

Inside this issue:

- Product Highlight** 2
Introducing the SableLux BLB Fluorescent Lamp
- Special Offer** 2
One-Time Introductory Price on SableLux!
- UV Artist Contest** 2
Announcing the First Contest Winner...
- The Wildfire Effect** 3
A Laser Tag Arena Gets a UV Make-Over
- Ask The Expert** 3
Lighting a Ceiling with Black Light
- Tips on Painting** 3
Mixing the Invisible Paints

IMPORTANT Announcement!!

To continue receiving future issues of this newsletter, please do one of the following:

- Call us at 1-800-937-8065 to get on our newsletter mailing list.
- Visit www.Wildfire-Newsletter.com and enter your name and address. We'll make sure you're on our newsletter mailing list.

Don't miss out on a single newsletter...respond now before you forget!

Out of the Shadows...

By John Berardi, V.P.

WE MADE A MISTAKE!!



Last month was the premier issue of our newsletter and we asked you to go to www.Wildfire-Newsletter.com to sign up to *continue* receiving this newsletter after the three-month "trial period."

Well, despite all of our proof-reading and preparation, we failed to notice the hyphen in between "Wildfire" and "Newsletter" in the URL listed on the left. We didn't have that URL set up—only the non-hyphenated version. *Oops.*

Doubtless, this caused some of you confusion, and I thought I'd let you know it's

now corrected. Please sign up right now to be sure you continue receiving this valuable newsletter.

This month marks our **official announcement of the new SableLux T8 BLB** fluorescent lamp—quite possibly the world's most *powerful* black light fluorescent lamp. Page two has all the details, and you won't want to miss our special offer!

The Black Light Artist of the Month Contest appears to be a hit! We're receiving steady submissions and we encourage you to send yours, too. This month's winner really stood out from the crowd with spectacular photos of what we like to call "The Wildfire Effect." Check it out on page 2.

The Wildfire Report: "The Ultimate How-To

Guide to Creating Spectacular, Ultra-Bright UV Effects" is almost here. In fact, we plan to have this ready to release come **September 4**, so be sure to keep an eye out for it.

The release of this report will also coincide with the launch of our **new website and web store**. We've made lots of changes to help you find the information you need, and to make online ordering a pain-free process.

Finally, **LDI** is getting closer now, and we've got a surprise waiting for you! It's a brand-new fixture unlike anything else on the market. That's all we're saying right now, but be sure and stop by our booth for a sneak peak! If you need a ticket, let us know. We've got plenty of free LDI tickets still available and we'd like to see you in Orlando come November!

Coming September 4: The Wildfire Report—The Ultimate How-To Guide...

Our new 2007 Special Edition Catalog, billed "The Wildfire Report," is almost here. It's **The Ultimate How-To Guide to Creating Spectacular, Ultra-Bright UV Effects**.

In it, you'll discover how black light effects work, how to choose the right light source, what to consider when specifying black light fixtures, what kinds of everyday materials fluoresce, how to mix Wildfire paints, and

much more.

In short, just about everything you've ever wanted to know about black light effects for the modest price of \$7 plus \$3 S&H.

But wait! We'll be offering this one-of-a-kind resource as a **FREE download** just for filling out a very short survey, just to let us know who you are.

Once ready, this report will be available for download

at www.WildfireReport.com. (No hyphen!) Mark your calendars and count down the days because you *won't* want to miss this valuable information!



Product Highlight: Introducing SableLux...

SABLELUX™
BLACK LIGHT BLUE LAMPS

A Revolutionary New Black Light Blue Fluorescent Lamp...

- 44% more UV output per Watt than G.E.
- 54% more than Phillips!

That should get your heart pumping!

With figures like these, the new SableLux may well be the world's most powerful BLB fluorescent lamp. In fact, it was *designed* for **maximum long-wave UV output**, with a spectral peak at 368nm—perfect for ultra-bright fluorescent black light effects!

The SableLux is a T8, which means it only has a one inch diameter. The smaller diameter means **more UV output** because the phosphor coating is closer to the plasma arc at the center of the tube. (This plasma arc excites the phosphor coating, causing it to emit black light.)

The SableLux also uses a special phosphor-coated glass, which produces **more UV output than other BLB lamps**.

In a direct output comparison with a G.E. F40T12/BLB (a four-foot, 40W T12 black light bulb—what you'd normally find at the hardware store), the SableLux is **15% more powerful at 365nm**. It's a whopping **23% more powerful than Phillips!**

Energy Efficiency

But the SableLux is also more energy-efficient. So not only do you get a heck of a lot more output...you're using **less power** to get it! Check this out...

