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**ImageCrafters®**  
Lights • Chairs • Woodwork • Design

# Press Release

**For immediate release:**

## **ImageCrafters enhances its consumer product portfolio with a complete range of Color Kinetics offerings for residential applications.**

**Lakeville, MA and Boston, MA – April 16, 2004** – ImageCrafters, Inc. and Color Kinetics Incorporated today announced an agreement designed to extend intelligent solid-state lighting technologies to new residential applications. ImageCrafters will expand its offerings for consumers with Color Kinetics' line of LED-based lighting systems, including programmable fixtures, controllers and integrated power/data supplies. ImageCrafters will offer Color Kinetics' LED-based products through its national network of authorized PARA and CEDIA dealers.

ImageCrafters designs and distributes wide-ranging products for home environments. The IC Lights line is an extensive selection of low voltage powered Rail, Cable, Sconces, and Recessed lighting systems which will be augmented by Color Kinetics' offerings that are powered by patented Chromacore® technology. Chromacore applies microprocessor-controlled, multicolored, high-brightness LEDs to generate millions of colors and dynamic lighting effects. In addition to their aesthetic versatility, Color Kinetics' systems feature the benefits of long source life, low energy consumption, little heat, and no moving parts, noise, or UV emission. Their highly controllable nature allows for uniquely designed effects and light shows that bring varying ambience to home environments, from serene, fixed colors to festive color-changing sequences that can integrate with music and other media.

"We're pleased to collaborate with ImageCrafters to extend the advantages of intelligent solid-state lighting technology to the residential marketplace," said Bill Sims, President and COO, Color Kinetics.

"This relationship marks an exciting addition to ImageCrafters' broad product range, and we're thrilled to deliver state-of-the-art decorative lighting systems with Color Kinetics' proven LED technology," said Spencer Kalker, Co-Founder and President, ImageCrafters. "The comprehensive offering of Color Kinetics' fixtures, controllers, and power/data supplies will allow our dealers to quickly and easily bring customizable, high-tech lighting to their customers' home environments. For example, by using IC Lights Systems with Color Kinetics' programmable iColor® MR lamps, we can control each light source individually without individually wiring each zone."

### **About IC Lights and ImageCrafters**

IC Lights, a division of ImageCrafters Inc., is the principal supplier of Rail, Cable, Sconce, Recessed and now Intelligent Digital Lighting Systems to the PARA and CEDIA marketplace. ImageCrafters is the exclusive distributor of IC Lights, IC Chairs, IC Woodworks, and THE WALL theater wall system. IC products are available through select specialty AV dealers nationwide. IC Design provides comprehensive store design, merchandising, and strategic planning services to leading AV Specialty Retailers. Founded in 1997, the company is privately held and is headquartered in Lakeville, MA with offices in Ipswich MA, and Plainfield, IL. Visit ImageCrafters at [www.imagecraftersinc.com](http://www.imagecraftersinc.com) for complete information on IC's products and services.

### **About Color Kinetics**

Color Kinetics Incorporated is a pioneer in the design, manufacture, marketing and licensing of intelligent solid-state lighting systems. The company's award-winning line of products applies the practical and aesthetic benefits of LEDs to transcend the limits of traditional light sources for use in high-performance lighting and OEM and licensing applications. Its products and technologies leverage a patented layer of digital intelligence, called Chromacore®, to generate and control millions of colors and dynamic lighting effects. Color Kinetics holds 28 patents and has over 115 patent applications pending that apply to many aspects of solid-state lighting technology. Founded in 1997, the company is privately held and is headquartered in Boston, MA with offices in the UK, China, and a joint venture in Japan. More information can be found at [www.colorkinetics.com](http://www.colorkinetics.com).

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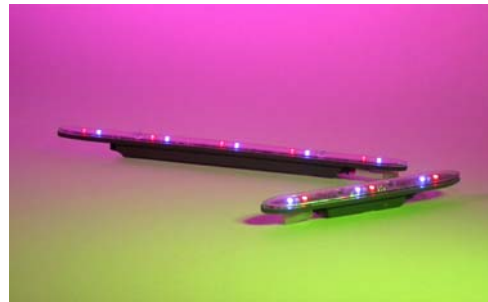
iColor® MR



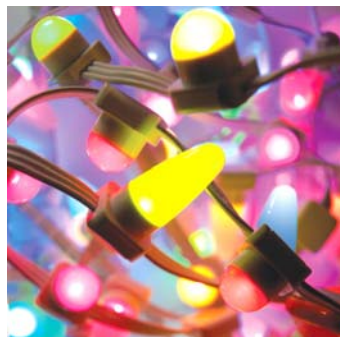
ColorBlast® 12



iColor® Cove



iColor® Cove EC



iColor® Flex SL