique enterprise, and offers an innovative and valuable product to our members," states Anil Singhal, MD, Vice President of Supplier Programs for Attainia. "We are pleased to welcome The Sky Factory as a supplier and look forward to their success."

Evidence-based design research indicates that authentic illusions of nature such as Sky Factory SkyCeilings™ alleviate stress, increase comfort, and reduce the use of pain medications in healthcare environments. A unique



Sky Factory Luminous SkyCeiling™

architectural and biophilic design element, Sky Factory products bring the beauty and benefits of nature to medical settings where contact with real nature is not possible.

“Creating healing, patient-centered environments positively impacts facilities’ bottom line,” says Karan Garg, Director of Marketing for the Sky Factory. “Partnering with Attainia is beneficial to its members and to us, allowing Sky Factory products to be placed in the hands of key decision-makers.”

Healthcare applications for Sky Factory Illusions of Nature include patient rooms, waiting rooms, hallways, cafeterias, radiology suites – MRI, Ultrasound, Linear Accelerator, Cyberknife, CT, PET, X-Ray – and eldercare.

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About Sky Factory

The Sky Factory, LC creates authentic *Illusions of Nature*[™] that transform interior spaces and trigger a relaxation response in stressful medical environments. Signature products include **Sky Factory Luminous SkyCeilings**[™] and **Luminous Virtual Windows**[™]. Sky Factory’s new Digital Cinema products, **SkyV**[™] and **eScape**[™], use high-definition video footage, allowing viewers to experience the events, moods and movements of nature with unprecedented realism. For more information, visit www.TheSkyFactory.com.

About Attainia

Founded in 2001, Attainia, Inc. is the world’s most widely used equipment planning, budgeting and tracking system for healthcare equipment. Customers include some of the largest healthcare capital equipment firms, as well as hospital purchasing groups, integrated delivery networks and individual hospitals. For more information, visit www.attainia.com.