



Light-Sticks and The Way Light Systems

New to the American market, Light-Sticks and the Way-Light® Systems are brightly coloured, deco-style fluorescent lamp products with numerous commercial and residential applications. Mr. Sandy H. Miller, President of Way-Light®, says that he has acquired exclusive long-term North American distribution rights to a complete line of decorative lighting products engineered and manufactured by American Neons (ANS), headquartered in Muenster, Germany.

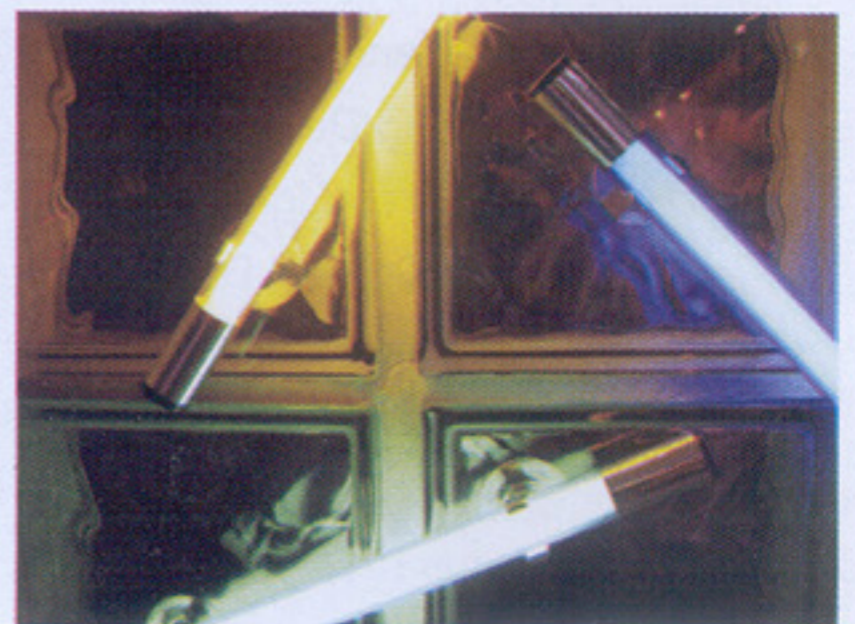


external ballasts or power supplies, the lamps can be displayed on floors, ceilings, walls, windows-and even outside-with ease.

Light-Sticks are enjoying tremendous success abroad, lighting the showrooms of Harley Davidson Europe and BMW's Mini Cooper, and helping Heineken and Drum Tobacco highlight their merchandise.

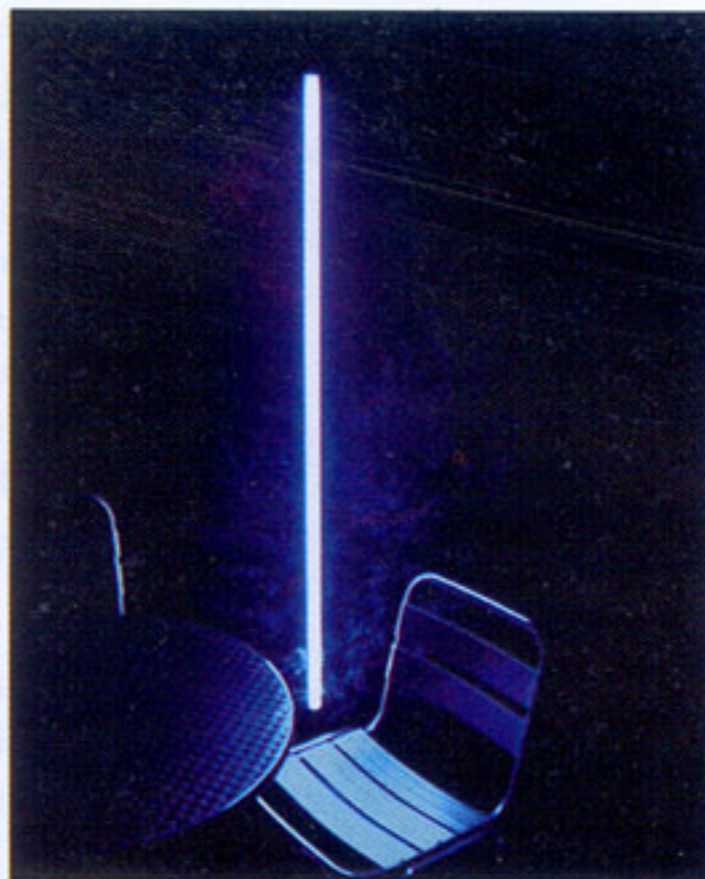
According to Christian Storp, General Manager of Harley Davidson/Buell Motorcycles in Osnabruck, Germany, "Way-Lights

Using a patented integrated power supply, the splashy lights in six sizes and nine colours with a streamlined look, add a classy touch to indoor and outdoor environments. The products provide a unique attention grabbing solution for retail stores, trade show booths, home and garden settings, and point-of-purchase locations. With no



and Light-Sticks provide a great form of advertising for a reasonable price. Many people have commented to me how attractive and bright these products are. Some people actually stopped, parked their cars, and walked up to our building after hours when we were closed to take a better look at the coloured lights and, naturally, our line of motorcycles and accessories."

The product line will be officially introduced to North America on December 8-9, 2004 at Hoyt Publishing's POP Show in New York. "Finally, there is something different to offer a variety of clients with several display choices and enormous branding options. I am excited to be the exclusive distributor for North America and I anticipate tremendous success," Miller affirms. A third-generation sign industry professional



with more than twenty years experience, Miller was the founder and owner of Westrim Products, Inc., an international neon and electrical sign components manufacturer.

Already the response to pre-marketing efforts in the United States

has been enthusiastic. "From my understanding of architectural design and lighting, this product has that cool technology image everyone is looking for," says Patrick Wendland of Wendland Design in Sausalito, California.

Alternatively, systems can be wall, ceiling, or window mounted, adding a new dimension of colour and excitement to retail or residential locations. There is also an outdoor display (garden lamp) perfect for gardens, entrances, courtyards, and driveways.

The Light-Stick 40 Mini System is an excellent POP/POS display tool, well suited for placement on counters near cash registers with a stainless steel deco base and attached pen for the customer's convenience while signing credit card / ATM receipts. ■

ISLE-IIID Interlite'05 Conference

Considering the importance of lighting in the interior designing, the Mumbai State Centre of the Indian Society of Lighting Engineers (ISLE) and the Mumbai Chapter of the Indian Institute of Interior Designers (IIID) are jointly organizing the ISLE-IIID Interlite'05 Conference on 10-11 Jan, 2005 at Hotel Hyatt Regency, Mumbai. The following topics are likely to be addressed by the eminent speakers from all over the world and will be sponsored by the international organizations:

- Emerging Trend in Architectural Lighting
- Office Lighting Design
- Hospitality Area Lighting Design
- Landscape Lighting Design
- Façade Lighting Design
- Lighting Control Systems & Applications

- Museum & Art Gallery Lighting Design
- Energy Management in Lighting
- Fiber Optics & their applications
- Designing with LEDs & Applications
- LEDs for Architectural Applications
- Retail & Shopping Mall Lighting Design

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