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## **FOR IMMEDIATE RELEASE**

### **JOURNÉE LED TRACK LIGHT SYSTEM ILLUMINATES PRICELESS ARTIFACTS AT UNIVERSAL STUDIOS**

Westlake Village, California (September 16th, 2008) -- Journée Lighting Inc. announces that Universal Studios Hollywood singled out the *Lotus* LED track light system for their new attraction "The Universal Experience: Behind the Scenes of Universal Pictures." As the primary light source for the attraction, 116 *Lotus* LED luminaires illuminate priceless, un-replaceable movie memorabilia from decades of Universal Pictures movie making magic.

"The Universal Experience: Behind the Scenes of Universal Pictures" is utilizing the latest in Green lighting technology with a state-of-the-art LED-powered lighting system from Journée. Through the use of this new LED-based track lighting system, the facility will be using less than half of the energy required by similar halogen-based lighting systems. In addition, Journée's LED-based light fixtures comply with California's energy conscious Title 24 code as well as U.S. Green Building Council LEED standards being adopted across the country.

Universal Studios approached Journée with the "The Universal Experience" after coming up short in their search for a modular lighting system capable of illuminating the precious artifacts without UV or IR radiation. "We originally considered a fiber optic lighting system" says John Murdy, Creative Director for Universal Studios Hollywood "but the Journée system had the flexibility we required for future updates to the attraction."

"After receiving a demo of the *Lotus* fixtures, we knew that they were the perfect choice for the attraction," says Chris Williams, Art Director for Universal Studios Hollywood. "Not only are they aesthetically attractive, but they are also energy efficient, modular in nature, virtually maintenance free and have no UV or IR in the beam of light."

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Spread out across a grid system of over 300 linear feet of Journée monorail track, the individual *Lotus* luminaires can be easily relocated in order to accommodate the ever changing exhibit. “Journée Lighting had the only UV/IR-free lighting system on the market that gave us the flexibility of a traditional track lighting system. This plug-and-play flexibility allows us to change out and reposition the artifacts within the display areas as the exhibit evolves over time,” says Product Development Manager, Joel Smith of Universal Studios Hollywood.

“The Universal Experience: Behind the Scenes of Universal Pictures” also required a lighting system that was dimmable. Using a DMX controlled 32 channel Lutron dimming system, Universal Studios is able to control the intensity of the *Lotus* LED luminaires through the show control system. Using interactive kiosks, Universal Studios’ guests have the ability to select which movie artifact they would like highlighted. With a simple push of a button, a movie clip is played on the overhead monitor, followed by a lighting transition which highlights the artifact through the use of one or two tightly focused *Lotus* LED luminaires. Each *Lotus* fixture in the attraction can experience dimming cycles of up to 500+ times a day on a peak weekend. This extensive dimming demand has no effect on the 40,000 hour lamp life of the *Lotus*.

“Journée Lighting was extremely excited to be part of Universal Studios’ initiative to become a *Green* theme park,” says founder and CEO of Journée Lighting, Clayton Alexander. “At Journée Lighting, we are constantly working on ways to blend inspiring product design with advanced technology.”

Drawing only 16 watts and producing a beam of light equivalent to 40 watts of an incandescent bulb, Journée Lighting’s LED-based fixtures make energy-efficient track lighting a reality. Unlike other high-efficiency light sources, such as compact fluorescent and metal halide, Journée’s LED luminaires boast a lamp life of 40,000 hours and contain no mercury and no lead, which make them exceptionally friendly to the environment.

#### About Journée Lighting, Inc.

Headquartered in Westlake Village, California, Journée Lighting, Inc. designs and manufactures pure white-light LED-based lighting fixtures, including the *Lotus*. The *Lotus* LED luminaire is available in an anodized aluminum finish in seven color options as well as in custom colors. Journée also designs and manufactures specification grade Monorail and Monopoint systems for use with its LED Luminaires. For more information, pricing and availability, please visit [www.journeelighting.com](http://www.journeelighting.com) or call 1.800.866.1880.

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