In a per-watt comparison, **SableLux slaughters the competition**. You saw those results at the top of this page: 44% more UV output per Watt than G.E.; 54% more than Phillips

Professional Grade Quality

The SableLux is about more than just output and efficiency, though...these are quality lamps. They can handle being over-driven by **VHO electronic ballasts**, such as what's in our Effects Master fixtures.

The Effects Master more than doubles a 32W T8 to 70W of pure jaw-dropping power. (A typical 40W T12 will be over-driven to 80W...but with *less output* than the T8.)

If you're using a fixture with a VHO ballast, you'll definitely want to use the SableLux. Try overdriving those cheap Chinese alternatives and you'll be replacing lamps left and right!

SableLux lamps are **rated for 8000 hours**. This means you'd expect to replace one out of every five lamps after 8000 hours of normal use. (The life span will be somewhat less if they're overdriven with VHO bal-

SPECIAL INTRODUCTORY OFFER:

Get 5 SableLux Lamps for the price of 4. That's 20% off regular retail price!



lasts...but you'll get a heck of a lot more total output over the life of the lamp!

A Reasonable Price

At \$25 for a four-foot 32W T8, these lamps are comparably priced. But in terms of quality, output, and efficiency, there is just no comparison. Here's a summary of what sets SableLux lamps apart:

- **Handles VHO ballasts** (unlike cheap Chinese brands.)
- **Long life** (even in VHO fixtures!)
- **More long-wave UV output** (making it a more powerful black light, which creates a brighter fluorescent effect.)
- **More energy efficient** (in other words, more output per watt, which saves you money on your electric bill!)

Why spend *more money* to power lamps with *less output*? Switch to SableLux now, and see the difference in your power bill...*and* your fluorescent effect...right away!

The First Black Light Artist of the Month Contest Winner Is...

Of the many excellent submissions we received this month, one artist really stood out: **Photographer Tim Glass**.

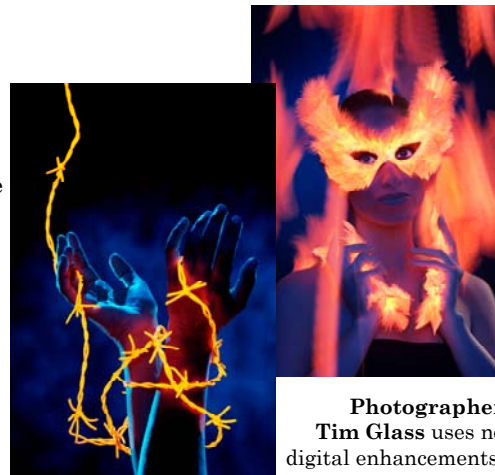
Tim works as a lighting director and robotic camera operator for Tele-mundo, L.A., and has been shooting black light photos for 10 years, ever since working on a music video which sparked his interest in black light photography.

Tim says, "The ethereal, moody quality that is possible with black light motivated me to explore the medium through still photography. And although I've been shooting black light

portraits for almost a decade, I feel that I have only begun to realize its full potential."

Tim uses a Wildfire 250W Long Throw fixture. "I know I'm getting the maximum possible UV effect when I pair Wildfire paints with Wildfire lighting units. I've done shoots where the intensity of the glow using Wildfire products is so intense, I've had to back off my Wildfire units to balance the effect with the rest of the scene. That has never happened to me with any other brand of UV light."

Take a look at Tim's impressive gallery at www.pbase.com/tglass0000.



Photographer Tim Glass uses no digital enhancements.

See complete contest rules at
www.UVArtistContest.com

The Wildfire Effect...*in action!*

Ultrazone—L.A.

Ultrazone in Sherman Oaks, L.A. (that's Los Angeles, not Louisiana) is a laser tag arena with a new ultraviolet makeover by Wildfire's scenic creative team led by Kent Mathieu.

Mark Young, Ultrazone's owner, was looking for a new look to help update the image and keep things fresh for the regulars.

The floor is set up like a maze, with paneled walls painted in various murals, and several bases hidden inside. What you're looking at in the top photo is part of the "red base," seen through the tunnel leading into it.

The lower photo is one section of the game floor.

Wildfire's creative team livened up



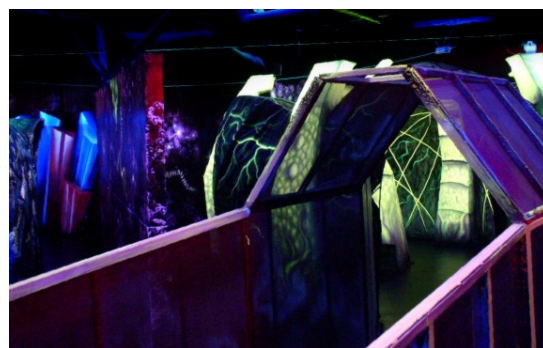
the painted murals with fresh paint—luminescent paint can lose its fluorescent ability after years of exposure to UV light—and a few new design elements.

