

# LEDs *Newsletter* MAGAZINE.

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## More Industry News



### Color LEDs enable architectural, entertainment, and horticultural applications

Philips Lumileds adds a deep-red LED to its Luxeon family, while Lebelight Technology claims new brightness record in green LEDs.



### Bruker introduces dimensional metrology tool for PSS wafer production

The new Dimension Edge PSS atomic force microscope from Bruker Corporation delivers precise 3D profile information to control advanced patterned sapphire substrate processes for LED manufacturing.

**LED Industry News: Lumenpulse, Labsphere, Stellarnet, Illumitex, and more**  
Lumenpulse has completed a new round of equity financing. Labsphere is collaborating with a Chinese test center, and Stellarnet is celebrating its 20th anniversary. Plus news from Illumitex, Mouser and Digi-key.



### Food displays in 800 co-op stores get Nualight LED lighting

Nualight has signed a multi-million dollar deal to install LED lighting in the refrigerators and freezers of 800 co-operative food stores in the UK.

### More Headlines

- Kingsun LED products achieve world-class CB certification
- Zumtobel Group triggers public tender for its architecture award
- Digi-Key inks global distribution agreement with Everlight Electronics
- Nanoco Group signs joint development agreement for quantum dots
- ANC Sports hang LED signage above Built Ford Tough Series event
- Labsphere to join forces for LED measurement collaboration
- IMS Research downgrades 2011 and upgrades 2012 MOCVD forecast
- Philips Lumileds' Luxeon LEDs take retrofit bulbs to the next level
- Lights from Vision Quest LED reward businesses who are energy conscious
- Vontobel to step down as Director USA operations at GDS
- Architainment Lighting takes to the streets of London for charity night hike

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### Employment Opportunities

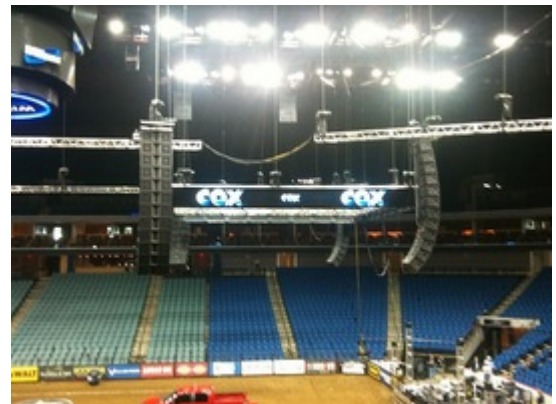
>> Independent Sales/Manufacturers

## ANC Sports hang LED signage above Built Ford Tough Series event *ANC Sports Hangs Horseshoe of LED Signage Above Built Ford Tough Series Event*

ANC Partners with Express Lazy E Sports Production to feature over 100 feet of LED signage at Tulsa Invitational

ANC Sports Enterprises installed, operated and broke down its Diamond Vision® LED Event Signage for the Professional Bull Riders Built Ford Tough Series event at the BOK Center in Tulsa, Oklahoma August 12th and 13th.

Broadcast nationally on Versus, The Express Classic Presented By American Hoggars on A&E became the first



PBR event to feature the specially designed televised digital signage. Tulsa was be the 22nd stop on the BFTS, which features the Top 40 bull riders in the world and makes 29 stops in 23 states.

The signage was hung 25 feet above the floor in a horseshoe format capable of displaying full motion graphics and sponsor acknowledgements. The system included twenty-four (24) LED modules suspended in the air, opposing the event's bucking chutes. All of the modules will be connected, creating seamless visuals across approximately 325 square feet of LED signage.

"ANC's event digital signage enables our corporate partners a greater flexibility to promote their brands both inside the venue and for viewers watching on television," said Bob Funk Jr., chief executive officer of Express Lazy E Sports Production, the event's co-producer. "We look forward to working with ANC to integrate the technology into other customized positions which generate visibility for our partners in the future."

The corporate partners of the Express Classic Presented By American Hoggars on A&E included A&E, AT&T, Cavenders, Cox Communications, Express Employment Professionals Express Ranches, Express-Lazy E Sports Production, Farm Credit of East Central Oklahoma, Fat Guys Burgers, Hooters, KFC, Oklahoma Lottery and the Oklahoma Highway Safety Office.

Through the agreement with Express Lazy E Sports Production, ANC Sports created all the still acknowledgements and full motion animations for the bull riding event's partners, as well as PBR graphics and crowd prompts. Additionally, two ANC technicians were on-site throughout the event to ensure the signage delivered the highest impact visuals.

Driven by ANC Sports' patent-pending VisionSOFT™ operating system, the signage system provides new televised branding and entertainment opportunities to bull riding, such as congratulating winners. In addition, the signage is capable of synchronizing to feature one dynamic full motion visual which can provide moments of exclusivity or segmenting into individual images for various sponsors.

The 2011 BFTS season began at world-famous Madison Square Garden, and culminates Oct. 26-30 in Las Vegas at the richest bull riding event in the world, the PBR Built Ford Tough World Finals. The Finals is where the 2011 PBR World Champion will be crowned and awarded the \$1 million Built Ford Tough bonus.