



## **FOR IMMEDIATE RELEASE**

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### **SoftSun Lights Now in Parabolic and Linear**

New 3.5K Soft Par Creates the Worlds Most Beautiful and Controllable Light

22 JUNE 2007 – Los Angeles, CA – Luminys Systems Corp., formerly known as Lightning Strikes Inc., today announced the introduction of its SoftSun 3.5K Soft Par, part of the SoftSun family of lights that are the worlds most powerful and controllable single source lights.

“Soft and Par are seemingly contradictory terms, but when seeing this new light in action there’s proof that they are, in fact, complimentary,” said David Pringle, Luminys founder and chief technology officer. “We are very proud of this step in the evolution of our SoftSun product. While we’ve traditionally offered linear SoftSun lighting, we now offer the worlds most controllable and brilliant light in par format that wraps subjects beautifully with a unique 360°, three dimensional shadowless fill.”

The SoftSun 3.5K Soft Par features a punchy 33° spread and allows for full dimability without color shift. This light is further enhanced by maintaining 5400°K and 96 CRI throughout useful life thus eliminating the need for color matching and balancing.

“As with all the products in the SoftSun line, we offer the closest replication of natural sunlight available,” said Pringle. “We believe that this is simply the most beautiful light the industry has seen and unlike anything else available. With the new 3.5K Soft Par, our commitment to lighting excellence and the needs of our customers continues”

#### *About Luminys Systems Corp.*

*Luminys is the premier provider of highly-controllable, high quality light sources for professional and industrial use. The company’s products offer the highest light output commercially available from a single source and provide an ideal replication of natural sunlight. Softsun® and Lightning Strikes® products have been used in the production of thousands of feature films, television series, and commercials over the last two decades, as well as numerous sporting events, concerts, and other live events. It has garnered two Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences and a Primetime Emmy from the Academy of Television Arts and Sciences. Luminys is a subsidiary of Imagility Inc.*  
[www.luminyscorp.com](http://www.luminyscorp.com)

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