



Light Tape[®] Electro-LuminX[®]

Out-of-Home & Transit Lighting

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.

day



night



A Renaissance to Outdoor Advertising

INCREASE WEEKLY IMPRESSIONS

Your creative only gets better when the sun goes down. Guarantee your campaign's effectiveness by increasing visibility to a full 24 hours. Focus your customer attention to exactly where you want it.

TRANSFORM ANY SPACE INTO A BACKLIGHT

Realistically any smooth surface can be converted into a backlight with our elegant yet amazingly easy to use technology. Peel and stick the Light Tape® to the base, cover with a translucent vinyl and turn it on!

WINDY BILLBOARDS TO BOUNCY BUSES

Light Tape's solid state technology is up for the task. A proven system in the harshest environments. Each component was specially engineered for our OOH customers. All tested and UL approved.

REUSABLE, MULTIPLE CAMPAIGNS

Light Tape® is totally recyclable, just replace the top layer artwork. Change the copy as normal once the Light Tape® is installed, or move it to another location for a different campaign.

Billboards

DAY/NIGHT BACKLIGHTING

Day/Night backlighting allows one creative image to appear by day, then transform to a second image that night. Utilizing novel printing techniques, the ability to create definition using layers of shading is infinite.

In Jeep's Call of Duty™ campaign, the background creative changes from a pleasant drive through desert terrain during the day, to a perilous war scene at night.

For this campaign, Extreme Green™ Light Tape® was used to enhance the desired night vision effect, adding another dimension to the creative.



Jeep, Call of Duty Campaign; silver award winner OBIE Awards 19'x37'

SELECTIVE BACKLIGHTING

An impactful method to focus your customer's attention at night. Call out certain areas of your creative by selectively illuminating only that portion of the advertisement. No need to illuminate an entire board and the horizon. By using inverse black out printing methods and thoughtfully placed Light Tape®, selective messages of the campaign are illuminated focusing attention where you want.

Target's Halloween Campaign is a perfect example of selective backlighting. A base vinyl that indicates which areas are to be illuminated is installed first, then Light Tape® panels are to be placed in those areas. The final creative is mounted as normal but the reverse side printed in opaque ink to create delineation.



Transit

SELECTIVE BACK-LIT VEHICLE WRAPS

Convert standard wraps into a backlit advertisement. Mount Light Tape® Panels directly to the surface of the coach. No damage to the paint and a penetration through the surface is not required. When done, wrap as normal with a translucent graphic.



BACK-LIT BUS ADVERTISING

Plug-n-Play Light Tape systems are offered. Our King System attaches to the side of the bus with just one Light Tape panel. Then cover as normal with a standard PSA backlit vinyl. We employ world class barrier encapsulation technology to protect from rain, snow and even the dreaded bus washer.



ANIMATED BACK-LIT BUS SHELTERS

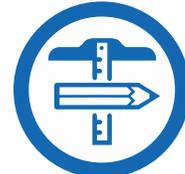
For street furniture, our animated series is the way to go. Illumination attracts attention, but the animation keeps it there. See your message light up in a specified sequence. Just send us your artwork and desired illuminated areas, we will send you back a example of what is possible.



Light Tape® will change the way you think about a light bulb.



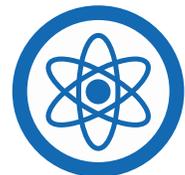
Even illumination: a uniform light source without the need for diffusion, no hot-spots at any size!



Easy Installation: Our technology is easy to install. Light Tape® illuminates up to 150 feet on a single connection.



No heat: Unlike LEDs, Light Tape® can run for 40,000 hours and never gets hot. Ability to withstand extreme temperatures.



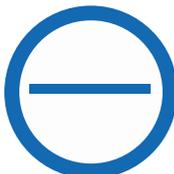
Energy efficient: Light Tape® uses 40% less power than traditional LEDs



Made in the USA: Built with pride, manufactured to last.



Unmatched Durability: Impact and vibration resistant, heavy load capable. Light Tape® can withstand punctures and still illuminate.



Thinner than a credit card and flexible. Fit into specs others cannot.



