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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.

Still Coming: The Wildfire Report.



The best laid plans of mice and men... Sometimes, no matter how much you plan,

or how much you want something to happen, or how much you try to meet a deadline, you just can't always see the obstacles and problems lurking around the corner.

In the case of our imminent "Wildfire Report," it was my health.

I committed myself to too much, and it caught up with me.

I'm still battling with some lingering health issues, but we're working on the remaining tasks that need to be done in order to get this guide out to you as soon as possible.

I promise it's coming soon...and it will definitely be worth the wait!

If you're on our email list (which you can easily

subscribe to at www.WildfireNewsletter.com), you'll be the first to be notified once this guide is released.

Moving on, LDI is getting close now, and we've got a surprise waiting for you! It's a brand-new fixture unlike anything else on the market. Our next issue will highlight this fixture, but be sure and stop by our booth for a sneak peak!

In the meantime, please make sure you're on our list to continue receiving this newsletter (see lower left). Next month is the last month you'll receive it unless you respond, letting us know that you definitely want to be on our list.

We Urgently Need Your Help! Please Send Us Your Testimonial...

If you've used our products at all, you know full-well the quality...the performance...the ultra-bright response...the durability...

But we have a problem...

You and I know the quality of our products. But we need your help in convincing those who haven't tried them that they are worth the extra expense.

In the past, we haven't actively solicited testimonials...which is probably why we can't find too many on file. Here are a few examples of what we dug up...

Buzz, the fly: *"I think it's really awesome when they crank up those UV lights! I can hang around those all day long!"*

Fluffy, the cat: *"Janae's really nice. She likes to watch me groom myself while I hang out in front of her office window!"*

Anonymous customer: *"I wish Caroline would stop calling me! I told her the check's in the mail!"*

As you can see, we desperately need your help! I'm sure you can give us a better testimonial than any of those lousy ones we managed to dig up!

So here's what you do: just answer the following question as honestly as you can in your own words...

If you were trying to convince someone why they should buy Wildfire fixtures or paint, what would you say to them?

Then...please email your response, along with your full name, title, and company (if applicable) to

feedback@wildfirefx.com.

Respond before the end of November, and we'll put your name in a drawing for a \$500 credit toward any purchase at Wildfire!

Product Highlight: IronArc UV Lamps

Wildfire's IronArc lamps have...

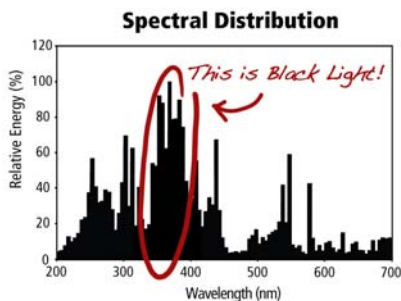
So Much Long-Wave UV Output They Will Knock Your Socks Off And Turn Them Into Glowing Projectiles!

Okay, so we're exaggerating. Forgive us the hyperbole. But the fact is, Wildfire's IronArc lamps have...

35% More UV Output Than Standard Metal Halides.

And we're talking about UV output where it really counts—**long-wave UV with a peak at around 365nm.** This is where you'll get the best (and brightest) results with black light sensitive materials.

Take a look at the graph above. This graph shows the output of an IronArc lamp at various frequencies. Notice the bulge—the longer black spikes—between about 325 and 400nm. This is long-wave UV—the technical term for black light. In other words, this lamp has some kick-ass black light output!



This graph represents the unfiltered output from our IronArc Lamps.

This bulge is the reason our IronArc lamps produce so much brighter UV effects. Although standard metal halide lamps produce UV light, we've added a special compound to significantly boost the UV output.

IronArc lamps are **rated for 1000 hours.** (Our Long Throw fixtures will tell you when to change the lamp.) After 1000 hours, the UV output can begin to diminish by as much as 45%, so you'll want to put in a fresh lamp as scheduled.

If you purchased UV fixtures other than Wildfires, you have our sympathy. But using IronArc lamps will help improve the output of those fixtures. Call us, and we'll help you choose the right lamp for your fixture. (It won't be the same as having a Wildfire fixture, but at least you'll squeeze out a bit more UV output!)

And the price?

Admittedly, IronArc lamps cost more than a standard metal hal-

ide...as they should. This is a specialty item and costs more to manufacture. But what you're paying for is quality and increased UV output. Whatever metal-halide fixture you own, just \$120 will boost the UV output by 35%. It's the next best thing to buying a new fixture!

But we're going to sweeten the deal for you for **one month only.** Order by November 14, and we'll take an additional **10% OFF** the regular sale price. That saves you \$12 per lamp!

Now is the time to stock up on spare lamps. At the beginning of next year, we're raising prices across the board. That means this is the last time these lamps will be offered for the low price of \$108. Get yours now before it's too late!

