



Lightning Strikes Inc. to introduce high-intensity lighting technology for automotive crash testing at Crash Test Expo 2005

October 21, 2005 – Lightning Strikes Inc., developer of award-winning SoftSun® and Lightning Strikes® lighting products for motion picture, television and event production, announced that it has adapted its Enhanced Spectrum Longarc™ technology for use with automotive crash testing. David Pringle, President of Lightning Strikes, will discuss the technology at the Crash Test Expo's Open Technology Forum at 2 p.m. on Wednesday, October 26 in Novi, Michigan.

Lightning Strikes' ESL technology offers several advantages over conventional crash test lighting, including:

- Extreme light output – up to 500,000 watts from a single source, the most powerful lamps available worldwide – enabling crystal-clear stop-action image capture at any frame rate;
- Flicker-free operation tested up to 100,000 frames per second;
- Instant warm-up at full power and extremely short cool-down, greatly reducing dead time and power usage;
- The ability to control intensity quickly and precisely and to vary intensity from 3% to 100% of maximum output;
- Consistent color temperature, even when dimming; and
- Excellent color spectrum quality, greatly enhancing the camera's ability to resolve and record detail

Lightning Strikes believes that its ESL technology will offer improved image quality, versatility, and cost efficiency. Lightning Strikes is currently developing several products for the automotive crash test industry, including a 1000 watt on-board light and permanent fixtures for crash test facilities, and expects to announce commercial availability in the next several months.

About Lightning Strikes Inc.

Lightning Strikes Inc. is the premier provider of highly-controllable, high quality light sources for professional and industrial use. The Company's products offer the highest light output commercially available from a single source and provide an ideal replication of natural sunlight. Its Softsun® and Lightning Strikes® products have been used in the production of thousands of feature films, television series, and commercials over the last two decades, as well as numerous sporting events, concerts, and other live events. It has garnered two Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences and an Emmy from the Academy of Television Arts and Sciences. Lightning Strikes Inc. is a subsidiary of Imagility Inc.

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