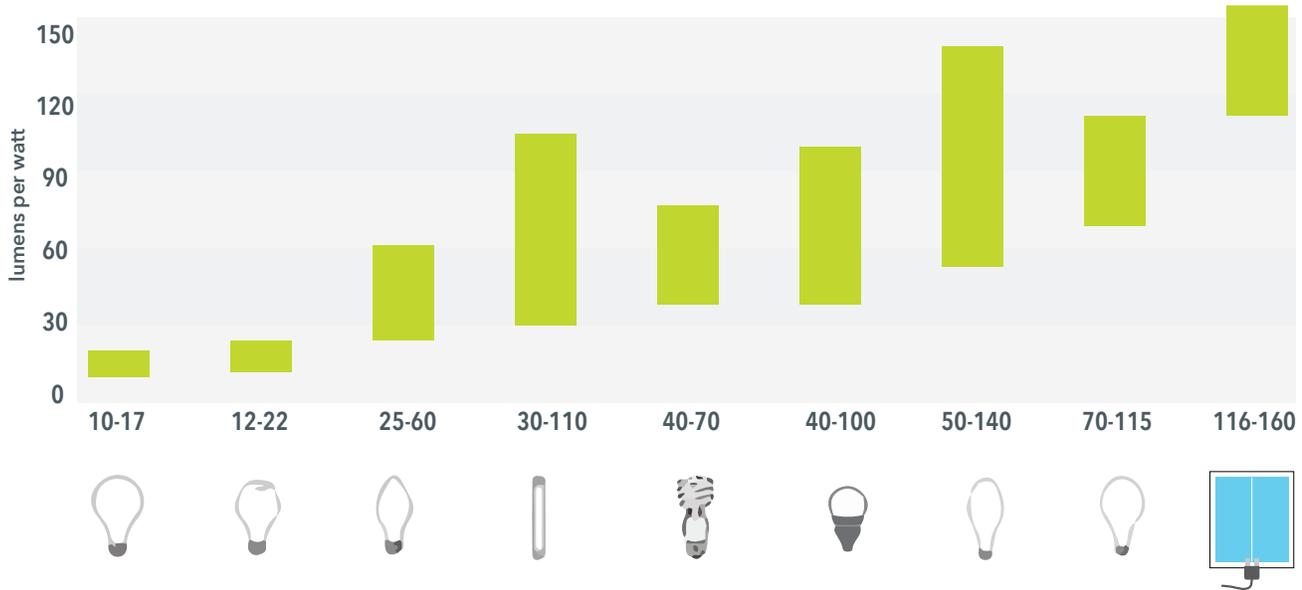
Custom shapes: allow your creativity to determine your light's design.

Energy Consumption

Light Tape® is a flat capacitor emitting light only on the surface. Versus other light sources like an LED who directionally emit light with a great deal of the desired light either wasted or diffused for even illumination. When comparing the surface brightness of an accent light, there is nothing more efficient.

Light Tape is off the charts

HIERARCHY OF TRADITIONAL MEASUREMENT OF BRIGHTNESS



LIGHT TAPE VS. LED ENERGY COMPARISON BY AREA

	LIGHT TAPE		LEDS			
ILLUMINATED WIDTH	2.54 cm	0.8 cm	1.27 cm	0.8 cm	100% backlit	edge lit
AREA/LENGTH	1 linear meter	1 linear meter	1 linear meter	1 linear meter	square meter	square meter
ILLUMINATION SOURCE	100% phosphors	30 LEDs	100% phosphors	60 LEDs	100% phosphors	240 LEDs
CURRENT - AMPS	0.01	3	0.005	6	0.5	24
TOTAL WATTS	1	7.2	0.5	14.4	44	57.6
ILLUMINATION COVERAGE	100% even	2 cm gaps	100% even	1 cm gaps	100% even	30% dimmer in center

*Light Tape® data based on full brightness, consumption results can be much lower when dimming.

LIGHT TAPE TOTAL POWER CONSUMPTION BY AREA

BRIGHTNESS	W/in ²	mA/in ²	W/cm ²	mA/cm ²
HIGH	0.028	0.342	0.0043	0.0530
AVERAGE	0.016	0.191	0.0025	0.0296
LOW	0.011	0.133	0.0017	0.020

Light Tape® has a very linear power consumption. With every increase in area there is an equal increase in energy required to illuminate. Multiply the illuminated surface area to get total watts and amps.

Light Tape® Standard Sizes

ITEM NUMBER	ILLUMINATED WIDTH - B	LAMINATED WIDTH - A
lt-025	0.25" (6.35mm)	0.75" (19.05mm)
lt-050	0.5" (12.7mm)	1.0" (25.4mm)
lt-100	1" (25.4mm)	1.5" (38.1mm)
lt-150	1.5" (38mm)	2" (5.07cm)
lt-200	2" (5.08cm)	2.5" (6.35cm)
lt-300	3" (7.62cm)	3.5" (8.89cm)
lt-400	4" (10.16cm)	4.5" (11.43cm)
lt-600	6" (15.24cm)	6.5" (16.51cm)
p-lt-1200	12" (30.48cm)	12.5"(31.75cm)
p-lt-1800	18" (45.72cm)	18.5"(46.99cm)
p-lt-2400	24" (60.96cm)	24.5"(62.23cm)
*custom widths available		

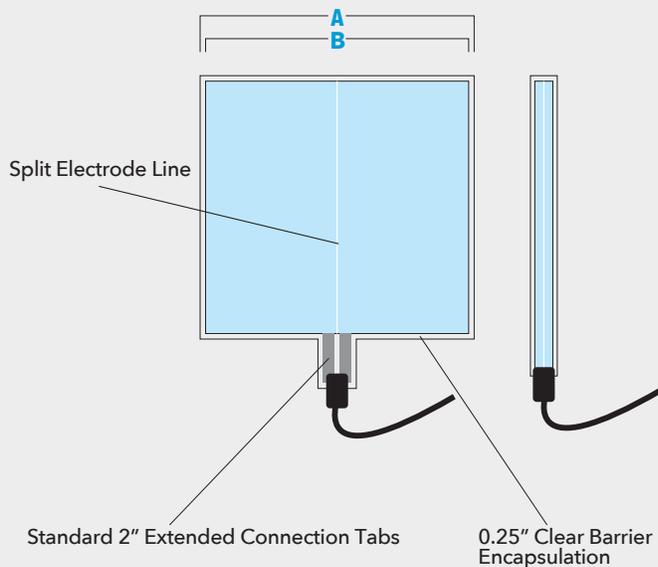
WHEN ORDERING, PLEASE SPECIFY:

