



“It’s not Neon...It’s Better”



Califor neon™ *A New Lighting Technology*

Welcome to Califor neon!

Califor neon Lighting, also known as: TapeLight, LightTape, Neon Tape, Lightstrip, and Flatlight. Califor neon lighting has been around since 1994 and we have been private labeling our products for companies in several different industries around the world. In 1999 Califor neon debuted their lighting to the entertainment industry, featured in the music video "She's a Bitch" by recording artist Missy Elliot. Shortly thereafter we were called upon again by the "Backstreet Boys" for their Millennium Tour! The rest is history...

Imagine a strip of light that you can cut to any length and it will still light. A strip of light that has the same beautiful clarity and vibrancy of neon and yet will not break. No need to imagine because tomorrow's technology is today's reality. We call it Califor neon. Many innovative products were developed from the billions of research dollars spent on the NASA space program. Califor neon is one of those products and is destined to revolutionize the lighting industry, as we know it.

It is Electroluminescent ("EL") lighting.

When we think of lighting sources we think of fragile, rigid, breakable, bulky fixtures made of glass, containing gas. EL has none of these drawbacks. Can you imagine a lighting source thin as a business card? So flexible that you can wrap it around your finger? One that does not come out of a box, but rolled up in lengths up to five hundred feet. So sheer that you can cut it to the desired length with ordinary scissors. A light that comes in widths as small as .200" of an inch and as wide as 30 inches. It requires only one connection and one ballast, runs as long as 300 feet giving consistent, even brightness throughout the entire length. Imagine no more. It's here!

A Robust Lighting System that lights better than neon! It's flexible and can be cut to any length!



FEATURES:

AFFORDABLE BEAUTY & VISIBILITY

- Low installed cost with minimal maintenance requirements
- Low energy cost per visible light unit (foot lamberts)
- High contrast laser like light provides crisp visibility for miles, even in bad weather
- Many colors available, and several colors can be combined within one lamp run
- Lengths of hundreds of feet with consistent, even, light throughout

EASY INSTALLATIONS & MAINTENANCE

- Systematized part and material selection for all applications
- Field modifiable, up to 500 feet between connections
- Only simple common installation tools are needed
- Narrow to wide sizes & large panels are available
- Think, flexible & compact; simple, robust & reliable

SAFE & EFFICIENT

- Visible through smoke, haze, fog and bad weather (perfect for safety lighting)
- Unbreakable
- Water-resistant
- 99% energy conversion to light (No heat)
- Long continuous runs with no line loss

USABLE IN ANY APPLICATION

- Suitable for interior or exterior uses...specify when ordering
- Can be used on vehicles and boats
- E.L. Drivers available for input voltages of 12 VDC, 24 VDC 110/240 VAC,
- Excellent backlighting source for durotrans or transparencies

APPLICATIONS

- Hotels
- Casinos
- Building exteriors
- Interior soffits
- Theatre stairs
- Aisle lighting
- Bridges
- Mines
- Restaurants
- Displays
- Signage
- Jetways
- Retail areas of malls
- Industrial
- Public vehicles for safety precautions
- Marinas
- Tunnels
- Railroad/Subway stations
- Elevators
- Hospitals
- Theme Parks



