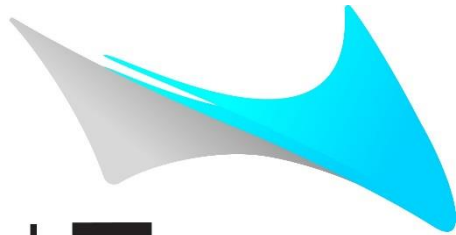




TRON WALLSCAPE  
SUNSET BOULEVARD L.A. CA



# LightTape

An innovative backlighting technology for billboards, bus shelters, traditional bus ads, and full vehicle wraps. Use Light Tape® panels to increase impressions on your campaign's message with crisp, clear and ultra low profile illumination with zero light pollution. Don't light up the world, just your message.

**out-of-home &  
transit lighting**

# a renaissance to outdoor advertising



## **MORE IMPRESSIONS**

Guarantee your campaign's effectiveness by increasing visibility from limited daytime hours to a full 24 hours. Focus illumination precisely where you want it and not where you don't.

## **INNOVATIVE CREATIVE TECHNOLOGY**

Transform any space into a back-lit innovative medium and bring a second dimension to your creative with elegant, yet shockingly simple to use technology.

## **NEW TRANSIT OPPORTUNITIES**

Because of Light Tape's® ultra low profile design and form factor, it's able to fit into spaces that literally no other light source can. Hide custom sized panels under selective areas of your vehicle ad or wrap.

## why we're a different light?

*the innovative alternative to a conventional routine*

### **EVEN ILLUMINATION**

A uniform light source without diffusion. Cover any sized surface, curves and contours, without unsightly hot spots.

### **EASY INSTALLATION**

Variety of mounting options available for billboards and transit. Install a complete illuminated campaigns in less than 3 hours.

### **ULTRA THIN & LIGHT WEIGHT**

Thinner than a credit card, as light as card stock and ultra flexible; fits into spaces others cannot.

### **REUSABLE**

Impact and vibration resistant. Ability to withstand extreme temperatures. Removable mounting solutions without damaging surfaces.

### **AMERICAN MADE**

Built with pride; manufactured to last. Convenient shipping and support.

### **WORLDWIDE POWER CONNECTIVITY**

No need to update electronics. International voltage compatible.

# billboards

## SELECTIVE BACKLIGHTING

By using inverse black out printing methods and thoughtfully placed Light Tape®, selective messages of the campaign are illuminated where you want.

*Right: Target, When Night Falls Campaign 14'x48'*



## DAY/NIGHT BACKLIGHTING

By using novel printing techniques in conjunction with our patented backlit billboard system, communicate two messages in one advertisement.

*Right: Jeep, Call of Duty Campaign; silver award winner OBIE Awards 2011 19'x37'*



# transit

## SELECTIVE BACK-LIT BUS WRAPS

Convert existing wrap into a back-lit campaign in a few simple steps. Our Smart Driver™ connects to bus electricity, mount panels and cover with translucent vinyl, and then light up.

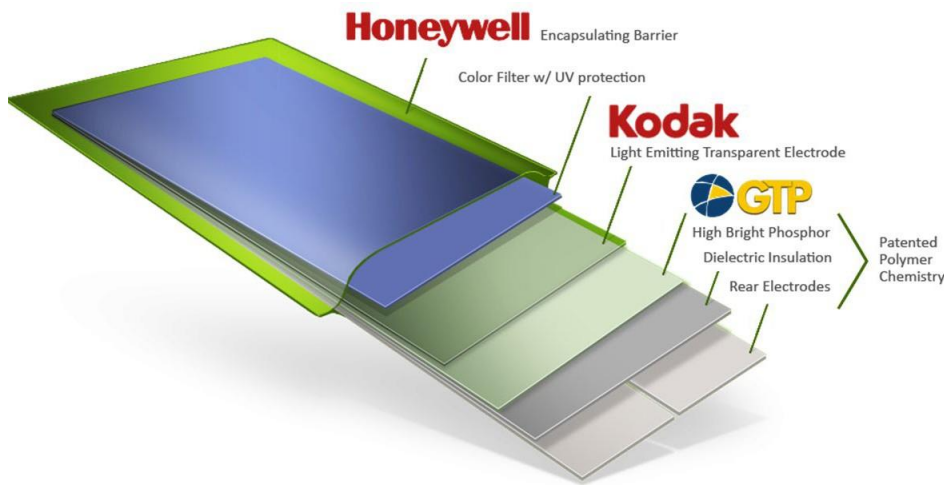


## ANIMATED BACK-LIT BUS SHELTERS

Transform static bus shelter creative into an elegant illuminated animation and make your campaign messages fade in a sequence.

# what is Light Tape®?

Light Tape® employs a radically distinctive and patent-protected type of electroluminescent technology. It exists in the form of ultra-low-profile, lightweight panels and strips that seamlessly and evenly illuminate from edge to edge. The philosophy behind the product is simple: a light's physical design should not restrict design or artistic vision. With Light Tape®, you have the possibility to turn anything into the light.



**BROUGHT TO YOU BY  
ELECTRO-LUMINX™ LIGHTING  
CORPORATION**

Electro-LuminX® Lighting Corporation, the manufacturer of Light Tape®, is located in the booming Mid-Atlantic creative hub of Richmond, Virginia. The company formed in 2004 in order to bring a truly unique lighting source to market that challenges preconceived notions of lighting.



**Electro-LuminX Lighting Corporation**

**US Headquarters**  
1320 N. Arthur Ashe Boulevard  
Richmond, VA 23230  
+1 804 355 1692