**To order, please call
1-800-937-8065
By November 14!**

Closure Notice:

Wildfire will be closed on Thursday and Friday, Nov. 15-16 for the LDI tradeshow. That means we'll be unable to fill or ship any orders on those days. We hope to see you at LDI, where we'll be debuting a brand new fixture!!

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

We keep getting some excellent submissions, and we certainly hope you keep them coming. It's interesting to see the diversity of what different artists are working on.

This month's winner has created a mural that deserves to be called "kick-ass!" But more astonishing is this: it's artist Glenn Adkins' first fluorescent piece.

Glenn Adkins, 59, lives in Stuart, FL and has been a mural artist for 6 years after a 25-year career as a musician.

The mural was created in a bicycle exercise room of Gold's gym. You can

just make out a mirror in the center, and a door off to the right.

Glenn says, "I absolutely love painting under a black light and still use your Wildfire paints in ways I couldn't anticipate. I have adapted your Wildfire paints in my work to simulate the intensity of sunlight in most of my non-fluorescent murals also. One example would be to add fluorescent pink to bougainvillea plants to simulate a dappled sunlight effect. There are many applications of your paint and I am still learning."

You can see more of Glenn's artwork at www.adkinsart.com.



Send your photos and a short bio to
contest@wildfirefx.com.

The Wildfire Effect...*in action!*

Wildfire's LDI 2006 Backdrop

If you missed LDI (Lighting Dimensions International) in Las Vegas last year, you missed one of our most spectacular dual image backdrops ever!



Daylight image of Wildfire's LDI 2006 Backdrop.

Kent Mathieu, our resident artist, created a mosaic image somewhat influenced by artists such as Mondrian and Picasso, At least, that's what you see under visible light.

I only use Wildfire paint and lights for my shows. Thanks for making the best UV reactive paint and UV lights in the UNIVERSE!

Zoey Stevens
Visual and Performance Artist
ZoeyCom Creative Arts

Under black light, however, a whole new layer is revealed...

Suddenly, you're looking at nighttime composite of Vegas! We had so many people asking, "Where is that projecting from?"

But it was no projec-

tion. It's was Kent's genius at work with our Luminescent Paints!

Be sure and visit us at LDI in Orlando this year. We know it's one of the most spectacular lighting shows on the planet (with lots to see and do), but we'd still like to see you at *our* booth for a few minutes! We'll even have a free gift waiting for you!

To put the Wildfire effect in action for YOU, call John Berardi at 1-800-937-8065, ext. 101.



Same painting as above under black light.

Ask The Expert: What Is The Best Wavelength For Producing the Brightest Effect?

By John Berardi

Our impending publication, *The Wildfire Report*, will go into depth on the science behind black light effects, and this is one of the questions it tackles.

So consider this a sneak preview at some of the information you will learn from this valuable report...

The short answer to this question is 365-368 nm. That is where you'll

get the strongest response from both visible and *invisible* fluorescent materials.

Here's why: Black light is defined as being between 325 and 400 nm. That means 365-368 nm lies right in the middle of this range.

There is no such thing as a fixture that emits *only* 365 or 368 nm. All fixtures emit light over a *range* of frequencies.

So a fixture that *peaks* at 365-368

will produce black light across the entire range between 325 and 400 nm...that's why you get the best results from fixtures peaking in this narrow range.

You're ensuring that you cover all the bases, so to speak. That's why every Wildfire fixture is designed to have a peak output right in this range, and is one of the secrets to getting the brightest possible effect.

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

Tips on Painting: Airbrushing Wildfire Paint

By Kent Mathieu

People often ask about airbrushing Wildfire paints, so here's a tip: Wildfire paint is a water-based artist acrylic paint, just like any other artist acrylic. It's just a bit thicker because it's absolutely *packed* with ultra-bright UV-sensitive pigment. But all the basic principles of airbrushing are the same as with any other artist acrylic paint.

For airbrushing, simply dilute

with water. The amount of dilution will depend on what type and size of airbrush you're using, so it will require some experimentation. But I never use less than 15% or more than 40% water. Again, the percentage of water will depend on the tools you're using, so just experiment until you get it right.

Remember, when you dilute with water, you also dilute the fluorescent

pigments so the emission isn't as powerful.

When you're painting any black light image, you've got to remember that you have to worry about the visible image AND the emission image. (The image that glows under black light.) So usually that means you'll probably need at least three good coats airbrushing to get nice, even coverage for both the visible image and the emission image.

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

THE BLACKLIGHT BLAZE™

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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.

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TO:

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

The *only* newsletter devoted to the world of UV Effects!

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

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- **John Berardi Reveals a Secret Behind the Wildfire Effect! (p. 3)**
- **Revisit Wildfire's Dual-Image Backdrop from LDI 2006. (p. 3)**
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Inside: Wildfire's spectacular dual image backdrop from LDI 2006!

