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SpellBrite Wins Chicago Innovation Award for “Click-Together” LED Signs

CHICAGO, IL – November 7, 2013 — Optiva Signs, a subsidiary of iLight Technologies, has been named one of the winners of the 12th Annual Chicago Innovation Awards for its unique SpellBrite™ LED signage system. (www.SpellBrite.com)

SpellBrite is an ultra-bright, “click-together” LED signage system that combines the striking impact of neon with the flexibility of print. SpellBrite’s 43 letters, numbers, and characters allow users to effectively create any ultra-bright window sign to advertise specific products, specials, promotions, extended business hours, or any other custom message, and to change the message at will.

“SpellBrite is the most powerful onsite messaging system business owners can use to attract more customers,” said Sean Callahan, CEO of iLight Technologies, parent company of Optiva Signs. “We’ve reached out to several SpellBrite customers over the past few months, and business owners are achieving 20%-40% increases in sales of items promoted with SpellBrite. The signs are paying for themselves in weeks and, in some cases, days. Business owners love the ability to reuse any SpellBrite characters and components to make a new ultra-bright window sign for their next promotion, keeping their storefront fresh, relevant, and targeted to their local customer base.”

Among SpellBrite’s unique features are that it’s up to 50% less expensive than neon, but without neon’s maintenance hassles. It offers all the benefits of LEDs, including long life, lower energy costs, high durability, and increased safety. Multiple dimming and animation effects allow for maximum attention-grabbing impact.

There were a record-high 562 nominees for this year’s Chicago Innovation Awards – up from 390 last year. Winners were announced at an event held at Chicago’s Harris Theater on Wednesday, October 30, 2013, with nearly 1,500 business and civic leaders in attendance. The Chicago Innovation Awards, celebrating its 12th year, is the Chicago region’s foremost recognition of the most innovative new products or services brought to market or to public service each year. The complete list of this year’s Chicago Innovation Award winners can be found at www.chicagoinnovationawards.com.

SpellBrite’s representatives received a variety of honors, including a meeting with Chicago Mayor Rahm Emanuel at City Hall, a meeting with Illinois Governor Pat Quinn, ringing the NASDAQ bell in New York City, a profile in Crain’s Chicago Business, and a three-day business and innovation training seminar at the Disney Institute in Orlando, with tuition and accommodations included.

The Chicago Innovation Awards are supported by Gold Sponsors Disney Institute, Comcast Business, and Hillshire Brands; Silver Sponsors Dell, SMS Assist, Wintrust Financial, Vedder Price, Brinks, Gilson and Leone, Edelman, SmithBucklin and others.

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To request a product sample, contact: Tara O’Connor, Optiva Signs, toconnor@OptivaSigns.com or (312) 568-5760.

Chicago Innovation Awards: Luke Tanen, luke@chicagoinnovationawards.com.



iLight Technologies, Inc. CEO Sean Callahan accepts the 2013 Chicago Innovation Award for Optiva Signs’ SpellBrite LED Signage System at the Chicago Innovation Awards Dinner on October 30 in Chicago, IL..