

FOR IMMEDIATE RELEASE

Contact: Joan Bolen
Wybron, Inc.
(719) 548-9774
joan@wybron.com

Wybron Brings Cool Lighting to IMTS

Colorado Springs, CO – September 19, 2006 – Wybron, Inc., one of the world's premier providers of entertainment and architectural lighting, recently played a major role in making the International Manufacturing Technology Show (IMTS) something special. A creative new booth concept from Swedish manufacturer Sandvik Coromant AB, had a 5,000 square foot booth (494 sq.meters) more closely resembling a mystical ice palace bathing in the Northern Lights than a regular tool display.



IMTS, held every two years at Chicago's McCormick Center, is North America's largest tool show, featuring 1400 companies and attracting over 85,000 visitors. 855 million pounds of equipment was moved in for the 2006 show – almost twice the weight of the Sears Tower. While most exhibitors at the show relied on standard overhead fluorescent lighting and basic displays, Sandvik Coromant employed Gyromedia and Spectra Stage & Event Technologies to create a dramatic theatrical lighting scheme in one of their most ambitious exhibition programs ever.

22 tons of ice was flown in from Sweden's famed Ice Hotel for the booth, the first time the special ice has ever been brought into the U.S. A 6-ton ice bar was the main attraction, and 7-foot tall ice sculptures featuring the Sandvik Coromant logo flanked the outer perimeter of the booth.

Obviously, the ice required very special lighting to curb melting. For low-heat fill color throughout the booth, the team used a series of LED strips, supplied by PRG Chicago. The LEDs satisfied the low heat requirements, but the team needed fixtures that could be focused to spotlight the ice bar and sculptures on display. Project Manager and Lighting Designer Rickard Gabriellsson of Gyromedia specified **Wybron Nexera** CDM fixtures – 18 Profile and 12 Wash – to deliver "Northern Light" color, without the heat of traditional tungsten source lighting fixtures. To reach the desired 4200 color temperature, Wybron recommended Phillips CDM 942 lamps for the fixtures.

Gabriellsson explained, "The Nexeras deliver such a beautiful punch of color, and I love how quiet they are. Plus they're easy to use -- which saves us all time. Not to mention, the lamps have a 14,000 hour life. Not having to call the union guys in the middle of a show is a huge bonus!"

- more -

Wybron Brings Cool Lighting To IMTS Page 2

Spectra purchased the 30 Nexeras specifically for the show. Production Manager Ola Melzig of Spectra said, "Not only do the Nexera CDMs fill our needs for low heat, focus-ability, and perfect color mixing, they're extremely energy efficient, which translates directly into big savings at a trade show. At 150 watts each, we're only using one-fourth the power of traditional fixtures, and the per-watt cost of power at trade shows can be outrageous."

The booth attracted show attendees by the hundreds for the duration of the show, with most claiming the atmosphere was incredibly cool and comfortable. "I love this -- it's like my living room," one guest was overheard saying.

Björn Roodzant of Marketing Communication and Planning for Sandvik Coromant was thrilled with the results. "It looks fantastic – definitely the best lighting in the history of this show," he said. "We've always gone with basic overhead lighting and this made all the difference. We wanted to do something different and we achieved it."



About Wybron, Inc.

Wybron www.wybron.com has been advancing the art of lighting across the entertainment and architectural industries with state-of-the-art, award-winning solutions. Recognized as one of the world's leading innovators in the lighting field, the company's products are used in Broadway shows, including *A Chorus Line*, *Beauty and the Beast*, *Chicago*, *Lion King*, *Spamalot* and *The Producers* and in Las Vegas Blue Man Group and Cirque du Soleil KÁ. The company also serves cruise ships, theme parks, casinos, commercial architects and churches throughout the U.S. and across the globe.

For more information, contact the Wybron Sales Department at 1-800-624-0146 or visit the Company's web site at www.wybron.com.

###