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Enhance Any Room with Expansive Blue Sky

The Sky Factory is a unique business that manufactures realistic virtual skylights. In the past six years these impressive architectural illusions, Sky Factory Luminous SkyCeilings™, have been installed in over a thousand locations, including fine homes.

Fairfield, IA, August 19, 2008 – Sky Factory Luminous SkyCeilings are versatile, visually engaging design elements that modify the experience of interior space. Illusory skies bring the relaxing influence of nature and a sense of openness to any room of your home.

The effectiveness of Sky Factory illusions lies in their ability to replicate the many subtle stimuli of real sky. Carefully controlled color, composition, color temperature, accurate cloud patterns, and correct perspective, all interact with our habits of perception to produce an experience of “real” sky. Sky Factory Luminous SkyCeilings, installed in standard ceiling grid systems, function as virtual skylights.

The mechanics behind the illusion of Sky Factory Luminous SkyCeilings. Sky Factory Luminous SkyCeilings, like any illusion, operate by providing sensory inputs that misdirect the process of cognition. An important component of Sky Factory Luminous SkyCeilings is the utilization of daylight-balanced 6500 Kelvin

light, the same light used to treat seasonal affective disorder (SAD). The Sky Factory uses this light because the senses and mind do not distinguish between this (artificial) light and real daylight. In addition, the high-CRI (color rendering index) of the T5 fluorescent or LED lighting illuminates the image pigments and environmental colors in a uniform, accurate and pleasing way.

Patented Sky Factory Luminous SkyTile Elevators™ help to complete the illusion. SkyTile Elevators are aluminum frames that visually transform the standard ceiling grid into a robust structure that, due to our perceptual habits, looks like the framework that supports a real skylight. Again, by modifying the cognitive process, the mind is tricked into “knowing” that what is above the structural grid must be “beyond” – like real sky.

Sky Factory Programmable SkyCeilings are Sky Factory Luminous SkyCeilings that can be programmed to display changing colors, brightness, and patterns – even theatrical effects. They utilize a small programmable computer-controller to recreate the rising and setting of the sun, as well as simulate the changing sky of any geographic area and season. The Sky Factory Programmable SkyCeiling is a unique, visually engaging, and relaxing enhancement to enclosed residential spaces.

Scientific Research. A growing body of scientific research points to the value of views of nature - even simulated nature - to our health and well-being. The American Institute of Architects now recommends that nature be incorporated into all new hospital rooms because it has been shown to significantly improve patient and staff experiences. The Sky Factory has embarked on a program of

cooperative scientific research to more thoroughly understand the mechanics and physiological impact of illusory skies in built environments,.

Luminous Virtual Windows™ – The Sky Factory wall product is a thin, edge-lit system that is set into walls and features exquisite, high-resolution photographic images of landscapes, seascapes, celestial scenes and special subjects. Luminous Virtual Windows are designed to create the feeling of looking at nature through a window. Using a pair or series of Luminous Virtual Windows enhances the 3-dimensional window illusion.

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