

THE OPENER

ISO 9001:2000, ISO 14001:2004,
OHSAS 18001:1999 Certified
ISO 17025:2005 Accredited

June 2007
Volume 1, Issue 1

Light fair News

By Len Thomas & Dick Suttell



From May 6 through May 10, 2007, EYE Lighting joined 550 exhibitors from over fifty countries around the world in showcasing their products and services at the annual Light Fair exhibition, held this year at the Javits Convention Center in New York City.

Light Fair International 2007 is the world's largest and most comprehensive annual architectural and commercial lighting conference. Showcasing Light in all its aspects, Light Fair attracts over 19,000 design, lighting, architectural, engineering and end user professionals, who have the opportunity in a short week to view a complete diverse range of applications, high-end design and modern cutting edge technology. These are the people who buy our products.

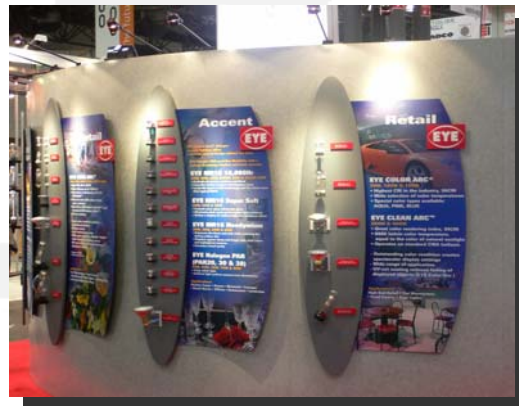
The newest architectural and commercial lighting products, the latest technology, and the most up-to-date information was exhibited on such varied products/technologies...such as:

- Ballasts
- Daylighting products and information
- Lampholders and switches
- Light sources
- Lighting control components
- Control devices
- Luminaire types
- Mounting devices

We are particularly proud of our booth, which represented our eighth year at Light Fair. We required 900 square feet

of real estate at the show in order to display our new products as well as introduce our new Iwasaki Fixture line. Our booth was beautifully designed and focused on Display Lighting and Iwasaki Fixtures. Featured displays were:

- An island of Iwasaki Post-top fixtures and walk way fixtures.
- A stand-alone kiosk of EYE architectural flood lighting fixtures.
- Seven three-dimensional surfboard displays of EYE new and strategic lamps lit with EYE Halogen MR16 display lamps.
- A sparkling jewelry case lit with EYE Color Arc4500K, 96CRI lamps.
- A fashionably outfitted mannequin display lit with EYE Halogen display/PAR lamps
- A spectacular and unique fish/coral tank lit with an EYE Color Arc Aquarium lamp.
- A wide-screen TV showing an endless loop of beautiful EYE application photos.
- Nine impressive color boxes lit with an assortment of Color Temperature showcasing EYE Color Arc and EYE Cera Arc technologies.



3-D Surfboard display lit with EYE Halogen lamps



Fish/coral tank lit with EYE Color Arc Aquarium Lamp

THE OPENER

ISO 9001:2000, ISO 14001:2004,
OHSAS 18001:1999 Certified
ISO 17025:2005 Accredited

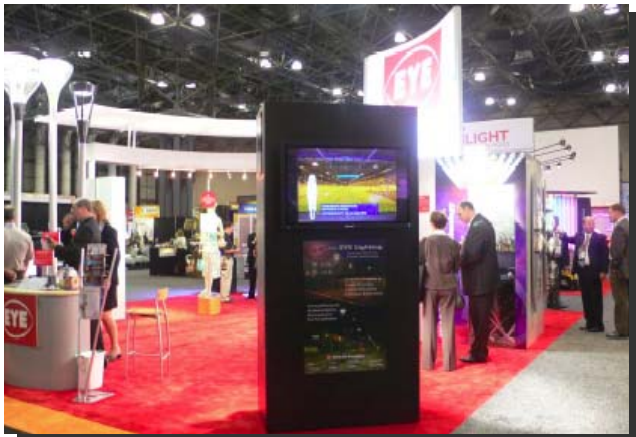
June 2007
Volume 1, Issue 1

Scenes from Light Fair...



Preparing the booth and mannequin

EYE Lighting made an impressive showing and has set a new standard for excellence in booth design and presentation.



During the show, over 250 potential customers visited our booth and requested more information.



