

## SERVICES FOR THE PROFESSIONAL ENTERTAINMENT INDUSTRY

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### PRESS RELEASE

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## **Soft-LED<sup>®</sup> Dynamic Drapery Flies High On New Rocky Balboa Movie and DVD**

For one final round of the Academy Award-winning Rocky franchise, former heavyweight champion Rocky Balboa steps out of retirement and back into the ring, pitting himself against a new rival in a dramatically different era. Directed by and starring Sylvester Stallone, Rocky Balboa opened in theatres Dec 2006 and was released on DVD March 20<sup>th</sup>. This new Rocky movie features eight 8' X 33' Main Light Soft-LED<sup>®</sup> dynamic drapes above the ring in the fight scenes. The draperies and content control system were supplied by Main Light and programmed by Giovanni S. Ciranni for the shoot, which was held at the Mandalay Bay Hotel in Las Vegas. When asked for his comment on the product, Production Designer Franco-Giacomo Carbone said, "I would say that the Soft-LED visually brought the emblematic boxing ring and the Rocky series squarely into the 21st century."

Main Light Industries, Inc. of Wilmington, Delaware ([www.mainlight.com](http://www.mainlight.com)) is the developer of the award-winning Soft-LED<sup>®</sup> Dynamic Drapery, along with the Soft-LED<sup>®</sup>/Scrim and Hard-LED<sup>™</sup> scenic panels. Soft-LED<sup>®</sup> takes advantage of Color Kinetics' next-generation Chromasic<sup>™</sup> LED control technology, which allows precise control of the individual RGB LED sources. The Main Light Soft-LED<sup>®</sup> 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<sup>®</sup> systems specifically packaged for theatre and touring applications are available.

For more information please contact:

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