

FOR IMMEDIATE RELEASE

Cireon Brings Universal CityWalk Hollywood Into A Glorious - And Eco-Friendly - New Light

Los Angeles-based LED lighting systems manufacturer supplies custom, environmentally-friendly and economical system to another world-renown entertainment attraction

(Moorpark, CA) - Jim Dilbeck, General Manager of Cireon, is pleased to announce that his LED systems manufacturing company has recently completed a major outdoor lighting project for Universal CityWalk Hollywood at Universal Studios, Hollywood. Completed in conjunction with Tako Tyko, Signs & Lighting of Los Angeles, the parking lot project encompassed 600 parking spots and a footprint of more than 70,000 square feet. The project included 75 Cascade 145-watt fixtures, replacing 290-watt metal halide fixtures.

Los Angeles County has stringent light pollution guidelines and Cireon was asked to develop a custom solution that would not only increase the light levels for the attraction, but do so without spilling unwanted light into the adjacent residential areas. Said Dilbeck, "Our competitors sample installations weren't even close to adhering to the ordinance. We combined our optics and a specific luminaire energy level to walk right up to the line of the ordinance without stepping over. This gave Universal the best possible lighting system that adhered to the required guidelines."

Built in 1993 as one of the region's first Urban Entertainment Centers, Universal CityWalk Hollywood is a three-block entertainment, dining and shopping promenade. Patrons can visit more than 30 restaurants, a 19-screen movie theatre, seven entertainment venues including the Jon Lovitz Comedy Club, indoor skydiving and dozens of retail locations.

"It was great working with Universal," said John Gilmore, National Sales Manager for Cireon. "We performed numerous tests with various optics to ensure that CityWalk was satisfied with our solution. Not only did we improve their light levels for their massive outdoor space, but we were able to do so with 50% less energy. This will save Universal a considerable amount of money over the life of the system while dramatically reducing their environmental impact."

"Cireon's reputation for technical excellence and customer service preceded them. We are thrilled with the work that Jim, John and their team have completed for CityWalk and look forward to working with them again in the future." Steve Hamm, Director, Technical Services of Universal CityWalk Hollywood.

The Cireon Cascade luminaire has become one of the fastest-growing products in the LED industry today. Over the past 12 months, Cireon products have been installed at several other high-profile locations including the Garment District Downtown Manhattan (where 370 fixtures were installed in a 30 block radius).

“Cireon’s sales have increased over 400% from last year,” Gilmore said. “This is a testament to our company’s ability to service the market and provide high quality, American-made LED fixtures.”

You can find Cireon online at www.cireon.com.

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