EYE Lighting personnel in front of our booth at the 2007 Light Fair

Light Fair 2007 attracted over 19,000 design, lighting, architectural, engineering and end user professionals



Stand-alone kiosk of flood lighting fixtures

THE OPENER

ISO 9001:2000, ISO 14001:2004,
OHSAS 18001:1999 Certified
ISO 17025:2005 Accredited

June 2007
Volume 1, Issue 1



Our booth required a minimum of six trained EYE employees at all times to answer questions and make product presentations.

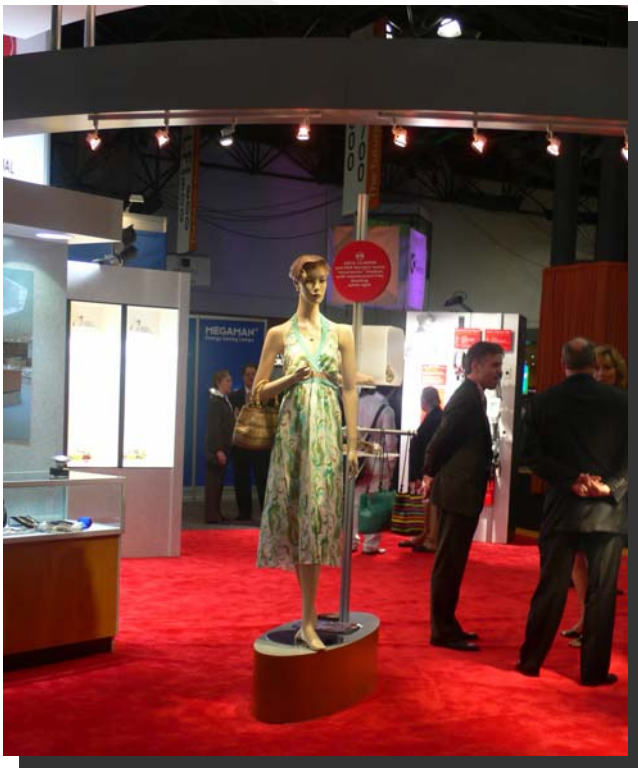
Lunch & Learn...



EYE held a "Lunch & Learn" training session where our products were introduced to over 60 potential customers.

Appreciation Dinner...

EYE Lighting hosted an Appreciation dinner at Keene's Steakhouse in New York City for customers, agents and distributors.



A fashionable statement



Keith Ward discusses selling EYE lamps to agents and Bill Wholley, Eastern Regional Sales Manager

THE OPENER

ISO 9001:2000, ISO 14001:2004,
OHSAS 18001:1999 Certified
ISO 17025:2005 Accredited

June 2007
Volume 1, Issue 1

..at Keenes steakhouse

The Appreciation Dinner gave EYE personnel an excellent opportunity to meet with and show our appreciation to our customers.

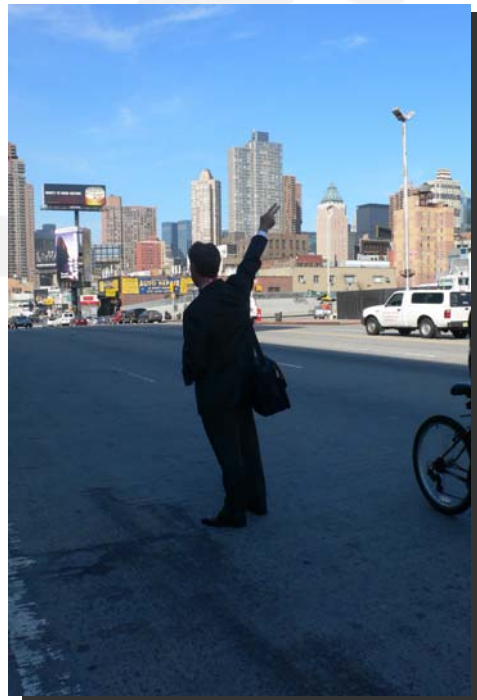


Jerry Kalb, EYE National Sales Manager, discusses fixtures with R. Loane, Managing Director of LCA, an Iwasaki affiliate from Australia.

Our thanks to everyone who worked so hard to make this year's Light Fair so successful...



R.J. Darling, SW Regional Manager, talks to an EYE customer



and so we bid a fond farewell to New York City