

SERVICES FOR THE PROFESSIONAL ENTERTAINMENT INDUSTRY



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PRESS RELEASE

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Soft-LED® Curtains Tour with Brand New

Alternative rock band **Brand New** are currently touring with headliner Dashboard Confessional and utilizing Main Light Soft-LED® curtains. Their third album, *The Devil and God Are Raging Inside Me*, was released in the US this past November 21. Brand New's first song to see significant airplay was "The Quiet Things That No One Ever Knows," which fell into heavy rotation on many radio stations during the summer of 2003 while on the Vans Warped Tour.

Brand New's recent tour (currently headed to Europe) is being supplied by Christie Lites Vancouver, and Ian Gordon is the account rep. When asked about the choice of the Soft-LED® curtains, Brand New's lighting designer Sarah Landau said, "For the opening act on an arena tour, I needed a simple video solution to set the band apart. Soft-LED curtains were easy to use, quick to set up and strike, and extremely reliable. Plus, Main Light's customer service and support were extraordinary."

Main Light Industries, Inc. of Wilmington, Delaware (www.mainlight.com) is the developer of the award-winning Soft-LED® draperies, along with the Soft-LED®/Scrim and Hard-LED® scenic panels. Soft-LED™ takes advantage of Color Kinetics' next-generation Chromasic™ LED control technology, which allows precise control of the individual RGB LED sources. The Main Light Soft-LED® Dynamic Drapery is compact, lightweight and very easy to pack at the end of the show - especially when compared to other LED display technologies. Soft-LED® systems specifically packaged for theatre and touring applications are available.

For more information please contact:

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