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Sky Factory Luminous SkyCeiling™
New York Pediatric Dentistry

Enlivening Biophilia: Sky Factory Makes Visiting the Dentist Less Stressful

Sky Factory *Illusions of Nature*™ are transforming the look and feel of dental offices worldwide. The company's virtual skylights and windows improve the experience of dental visits by promoting patient relaxation and expanding claustrophobic spaces. These biophilic design elements enliven our innate connection to nature, relieving anxiety for children and adult patients. Experience Sky Factory products at AACD booth #929.

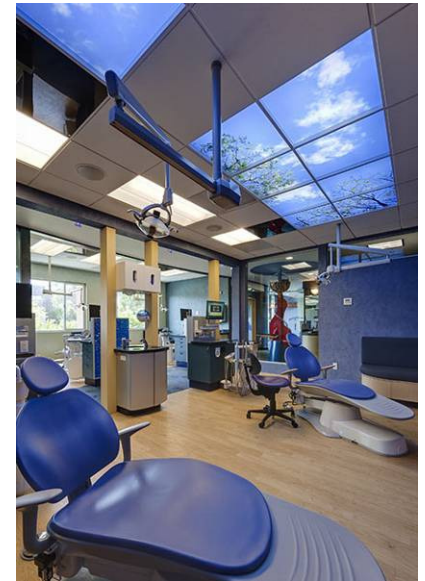
Fairfield, IA, April 4, 2012 – The Sky Factory, a unique fine art and technology company, is transforming the experience of going to the dentist for patients worldwide. With the growing understanding of biophilia influencing facility and interior design, dentists are moving beyond “patient distraction” by incorporating advanced techniques that ensure comfortable *and* healing environments for their patients. Sky Factory *Illusions of Nature*™ - virtual skylights and windows for interior spaces – bring the beauty and healing properties of nature to dental offices, creating an atmosphere that is welcoming and relaxing for patients and staff alike. Research indicates that simulated views of nature alleviate stress and anxiety often associated with visiting the dentist, increase comfort, and improve the patient experience.

Dr. Lou Cooper of New York Pediatric Dentistry in Westchester County, New York installed a custom arc-shaped Luminous SkyCeiling™, the Sky Factory's signature virtual skylight, over the treatment area to bring a natural element into the space. He explains, “I chose the SkyCeiling because I wanted to do something spectacular and different in our office. We don't have exterior windows and this really opened things up, bringing light and the outside in. It's very unique and dramatic, and makes all of us feel good.”

While the patient is looking up at a SkyCeiling, the staff is actually experiencing the same illusion and the resulting benefits through their peripheral vision. Luminous SkyCeilings trigger the same psycho-physiological relaxation response as an experience of real sky. The realistic illusion of sky can even modify the viewer's subjective experience of vertical space, making enclosed areas feel more open and less claustrophobic. The added dimmable feature is ideal for locations where precise 0-100% illumination control is desired.

At Dr. Gila C. Dorostkar's state-of-the-art clinic in Greenbrae, California, natural daylight from windows illuminates the space. Luminous SkyCeilings were installed to make use of prime real estate overhead and maintain a connection with nature when patients are limited to looking at the ceiling. The energy-efficient virtual skylights provide realistic sky views, triggering relaxation for mind and body.

Dr. Dorostkar's facility renovation achieved "Outstanding" awards from the American Dental Association for both design and environmental considerations. Her office is the first private pediatric dentistry facility in the country to receive LEED certification.



Dorostkar Pediatric Dentistry
California

The Sky Factory will exhibit at the American Academy of Cosmetic Dentistry conference May 3 – 5 at the Gaylord National Hotel and Convention Center in National Harbor, MD. Visit booth #929 to experience *eEscape* and *SkyV*, new digital cinema products that feature *UltraHD* motion and sound displayed on commercial-grade LED monitors. Sky Factory's fusion of fine art and cutting-edge technology transforms dental offices into welcoming and relaxing environments by bringing the soothing properties of nature indoors.



Dental Surgery
France



Union Hospital Dental Centre
Hong Kong



Dana Vogt Dentistry
Germany

About The Sky Factory

The Sky Factory, LC is a unique fine art and technology company based in Fairfield, Iowa. Founded in 2002 by artist and entrepreneur Bill Witherspoon, the company creates realistic *Illusions of Nature*[™] - virtual skylights and windows – that transform interior spaces and enliven our innate biophilia. Sky Factory products are Made in the USA and distributed globally through a network of International Partners. For more information visit www.SkyFactory.com.