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Contact: *Jeffrey Stone or Vincent Marechal*

(641)-427-1747 x213

jeffreys@theskyfactory.com

vincentm@theskyfactory.com

www.TheSkyFactory.com



Spas use Illusions to relax clients

The Sky Factory is a unique enterprise that creates compelling illusions of sky for interior spaces. SkyCeilings trigger a natural relaxation response and create an aesthetically harmonious environment. Recently these illusions, called SkyCeilings™, increasingly have been installed in spas worldwide.

Fairfield, IA - April 23, 2008 - Sky Factory SkyCeilings are versatile, visually engaging tools for spa operators who wish to modify the subjective experience of guests. These illusory skies bring the influence of nature and a sense of openness to often confined spa rooms.

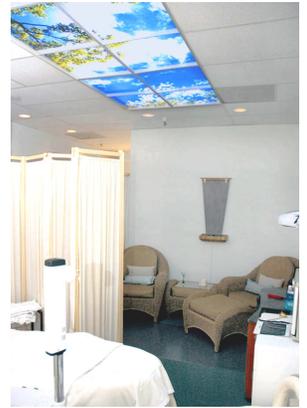
The installation of a SkyCeiling provides the relaxing experience of nature to interior spaces and infuses spa-goes with the feeling of well-being. This product transforms the spa by opening up the space and creating a more aesthetically pleasing facility for guests.



Luminous Virtual Windows™ – The Sky Factory wall product is a thin edge-lit system that is set into walls and uses high-resolution photographic images of landscapes. Luminous Virtual Windows are designed to create the feeling of looking at nature through a window. Using a pair or series of windows enhances the “window” illusion by stimulating binocular vision.



SkyCeilings and their influence can give a distinct brand advantage to spas spaces that are designed to put guests at ease. Because SkyCeilings trigger a psycho-physiological relaxation response, they function as unique design elements creating a positive and memorable experience for the client.



The effectiveness of Sky Factory illusions lies in their ability to replicate the many subtle stimuli of real sky. Carefully controlled light-temperature, accurate cloud pattern, sky and vegetation color and correct perspective, all interact with our habits of perception to produce an experience of “real” sky. SkyCeilings, installed in standard ceiling grid systems, function as “virtual” skylights.

The mechanics behind the illusion of SkyCeilings: Sky Factory SkyCeilings, like any illusion, operate by providing sensory inputs that redirect the process of cognition. An important component of SkyCeilings is the incorporation of daylight-balanced 6500 Kelvin light, the same light used to treat seasonal affective disorder (SAD).

The Sky Factory uses this light because the senses and mind do not distinguish between this (artificial) light and real daylight. In addition, the high-CRI (color rendering index) T5 fluorescent or LED sources illuminate the image pigments and environmental colors in a uniform and accurate way.



Sky Factory SkyTile Elevators (patent pending) further contribute to the illusion.

“Elevators” are aluminum extrusions that transform the standard ceiling grid into a structure that, because of perceptual habits, looks to the mind like the extrusions used to support a real skylight. Again, by modifying the cognitive process, the mind is tricked into “knowing” that what is actually on all sides of such a structural grid must be “beyond” – like a real sky.