Califor neon *A New Lighting Technology*



LED Neon Replacement

**The Look of Neon Glass!
The Advantage of LED!**

**No Breakage
No Maintenance
Very Low Voltage
Low Heat
Waterproof
Easy Installation**

Flex Plus vs. Neon Glass Comparison Data

Parameter	LED Neon Replacement	Ø8 Glass Neon	LED Neon-Flex® Plus (Benefits) over Glass Neon
	Color: White Length: 3'	Color: White Length: 3'	
Light Source	LED	Neon Gas Fluorescents	LED is solid state semi conductor technology which offers great benefits in energy savings and environmental protection
Input Voltage	120V - 230V	3KV-18KV	LED Neon-Flex® Plus has only normal AC Voltage Considerations and is safer
Lifetime(hrs)	up to 50,000	10,000	LED Neon-Flex® Plus lasts up to 5x's longer
Lumens Depreciation (rating)	L50	Unknown	LED Neon-Flex® Plus Lumens Depreciation should not occur to at least 5x's longer than the normal life of Glass Neon
EMI (Electro Magnet Interference)	Low	High	LED Neon-Flex® Plus creates insignificant EMI compared to Glass Neon
Luminous Efficacy (Lm/W)	36.1	35	3% higher
Lm/Foot	63Lm/FT	59.15Lm/FT	LED Neon-Flex® Plus Lm/FT exceeds that of Glass Neon by as much as 6%
Environmental Considerations	No Mercury Pollution	Mercury Pollution	LED Neon-Flex® Plus is safe for the environment and the public as it contains no toxic materials like Mercury which is found in Glass Neon
Installation	Easy/Entry Skill Level	Difficult/Requires Master Craftmanship Skill Level	LED Neon-Flex® Plus is flexible, and is easy to cut, bend, and shape, unlike Glass Neon which requires a master craftsman level of experience to produce, shape, and install
Flexibility	Flexible	Rigid	LED Neon-Flex® Plus is a flexible solution that requires no heating to bend or shape
Durability	Unbreakable	Breakable	LED Neon-Flex® Plus is made of high quality flame retardant PVC's, is flexible, unlike Glass which shatters easily

Patented* Process Using Only High Quality LEDs

Run 120-160 Feet on a Single 110 Outlet

Flexible PVC Housing-Safe to Use Anywhere

Energy Saving and Environmentally Safe!

"It's not Neon...it's better!"

1040 Avenida Acaso, Camarillo, CA 93012 • Phone: (800) 336-6500 ext. 519 Fax: (805) 388-7950
Email: info@californeon.com Website: http://www.californeon.com



Califor neon™

A New Lighting Technology

LED Neon Flex Plus

The Look of Neon Glass! The Advantage of LED!



Now there is a real alternative to Neon glass tube lighting!

LED Neon Flex Plus from Califor neon is the latest technology exceeding the Lumens performance, durability, safety, flexibility and energy efficiency of traditional Neon glass AND other similar LED lighting products!



UL Approved!

UL symbol stamp appears on every section!

"It's not Neon...it's better!"

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Technology / Overview....

Californeon's base material is a UL48 component (File#175045). It is, in fact, a flexible light bulb, and like a light bulb, it must be installed in an appropriate fixture to meet most electrical and building codes.

Californeon is also susceptible to damage from moisture, UV exposure and repeated flexing or impact. While "exterior" grade "Californeon", has primary UV protection, and a robust laminate suitable for high humidity environments, it is not designed for direct exposure to weather, and is especially inappropriate for direct immersion applications.

Many designers also create custom fixtures to suit their desired lamp sizes and applications. Among the fixtures have been exterior pavers, glass bar tops, recessed shelf lighting and linear canopy extrusions. When in doubt, always install the lamp in an accessible manner.

Every lamp has a line directly down the center. This 10/1000 of an inch wide line separates the rear electrode into two areas of equal size and symmetry. The unique ability of our lamps is to operate with consistent luminance over great distances.

(up to 300') is due to this innovative split electrode technology. Another advantage of this rear electrode design is the convenience of being able to attach power leads anywhere on either side of the center line.

Lamps come in widths from 7/16" to 24" wide and in rolls up to 300' in length. These lamps are also available in standard sheet sizes.

Californeon is manufactured in 2 colors: Natural Blue (Aqua) and White. The white lamp has a color temperature of 5400 Kelvin, approximately. Standard colors offered for strip lamps (up to 6" wide) are Fluorescent red, yellow, orange, green, pink and medium blue.

Characteristics

- Thin
- Flexible
- Lightweight
- No Heat
- Not effected by vibration
- Not prone to sudden failure
- Very low power consumption
- Continues to operate, even when punctured!



Rainbow E.L.



Exterior Lamination



Multiple lamps laminated as one

An electroluminescent lamp consists of three major components. A dielectric layer coated with light emitting phosphors is sandwiched between two conductive surfaces. EL lamps illuminate when energized with alternating current. As voltage is applied to the conductive surfaces, an electric field is generated across the phosphor/dielectric layer forcing electrons to glow. Typically our lamps operate between 280 to 300 volts at 650 to 1000 hertz.

Californeon Lamps, have an expected usable life of eight to ten thousand hours, if handled properly. The actual useful life of the lamp depends on the application which it is used.

Architecture....

