

PRESS RELEASE

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FROM: PIXZEL EFFECTS

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PIXZEL EFFECTS TECHNOLOGY DRIVING LUCY LIGHT FOREST

October 14, 2013 Minneapolis, Minnesota-based Pixzel Effects, a manufacturer of cutting-edge LED displays, confirmed today that it is the company responsible for the manufacture and technology behind the Lucy Light Forest interactive art installation that opened in Boston on October 3. The Lucy Light Forest is an interactive light and sound experience created to celebrate movement and the women who love it. “It was designed to be a celebration of movement when you walk, run, or bike through it. We wanted it to represent that exuberant, life-affirming feeling that you get right after a workout”, said Laurie Etheridge, president of lucy®, the California-based active wear chain.

The forest is a bit larger than a football field and consists of more than 10,000 solar-powered LED lights. Amber hues of light and complementary tones of sound are activated by movement through the forest. The Lucy Light Forest, located along the DCR’s Charles River Esplanade in Boston, Massachusetts, will illuminate the Charles’ edge through Oct. 13. Pixzel Effects began working with mono, a Minnesota-based advertng company, in early 2013 to help them fulfill and implement their creative vision for the Lucy Light Forest project. “mono and lucy® wanted to integrate lighting, sound and motion in a very interactive way,” said Paul Streit, CEO and co-founder of Pixzel Effects “Our client had a very specific vision and expectation for this celebration of light and movement, and we were able to help capture that vision and make it a reality. There were many technical and aesthetic challenges we had to overcome, but this is what we do at Pixzel—we thrive on unique and custom projects. We’re super excited about the response so far, with well over 60,000 visitors on the first few opening days.”

About Paul Streit

After merging his own company into a public company in 2008, Streit took a hiatus to write the book, *Blue-Collar Buddha: Life-Changing Lessons Gained on the Journey from Flight Attendant to Cancer Survivor to Entrepreneurial Millionaire*. In twenty-nine uplifting, heart-centered stories of personal and professional enlightenment, Streit details his improbable rise from working-class roots to founder of an internationally respected lighting company.

Streit then started Pixzel Effects with business partner Richard Willis, also a seasoned and well-respected veteran in the field of entertainment and architectural lighting and production. Pixzel Effects is a privately held company with office locations in Minneapolis. Over the last two decades, Streit established himself as an industry visionary and the go-to-source for creative lighting solutions for everything from the Grammy awards, Broadway shows and major concert tours to unprecedented billboard events for Times Square. He also provided the technical know-how and lighting products to illuminate the original Declaration of Independence and all its supporting documents at the National Archives in Washington D.C Streit’s television lighting credits include *Saturday Night Live*, *The Late Show with David Letterman*, *The Tonight Show*, *Live! With Regis and Kelly*, Home Shopping Network and *Babylon 5*, as well as the movie *I, Robot*. For more information visit pixzeleffects.com

About lucy

lucy designs and sells fitness apparel for active women. The company operates 58 retail stores and an e-commerce website, and partners with select wholesale outlets. lucy is a wholly owned subsidiary of VF Corporation, a global leader in lifestyle branded apparel.

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