

Insight Lighting Brings Holiday Cheer in a Whole New Light

Creative Design and Sturdy Manufacturing Illuminates Cities and Structures throughout US

For Immediate Release: December 15, 2011

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Lighting plays the leading role when it comes to holiday decorating, but things have changed since the days of flashing, inefficient multicolored bulbs; Insight Lighting and Scott Oldner Lighting Designs are working to make embellishing with light a year-round movement.

With companies and cities throughout the world cutting back on any preventable expense, finding ways to get creative with existing and necessary materials is what's on many wish lists.

Designers on the Park Seventeen project in Dallas did just that when designing the 22-story office building. Utilizing the industrially advanced Medley A Product developed by Insight Lighting, lighting designer Scott Oldner brought the structure to life, creating an eye-catching view, setting the building apart from its neighbors. The operators can now easily change the look and feel of the building, depending on season or holiday, to fit their mood. In addition, the product supports LED technology, proving to be cost effective and environmentally friendly.

When two innovative companies like Insight Lighting and Scott Oldner Lighting Design come together the possibilities are endless; from hospitals to skyscrapers this duo has enhanced the environment for residents and passersby. Oldner says the new LED technology and teaming up with a reliable partner makes it all possible, "LED has made it easier to put more little twinkle lights on one circuit or control zone and the color changing of LED is so much less expensive than the color mixing of metal halide. Insight Lighting puts out the highest output in its class with great color and white in their LED tri-color fixtures."

With more cities and entities joining the LED movement, Insight Lighting is looking forward to working with the specification community throughout the world to introduce ways to bring color and cheer to their downtowns, skylines and interior spaces. "With just the push of a button, a town can transform into a holiday paradise and easily switch back to their original hue once the season is over. Insight's color-changing LED products are cost effective and low maintenance...a definite change from tinsel and frosted windows," Chris Kreuter, Insight Lighting Marketing Manager, Digital and Special Products.

About Insight Lighting

Based in Rio Rancho, NM, Insight Lighting has been committed to exceeding expectations in lighting technology and setting new standards in performance and application for over 20 years. Keeping all production in the US, Insight is dedicated to creating the finest designs in linear architectural lighting, graphic displays, wayfinding, luminous walls, ceilings and high performance pipe systems. Insight has contributed to some of the world's most notable structures. For a list a projects and products visit www.insightlighting.com.

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