EL LIGHTING CAN BE USED FOR INTERIOR OR EXTERIOR

EL can be used for both interior and exterior applications. Interior applications can use EL to cover stairs and architectural elements. Exterior applications call attention to a design treatment and make your facility visible for miles



ILLUMINATED COUNTERS



STADIUMS

DANCE FLOORS

STEP LIGHTING



CALIFORNEON STANDARD BALLASTS

Designed especially for large area flat lamps and long strips. Less power consumption. Takes up less space.

Up to 75% Less Power Consumption

These new solid state advanced ballasts will outperform existing systems, drawing as little as 25% as much energy. For example, a Californeon Lighting System can be substituted to backlight a display area as large as 24" x 144" or any dimension up to 3,500 sq. in and the lamp and ballast will draw as little as 38 watts vs. 200 watts for conventional light boxes.

Takes up less space

These units are manufactured using a premium grade Aluminum as their exterior case. This will provide COOLER operating conditions, yielding much longer life, than lower grade, less efficient stamped metal or plastic housings. This sophisticated design, takes up less space with its exterior mounting system, can be mounted anywhere. These EL Ballasts have overload and short circuit protection and manufactured to conform to Underwriters Laboratories, Inc. and CE.

Compensating Ballast - The compensating ballast automatically adjusts voltage to the lamp as it goes through a normal life-cycle. The compensating ballast helps get the longest possible life from your lamp.



- Automatic Lamp Life Compensation (up to 2.25x)
- Automatic Temperature Compensation
- Robust input filtering protects supply
- Perfect Sine Wave output (no harmonics, electronic noise)
- Adjustable output
- Pre-wired for outboard control options
- Rugged Aluminum Chassis with pre-drilled mounting flanges
- Optional 12 or 24VDC input operation
- Proprietary safety circuit protects against faults to ground
- Short and Open circuit protection
- UL935 Listed

Model #	Power Usage	Lamp Range	Weight	Dimensions
ELBA 100	5 watts	100 sq. in.	6 oz.	5"x2"x2.5"
ELBA 600	25 watts	200-600 sq. in.	3 lbs.	3 1/4"x2 1/2"x2 3/8"
ELBA 2200	150 watts	600-2600 sq. in.	4 lbs.	4"x4"x14"
ELBA-75K	400 watts	3500-10,000 sq. in.	12 lbs.	19"x12"x1 1/2"

Compensating inverters are available in 120/240

The smallest compensating inverter, ELBA-600

Input: 120/240 VAC
 Max Current: 0.1 Amp
 Lamp size: 200-600 inches
 Size: 3.6" w x 2.5" h x 6.5" d
 Weight: 1lb. 7oz.



The largest compensating inverter, ELBA-75K

Input: 120/240 VAC (Auto sensing)
 Max Current: 625 watts
 Lamp size: 86 Square feet
 Size: 9.2" w x 4" h x 14" d
 Weight: 14 pounds



Power requirements:

When operating the lamp at 280VAC, use the following watts per sq. in. factor to calculate amperage:

- For Model 600 - 0.05 watts/ sq. in.
- For Model 2200 - 0.05 watts/ sq. in.
- For Model 75K- 0.05 watts/ sq. in.
- For DC Inverters - 0.75 watts/ sq. in

Operating the lamp at a lower brightness will reduce the power requirements

CALIFORNEON STANDARD LAMP WIDTHS

7/16"	1/2"	1"	2"	4"	6"	12"
12mm	18mm	25.4mm	51mm	102mm	153mm	305mm

- Custom widths available up to 30" wide x 500" long on special order.
- Natural color of lamp is aqua, when lit.
- Custom colors available at additional cost: white, green, yellow, red, medium blue, florescent pink, green, yellow, orange/red.
- All lamps are overall dimensions.
- All prices are subject to change without any prior written notice.
- Flatlite Electroluminescent lamps, U.S. Patent No. 5,045,755. Copyright 2002 E-Lite Technologies, Inc.



