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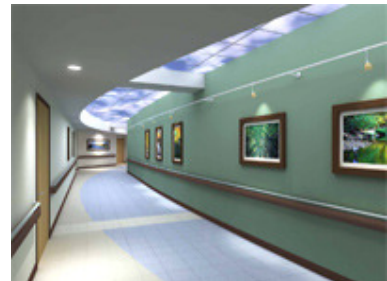
Bringing the Sky...Inside

The Sky Factory uses aesthetic illusions of sky to trigger a fundamental relaxation response in people who work and live inside buildings. In the past six years these illusions, called SkyCeilings™, have been installed in thousands of locations including: healthcare, commercial and residential facilities.

Fairfield, IA, February 12, 2008 – The effectiveness of Sky Factory illusions results from modifications of our habits of perception. SkyCeilings replicate the many subtle stimuli of real sky – temperature of light, pattern, color and perspective.

Like an experience of real sky, SkyCeilings trigger a genuine response, a fundamental physiological and emotional style of functioning that leads to an expanded sense of space, comfort, inner stability.

The Sky Factory has two product lines, SkyCeilings™ and Luminous Virtual Windows™. SkyCeilings are photographic illusions of real sky that fit into standard drop-ceiling grid systems. Luminous SkyCeilings™, are translucent images of sky, lit from behind by specially designed daylight-balanced T5 fluorescent, or LED lighting fixtures. SkyCeilings resemble skylights and perform a similar function.



Luminous Virtual Windows are wall-mounted edge-lit photographic illusions of real landscapes, seascapes and undersea vistas. Their placement, generally in pairs and with a choice of various window trim styles, provides a window-like view to nature in windowless interiors.



Six years accumulation of subjective reports from inhabitants in a wide range of interior environments indicates the following features:

- Increased productivity in the work place,
- Reduced anxiety and increased healing rates in healthcare patients,
- Greater customer comfort and sales in retail environments.

Scientific research to validate the mechanics and impact of Sky Factory illusions of sky are underway.

The positive, psycho-physiologically-based effects of Sky Factory illusions have created significant interest in healthcare because a Sky Factory illusion triggers a genuine relaxation responses. In addition to promoting relaxation and healing, SkyCeilings have been shown to improve performance in often-stressful workplaces.



Research has established that views to nature, and images of nature, can promote healing in the healthcare setting. Healthcare staffs know from experience that calm patients experience better outcomes. Now, world-wide, architects and designers have come to recognize and use the powerful tool of Sky Factory illusions.

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