



Advancing The Art Of Lighting

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LIGHTING PROS INVITED TO SECOND ROUND OF FOCUS GROUPS

COLORADO SPRINGS, COLO. – Lighting industry veteran Wybron, Inc. will host another series of focus groups July 9 in New York City to gather feedback on its existing products and to preview some new ones.

President Keny Whitright, Director of Technologies John Sondericker, and Director of Marketing Miles Dudgeon will spend 10 a.m. to 6:30 p.m. at the Film Center Building, 630 9th Ave., Suite 1001, in the offices of Electronic Theatre Controls. Lighting professionals can stop by anytime.

Wybron's first round of focus groups on June 4 yielded valuable suggestions for the company's Infogate software, which transmits feedback from a user's lighting equipment to his or her laptop.

"By gathering suggestions from these focus groups, our company wants to make Infogate as practical as possible for the lighting professional who demands nothing less than a perfect show every night," Whitright says.

"Instead of putting out fires when equipment breaks down, Infogate warns you before the problem occurs," he says. "This will prevent a lot of headaches for our customers."

The July 9 event also will give attendees the opportunity to try out some new applications Wybron is developing for the iPhone and iPod touch.

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.

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