Off/On
White Lamp



Standard Colors

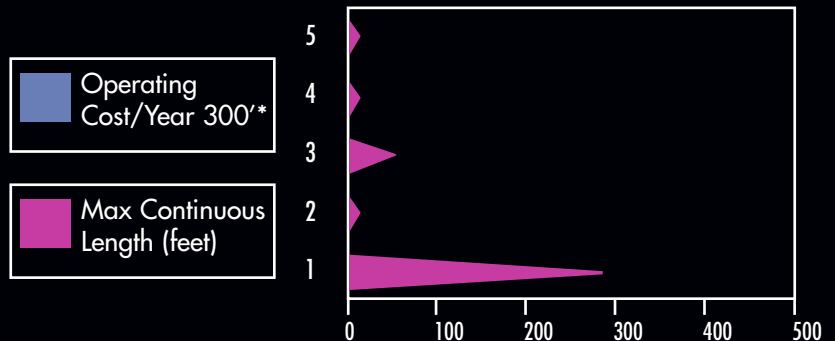
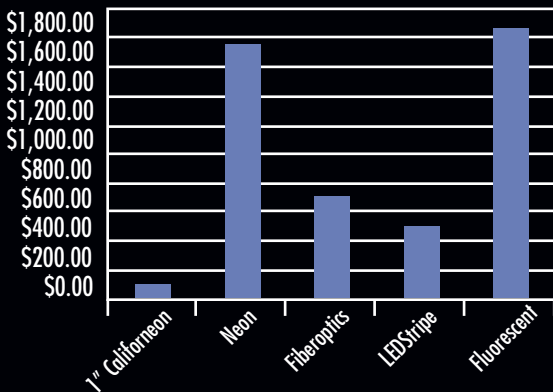


Off/On
Natural Blue Lamp

Competitive Comparison

Feature	1" Californeon	Neon	Fiberoptics	LEDStripe	Florescent
Operating Cost/Year 300'*	\$88.70	\$1,576.85	\$689.85	\$495.75	\$1,642.50
Operating Cost/Day 300'*	\$0.24	\$4.32	\$1.89	\$1.35	\$4.50
Power per Foot (watts)	0.54	9.6	4.2	3	10
Max Continuous Length (feet)	480	10	60	10	8
Max Length from a single ballast	1,040'	50'	60'	100'	16'
Field Cut to Length	Yes	No	Yes	Yes	No
Maintenance	None	High	Moderate	Low	Moderate
Damage Resistant	High	Low	Low	Low	High
Max. Distance Strip to Ballast	400'	25'	0'	12'	6'
Dimmable	Yes	No	Yes	Yes	No
Flexibility	Extremely	None	Moderate	None	None
Operating Voltage	200-280 VAC	3K - 25k VAC	n/a	24 VDC	110 VAC
Weather Resistant	Good	Fair	Excellent	Good	Fair
Cost / Linear Foot	\$10.00	\$16.00	\$25.00	?	\$6.00

Indicates Best in Class



Bars & Casinos...

ADD LIFE

With Californeon you can illuminate bartops, glass shelves or even your dance floor!
In Casinos Californeon is used around slot banks, cove lighting, gaming tables and More!



BARS/NIGHTCLUBS



LIGHTED BAR TOPS

WINE RACKS



CASINOS



SLOTS



BLACK JACK TABLES



Entertainment...

ADD LIFE TO ANY PRODUCTION

Californeon has been used in several television shows, motion pictures etc. Californeon Lighting Systems can be used anywhere to get beautiful special effects. Below are a few examples of electroluminescent lighting at its finest in entertainment:

Lighting up Hollywood with



www.californeon.com
805-388-6800



AMERICA'S GOT TALENT



EMMY'S



SETS



LA OPERA



HIT ME BABY ONE MORE TIME



IMAGE AWARDS



FOX UPFRONT



JEOPARDY



ACCESS HOLLYWOOD



Trade Show....

Enhance your point of purchase display

NOW YOU CAN ADD LIGHT TO YOUR RETAIL DISPLAYS

Californeon Lighting Products can add dramatic and captivating effects to your retail product displays and kiosks. Excellent source for accent lighting on tradeshow booths and exhibits. Your store or showroom will take on an entirely different look that will intrigue your customers, Californeon product displays and packages are created in bright attention demanding colors that are sure to capture your customers' attention.



PETERSON AUTO MUSEUM



ECLIPSE, by FUJITSU TEN



ACCENT LIGHTING



CALIFORNEON TRADESHOW BOOTH



AMERICAN INTERNATIONAL
TRADESHOW BOOTH



BACK LIT or EDGE LIGHTING



Excellent for backlighting graphics, durotrans or transparencies! Only 1/8" thick!!



TECHNICAL PRODUCTIONS





Californeon™

A New Lighting Technology

Architecture...
Bars/Casinos...
Entertainment...
Trade Show/Display...
LED Lighting...

Your Imagination is
Your Only Limitation!

Flexibility & Reliability
from a company you can trust

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