



Advancing The Art Of Lighting

FOR IMMEDIATE RELEASE
June 10, 2008

CONTACT:
Miles Dudgeon
Wybron, Inc.
(719) 548-9774
miles@wybron.com

Jennifer Wilson
Wybron, Inc.
(719) 548-9774
jennifer@wybron.com

WYBRON FOCUS GROUPS YIELD VALUABLE FEEDBACK

COLORADO SPRINGS, COLO. – Lighting professionals weighed in on Wybron products during a day of focus groups June 4 in New York City.

Electricians, designers and other experts critiqued Wybron lighting equipment and offered input on how product designs could be improved. The feedback went straight to Wybron engineers.

“The thing that really got me excited was how fast everyone just plain got the new products, and the great ideas they all had for improvements,” says President Keny Whitright.

Tom Ferguson, shop foreman and rental operations manager for Hudson Sound and Light, says he appreciates companies asking for input on their products.

“If you’re going to shove it down somebody’s throat, there’s going to be some resentment,” Ferguson says.

The event previewed some of Wybron’s new products as well as changes to its Infogate software, which uses two-way communication protocols to let users manage their lighting rigs remotely.

Marc Palmer, director of standards for PRG, says he sees Infogate helping lighting professionals pinpoint any problems in their shows.

“It gives you so much more information to troubleshoot,” Palmer says.

Wybron will host another series of focus groups in New York City on July 9 at Electronic Theatre Controls’ offices in the Film Center Building, 630 9th Ave., Suite 1001. Key Wybron staffers, including Whitright and members of the engineering department, will report the company’s progress on the suggestions from June 4.

ABOUT WYBRON

Wybron, Inc. designs and manufactures innovative, practical and high-quality lighting equipment for some of the biggest entertainment productions in the world. Wybron remains committed to standardized two-way communication protocols that help users more easily manage their lighting rigs. Learn more at www.wybron.com.

###