

FOR IMMEDIATE RELEASE

Contact:

Sky Factory

David A. Navarrete

+1 641-427-1747 x213

davidn@skyfactory.com

www.SkyFactory.com



NEW Revelation SkyCeiling for larger spaces**

***Sky Factory Launches Next Generation Virtual Skylight:
Revelation SkyCeiling™***

July 7, 2014 – *Sky Factory's new Revelation SkyCeiling™, designed for larger indoor spaces, features image panels with a 400% larger surface area than the award-winning Luminous SkyCeiling™, making the enhanced dimensions ideal for the high ceilings found in most commercial, corporate, and public spaces (min. req. height: 9 ft. - 2.74 m).*

The *Revelation SkyCeiling™* provides the most engaging biophilic illusion-of-sky available featuring an independent, modular system that works with or without the ceiling grid. The large, self-supporting gridwork resembles the structure of a real skylight while its clean aesthetic design transforms deep-plan enclosed interiors into beautiful, healthier and more restorative environments.

The enhanced dimensions and angled profile of the *Revelation SkyCeiling™* create a coffered ceiling feature independent of ceiling grid systems. Capable of supporting larger image panels –up to 4' X 4' (1.22 X 1.22 m.)– the biophilic impact of Sky Factory's unique, *Open Sky Compositions™* is greatly amplified.

“Architects have been looking for a virtual skylight with a clean aesthetic perimeter that would complement the larger, higher ceilings common in the lobbies and entryways of contemporary commercial buildings,” says Bill Witherspoon, founder of The Sky Factory. “The new *Revelation SkyCeiling™* was designed to magnify the healing physiological experience of open skies that our flagship product, the *Luminous SkyCeiling™*, delivers.”

“We can now exploit the full range of our *Open Skies Image Technology™* and match the most sweeping interior architectural spaces with an equally powerful and engrossing illusion of overhead skies,” remarks Witherspoon.



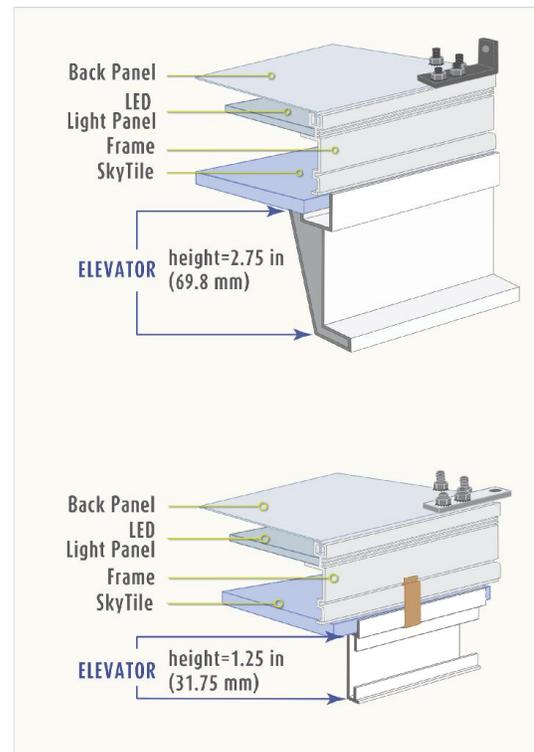
Larger image panels draw the eye upward

The new image panels used for the *Revelation SkyCeiling™*, called *SkyTiles™*, are 4 times larger than the current standard size of 2' X 2' (0.61 X 0.61 m). The larger size allowed the design team to also deepen the profile of the reveal and underscore the visual dislocation from the ceiling plane.

At the same time, the linear direction of the reveal was modified from a rectangular design (90 degrees) to a softer, wider angle (106 degrees) that is also much deeper (2.75" vs. 1.25" or 69.8 mm vs. 31.75 mm), effectively forcing perspective and leading the mind to a more engrossing 'view' of virtual sky.

Sky Factory uses proprietary large format digital sky compositions in modular arrays to create *biophilic illusions of nature™* that visually 'open up' enclosed environments. Using standard 6500K high CRI (color rendering index) light, Sky Factory's custom *SkyTiles™* are designed to retain most of the emitted light, yielding a luminescence that faithfully reproduces the soft hues and rich saturation of real skies.

New Revelation SkyCeiling elevator



Standard Luminous SkyCeiling elevator

The launch of the *Revelation SkyCeiling™* comes on the heels of a new study, *Neural Correlates of Nature Stimuli: An fMRI Study*, published in the winter 2014 issue of the peer-reviewed *Health Environments Research & Design Journal* (HERD). The study explored the unique neural pathways involved in the perception of open sky photography, a key component in the design of virtual skylights that deepen biophilic engagement.



Scale comparison of the Revelation SkyCeiling 4' X 4' image tiles alongside standard 2' X 2' acoustic ceiling tiles

Virtual skylights designed as biophilic *illusions of nature™* are used by leading healthcare and commercial environments worldwide to trigger an automated relaxation response in the physiology. This experience enhances human wellness and task performance by enlivening our innate connection to nature – *biophilia*.

The Sky Factory, LC is a unique fine art and technology company based in Fairfield, Iowa, USA. Founded in 2002, the company creates realistic *Illusions of Nature™* - virtual skylights and windows - that transform interior spaces. Sky Factory's new digital cinema product line features *UltraHD* motion and sound displayed on commercial-grade LED monitors. For more information and a complete list of International Partners, visit www.SkyFactory.com.

****Note: Photo/render of the Revelation SkyCeiling in hotelVetro in Iowa City, IA, is not an installation (image used with permission).**