- Installation location - Interior (INT) or Exterior (EXT)
- Desired illuminated color
- Illuminated width item number.
- What length for each Light Tape lamp?
- Total number of lamps required.
- Power Input - AC or DC? What input voltage?
- Extension connection tabs for backlighting applications are standard at 2" long. This allows connector to be hidden. Please advise if longer lengths are required.

ADDITIONAL INFORMATION:

- Custom widths are possible to fit any dimensions. Light Tape can be tiled and joined together with no seams or gaps.
- Power input location (please specify short or long side of lamp)
- A basic top or front view drawing with dimensions is helpful to our engineering team to estimate materials needed.
- We will suggest best electrical configuration for your project based on site layout.

TOP VIEW



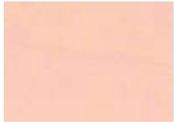
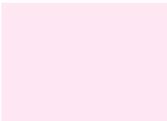
NOTE: the split electrode line is a critical element of Light Tape's engineering that runs centered through the entire length.

CROSS SECTION - SPLIT ELECTRODE



Color Options

Our base colors are Classic Natural Blue and Extreme Blue-Green. These colors appear white when off and colored when illuminated. We then add a filter to produce specific color options. All other colors will remain that color when not illuminated. Please check our website for updated and new colors.

CLASSIC SERIES				EXTREME SERIES			
off	on	off	on	off	on	off	on
							
Natural Blue		Media White		Blue Green		Caribbean Blue	
Off	On	off	on	off	on	off	on
							
Glacier White		Electric Blue		Purple		Orange	
Off	On			off	on	off	on
							
Yellow				Rich Red		International Red	
				off	on	off	on
							
				Pink		Green	

*The colors in this table are simulated and the final product may vary. If an exact color is required, we recommend seeing a physical sample. Custom colors and widths are available, but may be subject to minimum order quantities, set-up fees, and approval testing.

Light Tape® System Specifications

Light Tape® Physical Specifications	
Thickness (varies depending on color)	0.010 to 0.020 inches / 0.254 to 0.305 millimeters
Protective Encapsulation Seal	¼" on each side (+/-1/16" of an inch, +/- 0.159 cm)
Light Tape® Illuminated Width	0.25 to 30 inches / 0.625 to 90 cm
Illumination Coverage	Infinite, can be tiled without a break in light
Power System	
Light Tape® Load	Capacitive Load
Phase Angle	78° Leading Edge
Light Tape® Power Consumption by Area	0.016 watts per in ² / 0.106 watts per cm ²
Light Tape® Amperage Consumption by Area**	0.19 milliamps per in ² / 1.23 milliamps per cm ²
Light Tape® Watts per Linear Meter at 2.54 cm wide	0.4 to 1.1 watts based on low to full brightness dimming
Light Tape® Watts per Square Meter	0.21 to 0.53 watts based on low to full brightness dimming
Light Tape® Output Voltage (dimnable)	250 Volts AC, +/- 50 Volts AC
Light Tape® Operating Frequency	800 Hertz, +/- 300 Hertz (depending on tuning)
AC Driver Input Voltage Range	90 to 260 Volts AC
DC Driver Input Voltage Range	3 to 24 Volts DC (12 Volts DC standard)
Power Source	ELLC Smart Driver™ Power Supplies
Controllable	Dimming, 0 to 10 Volts DC and DMX 512 Capable
Light Tape® Performance	
Useful Life - Hours	20,000 hours to excess of 40,000 hours
Useful Life - Years	up to 20 years (dependent on drive parameters)
Average Brightness	125 cd/m ²
Brightness Range	0 to 200 cd/m ²
Brightness Differential - Completely Uniform	+/- 1 cd/m ² , independent of total surface area
Operating Temperature - Ambient	-40°C to +65°C
Heat Gain During Operation	Does not produce heat during operation
Compressive Strength - Ground Pressure	500 psi or more depending on mounting system
Impact Strength - Izod (73F)	6.5 ft-lbs/in ²
Flexural Strength	700 >15,000 cycles ASTM D2176
Flexibility - Wrap Angle	Contours around 6 millimeter diameter object
Punctureable	Yes, will illuminate after puncturing
Maximum Processing Temperature	350°F / 177°C (depending on residence time)
Health and Safety	
Safety Features	Overload and short circuit protection. UL listed.
UL Certifications	File number E319670, 2006/95/EC
CE Certification	EC-Attestation of conformity – No.0704 63147 001
Low Voltage Directive	Compliant
Environmental Compliance	ROHS and WEES Directive
EMC Emissions Compliant	EN55015 (CISPR15) Radiated and Conducted Emission

**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

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