

# IMPORTANT NEWS FLASH!



# PER'F-ALITE<sup>PAT.</sup>

## Electric Imageable Vinyl



# PRESS RELEASE

After nearly three years in Research and Development, *LaserVisions* is pleased to announce that its Perf-Alite<sup>PAT.</sup> Electric Vinyl, D.P.I.'s (Digital Printing Industry) 1999 Vision Award Recipient and D.P.I.'s Year 2000 Product-of-the-Year Recipient, has been granted a United States Twenty (20) Year Utility Patent. Covering some twenty-three (23) proprietary claims, the Perf-Alite<sup>PAT.</sup> Patent will undoubtedly be a very important industry Patent given today's size of the "One-Way" Vision market. "This is the first time in DPI's history that a product has won the Vision Award, then received the Product-of-the-Year twelve months later", notes DPI's Managing Director John S. Shaw. "This is quite an accomplishment, and says quite a lot about the product itself and the industry's reaction to it." No other Company in the world is able to provide a full offering of both perforated and non-perforated EL products affording product differentiation over its competitors. Additional International Patents have been applied for and are expected to be issued based in part on the U.S. Patent Office Allowance.

Furthermore, *LaserVisions* is now shipping the largest, widest and brightest electro luminescent sheets ever made. Because of a new composition and vastly superior components, they are able to deliver up to 550 lux of brightness, in comparison to the previous 375 lux seen before at the various Trade Shows. Perf-Alite<sup>PAT.</sup> now evenly illuminates over sheet sizes up to 48X72" (24<sup>sq/ft</sup>) as shown in the enclosed photos. The top photo shows a 48X72" Perf-Alite<sup>PAT.</sup> sheet designed for opaque surface placement (ie: walls) combined with a full color removable graphic overlay. The bottom left photo shows another 72X48" full color graphic designed for transparent glass surface placement (ie: windows) displaying its "one-way" see-thru properties on one-half of the image. This becomes apparent when the graphic is viewed from the opposite side (bottom right photo).

Now priced competitively as an alternative to fluorescent backlighting fixtures, Perf-Alite<sup>PAT.</sup> overcomes the traditional bulkiness and maintenance problems of burnt out bulbs and ballasts. Perf-Alite<sup>PAT.</sup> has better homogenous light scattering without hot or cold spots and offers superior illuminated viewing angles. There is no "dark line" down the middle of the sheet as seen on some EL Lite products because the Company developed a better alternative to the older split electrode sheet composition. This innovation makes Perf-Alite<sup>PAT.</sup> Electric Vinyl the most suitable illuminated sheet for displaying photographic transparency overlays. Perf-Alite<sup>PAT.</sup> is perfect for backlighting 3-D lenticular displays, floor graphics, illuminated pillar advertising, light weight countertop displays or anywhere where space is at a premium and a high-tech look is preferred.

Matching Inverters are now stone quiet using *LaserVisions* newly developed oscillating chip technology instead of the older magnetic resonance inverters, which were typically larger and noisier. Typical sheet sizes are 18X24", 24X36", 24X48", 36X48", 36X72" and 48X72", and are offered pre-wired for plug-in convenience. They also offer a translucent white, low-tack inkjet imaging media (which is normally used as an overlay for easy creative changes), and a very inexpensive yet attractive snap together framing system for counter, wall or window display mounting.

And don't forget *LaserVisions*' laser perforated "One-Way" Electroluminescent Perf-Alite<sup>PAT.</sup> Vinyl for the windows! You can see-thru the windows without seeing any trace of the brightly illuminated and/or flashing message on the other side (see above photos). Restaurant chains, International Airports, the Lotteries and others already love it. Now, with Perf-Alite<sup>PAT.</sup> "One-Way" Electric Vinyl, graphics will remain *brilliantly visible* even during evening hours, unlike ordinary see-thru graphics where the image *fades away* at night when the lighting intensity inside the store is greater than the level of light outside! And there's 18 billion sq/ft of flat glass out there for placement opportunity!



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