"Response has been great!" Young commented. "People are continually praising us for keeping the arena fresh and exciting. It was a real Hollywood Make-

over—well received and much overdue. People are surprised at how colorful our laser tag arena could be. Easily the best investment we've made in our arena in years."

If you're in the L.A. area, consider a game of laser tag over at Ultrazone, and tell them we sent you. You can find out more at www.zonehead.com.

To put the Wildfire Effect in action at *your* facility, give us a call at 1-800-937-8065 and ask for John.



Ask The Expert: Black Lighting a Ceiling

By John Berardi

One of the questions we were asked this month had to do with lighting a ceiling with black light.

When it comes to lighting a ceiling, there are many elements to take into account: how large the room is, how high the ceiling is, how high the fixtures will be mounted, how much ambient light will be present, etc.

In any kind of tight situation where a wash of light is desired, fluorescent fixtures will be the best bet.

They emit a very wide beam angle for greater coverage.

Our Effects Master Fluorescents throw more than 40 ft. even without SableLux lamps installed, so they will give greater coverage in this situation than any other lamp on the market. Here are some guidelines to keep in mind...

1. The closer the fixture is mounted to the ceiling, the less area it can adequately cover. Closer to the floor, and it will cover more area.

This has to do with the beam angle emitted from the fixture.

2. The angle of the mounted fixture will determine the coverage area. If close to the ceiling, it should be angled almost parallel to the ceiling, pointing slightly towards it. Closer to the floor, it should be angled wider—roughly 45°.
3. It will be difficult to hide the lamps unless the ceiling is vaulted or arched. In that case, construct a box, or recess, to house the fixture.

Send your questions concerning anything UV to questions@wildfirefx.com

Tips on Painting: Mixing The Invisible Paints

By Kent Mathieu

Mixing fluorescent paint is a bit trickier than ordinary paint. There are two aspects to keep in mind: The appearance color and the emission color.

Appearance is the color that appears under normal light. Emission is the color under black light. To get the desired appearance color, you can use the normal rules of paint mixing.

But emission is a bit different. Since the paint is actually giving off light, you'll use an additive mixing process just like you would with mixing colored lights...Except that it's a bit trickier.

The number one rule to keep in mind is to test, test, test with small quantities under a black light.

Now, to get color-changing effects with the invisible paints: In most

cases, the invisibles *appear* white and *emit* their color under black light. So mix in a little non-fluorescent visible paint. Just be careful no to overdo it, or you'll ruin the fluorescent glow effect.

Here's an example: mix a bit of non-fluorescent grey with invisible yellow. It will *appear* grey and *emit* yellow. Perfect for windows that light up under black light! Now...experiment with some of your own combinations!

To have a paint-related question addressed here, send it to questions@wildfirefx.com

THE BLACKLIGHT BLAZE™

Devoted to the World of Ultraviolet Effects

2908 Oregon Ct., Ste. G1
Torrance, CA 90503
P: (310) 755-6780
F: (310) 755-6781



Wildfire Contacts:

Laura Zwick, Customer Service
Ext. 100, lzwick@wildfirefx.com
Jonathan Weisgal, VP Sales & Marketing
Ext. 104, jweisgal@wildfirefx.com
John Berardi, President
Ext. 101, jberardi@wildfirefx.com
Caroline Jon, Accounting Manager
Ext. 102, cjon@wildfirefx.com
Janae Cormier, Purchasing Manager
Ext. 111, jcormier@wildfirefx.com

To Participate:

- If you wish to have a question addressed in a future issue of this newsletter, email questions@wildfirefx.com.
- Send artwork photos and a short bio to contest@wildfirefx.com for a chance to win the UV Artist of the Month Contest!
- Send testimonials and feedback to feedback@wildfirefx.com.

All content ©2007 Wildfire, Inc. All rights reserved.

Presort Standard
U.S. POSTAGE
PAID
Torrance, CA
Permit #102



Please be sure your records reflect our
NEW address and phone numbers!

TO:

Inside This Issue of *The Blacklight Blaze...*

The *only* newsletter devoted to the world of UV (Black Light) Effects!

Complimentary Issue (You must take action to continue receiving this free newsletter. Details inside...)

- Introducing the SableLux T8 BLB Fluorescent Lamp.
- Creative Director Kent Mathieu on Mixing Invisible Paints.
- John Berardi Explains How Best to Flood a Ceiling with Black Light.
- An Inside Look at Ultrazone L.A.
- This Month's Featured Black Light Artist: Photographer Tim Glass.
- "The Ultimate How-To Guide To Creating Ultra-Bright UV Effects..."



Inside: Ultrazone
L.A. Gets a UV
Makeover...

