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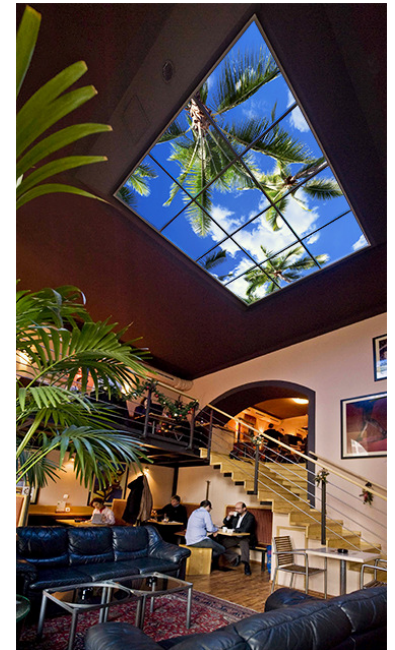
**Goodspeed Musicals
East Haddam, Connecticut**

Beat the “Winter Blues” with Sky Factory Luminous SkyCeilings™

Fairfield, IA February 10, 2010 – 2010 has brought severe weather to much of the United States, including eastern cities New York, Baltimore and the nation’s capital. Washington, D.C. has been paralyzed by blizzards so severe that President Obama has referred to conditions as “Snowmageddon.”

With such extreme weather conditions limiting exposure to sunlight, many people suffer from Seasonal Affective Disorder (SAD). To help beat the “winter blues”, **Sky Factory Luminous SkyCeilings™** use daylight-balanced 6500 Kelvin light, the same type of lighting that is used to treat SAD.

Sky Factory products are versatile, visually engaging tools that bring the comforting influence of nature and a sense of openness to otherwise enclosed environments. Evidence-based design research indicates that nature, and images of nature such



**It may be winter in Hungary,
but the skies are always tropical
at Café Farger in Budapest.**

as Sky Factory SkyCeilings™, trigger relaxation, alleviate stress and anxiety, increase patient comfort, promote healing, and reduce the use of pain medication in healthcare environments. In the workplace, residential and hospitality environments, these ceilings have been shown to increase productivity and reduce fatigue.

Sky Factory Luminous SkyCeilings™ trigger the same psycho-physiological relaxation response as an experience of real sky. They can even modify viewers' perception of vertical space, making enclosed areas feel more open and less claustrophobic. A wide variety of images are available in the Sky Factory [Image Catalog](#) and images can be changed seasonally.

About the Sky Factory

The Sky Factory, LC is a unique enterprise that creates authentic *illusions of nature*™ for interior spaces.

Signature products include **Sky Factory Luminous SkyCeilings™** and **Luminous Virtual Windows™**. New digital cinema products include **SkyV™** and **eScape™**, virtual skylights and windows with high-definition footage.



Sunny skies for **Manhattan's**
Dr. Cheryl Kantor-Goldenberg, DDS.

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