



FOR IMMEDIATE RELEASE: UPDATE

## Innovative Illumination on Bus Advertising

*RICHMOND, Va., (August 26, 2015)* - Transit advertising is getting a rejuvenation with the integration of a radically distinctive electroluminescent light. Richmond Virginia based EL lighting manufacturer, Light Tape®, announces the launch of an innovative approach to transit advertising illumination and is currently testing two systems with Richmond's local transit provider, GRTC.

Light Tape® has partnered with GRTC, Media Transit Inc. and consulted with local printer, FASTSIGNS on this pilot, testing exclusively in Richmond, Va. The first backlit ad was installed in late June showcasing the selective backlighting option. FASTSIGNS used novel printing techniques involving a layered translucent vinyl approach and opaque versus translucent inks. What resulted was a full color king size bus ad during the day, and a selectively illuminated message at night.

After two months of successful testing, Light Tape® and GRTC have pursued the second install with improvements based on the first trial's learnings. This install showcases a fully backlit system, as opposed to the selectively backlit, and improved connections that can all be hidden inside the bus. This second trial is more seamlessly integrated than any illuminated transit advertising system before.

Light Tape's® Brand Manager Marisa Impellizzeri elaborates, "this integration will ignite a renaissance to the transit and OOH space. Because Light Tape® is designed for outdoor durability and its creative versatility, it will be exciting to see how other transit owners and advertisers explore its use in their campaigns."



The second install was completed on August 25 featuring a regular client of GRTC, McDonald's. After further testing and development, Light Tape® anticipates a fully packaged system to offer nationwide in early 2016.

This is an update to the original release and may be viewed online: <http://www.ridegrtc.com/news-initiatives/press-releases/innovative-illumination-on-grtc-buses/>



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**About Electro-LuminX® Lighting Corporation**

Founded in 2004, Electro-LuminX® Lighting Corporation is the manufacturer of the one-of-kind electroluminescent technology, Light Tape®. The company's mission is to bring a truly unique lighting source to market that challenges preconceived notions of lighting with their philosophy that a light source's physical design should not inhibit the creative vision. Electro-LuminX® serves clients in over 50 countries world wide and is based in the Mid-Atlantic creative hub of Richmond, Virginia.

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