

## FOR IMMEDIATE RELEASE

The Sky Factory

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[www.SkyV.com](http://www.SkyV.com)

## Introducing SkyV™: HD Virtual Skylights Bring the Events of the Sky Inside.

The Sky Factory introduces SkyV™ – possibly the world’s most advanced presentation of illusory skies. SkyV presents the essence and beauty of the overhead events of nature by displaying terabytes of high-definition (HD) content in the structure of a full-size, faux skylight. It brings the universal experience of sky to a wide range of otherwise enclosed interior spaces.

Visit the pre-launch media preview at: [www.SkyV.com](http://www.SkyV.com)

Fairfield, IA, Oct 29 2008

**What is SkyV?** SkyV is a ceiling-mounted system of HD LCD screens integrated into a patent-pending, faux skylight framework. The system includes multi-channel graphics processors and specialized synchronization software for display of its terabytes of proprietary HD content. SkyV simulates a real skylight, presenting hours of visual content captured from beneath beautiful skies and trees world-wide.

**Why is SkyV unique?** SkyV emerges from the success of Sky Factory SkyCeilings™ which, even though static, have proven to deliver powerful illusions of sky that trigger and transform human physiology – from stress and anxiety to the inner stability and calm associated with the relaxation response.

SkyV does more than simply add motion to SkyCeilings. Seen through the eyes of our artists, it presents the ephemeral events and ever-changing moods of nature. It displays the formation and dissolution of cloud patterns, often through the branches of breeze-

blown trees or the changing light and color of sunrise and sunset. It even displays the activity of overhead wildlife and the changing seasons.

**Who should use SkyV?** SkyV will be used by those who wish to enrich *any* interior environment where the goal is fusion of cutting-edge design and extreme occupant delight. Applications include: hospitality (casinos, restaurants, hotel lobbies), healthcare (radiology suites, waiting and treatment areas), corporate (board rooms, offices and conference rooms) and residential (dining, home theater and bedroom). A new and innovative architectural design concept, SkyV takes a major step forward in bringing the realism, universality and physiological benefits of nature to interior environments.

**SkyV is available for viewing fall 2008 and for purchase in the first quarter of 2009.**

[www.SkyV.com](http://www.SkyV.com)

Best regards,

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*Sky PR*

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