

B&M Lighting & Universal Studios Partner on Mac Tech LED Lighting

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Universal Studios; B&M Lighting →

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SUN VALLEY, Calif., June 3, 2011 /PRNewswire/ -- B&M Lighting and Universal Studios announce an evolutionary new lighting product, Mac Tech LED. Using specially developed LED lighting tube technology, B&M Lighting has created four product lines that use 30% to 70% less power than conventional lighting, offer consistent color temperatures at both daylight and tungsten and are lightweight for easy load-in and strike. Universal Studios Set Lighting is the exclusive rental agent.

(Photo: <http://photos.prnewswire.com/prnh/20110603/LA13855>)

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"Working closely with experienced film and television professionals, we've spent almost two years developing high output LED chips," said Ray Wolffe, President, B&M Lighting. "Using Mac Tech LED, a production can use only Edison plugs and stingers, utilize 50K hour bulbs and save on air conditioning because the LED tubes run cool."

For application in a wide variety of environments, Mac Tech LED Lighting is comprised of four product lines: LED Sled, Slimline, Soft Boxes and China Lights. The fixtures are assembled in Sun Valley from 100% recyclable aluminum.

"With the instrument's superior quality of light output and rugged construction, we have already had a great response from the production community," said Rick Maas, Vice President, Universal Studios Set Lighting. "With Mac Tech LED, clients have the option of production tested lighting that is easier to install and significantly reduces their power distribution needs."

For rental information, please call Universal Studios Set Lighting at 818-777-1281 or visit <http://universal.filmmakersdestination.com/content/set-lighting-grip>.

B&M (Bardwell & McAlister) Lighting has been in the business of manufacturing motion picture lighting and production equipment since 1926. B&M has always maintained the respect of professional filmmakers, providing television and major motion picture studios with quality products and services. Raymond Wolffe, owner of Pyramid Films since 1987, purchased B&M in 1999. With a vision of restoring the company to more than its former glory, he redesigned the product line to be the leader in energy efficient lighting products. For more information, please visit www.bmlighting.com.

Universal Studios is a unit of NBCUniversal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

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Mac Tech LED Lighting

Fact Sheet

Features:

- Four (4) product lines: LED Sled, Slimline, Soft Boxes and China Lights
- Consistent color temperatures at both daylight and tungsten and almost zero percent green at 93 CRI
- Utilizes specially developed 50K hour, high output LED chips
- 30% to 70% less power than equivalent conventional lighting
- Operates on 1/3 the amperage of standard fluorescent
- Lightweight for easy load-in and strike
- Ergonomically correct fixtures
- Low heat output
- Superior quality of light
- Rugged construction
- The fixtures are assembled in Sun Valley from 100% recyclable aluminum
- Field tested on stage and on location
- Manufactured by B&M Lighting.
- Exclusive rental agent is Universal Studios Set Lighting

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