



## **Act One's Solid-State Lighting Accents the Artistic Theme of Noho Art District in North Hollywood**

*The NoHo Art District in North Hollywood, California has added a solid-state lighting display to accent the artistic theme of the area. The 128-foot long, 7-foot high display nicknamed "Art Box" can be operated interactively to display lighting animations as triggered by the passing-by vehicles through the use of video monitoring cameras. Act One's ActPixel technology is employed for this advanced LED lighting system.*

Irwindale, CA, April 30, 2008 --(PR.com)-- The NoHo Arts District, a large urban development project by the city of North Hollywood in California, is now highlighted with an artistic LED lighting display - "Art Box" conceived by the creative design firm Electroland in Los Angeles and manufactured by Act One Communications, Inc. in Irwindale, California.

The one-square-mile Arts District is "Where the arts are made", located one mile north of Universal Studios. It's filled with an array of entertainment options for the artist and art lovers, and also home to the "behind-the-scene" companies as silent partners for the production of movies and TV series. The city of North Hollywood sought a unique contemporary LED lighting work that would fully reflect the artistic theme of the district. The innovative "Art Box" has provided the right solution.

This lighting display employs the ActPixel system developed by Act One Communications, allowing display of either decorative color lighting or electronic messages. The finished unit measures 128 feet long by nearly 7 feet high, mounted inside the windows of a new 2-story commercial building featuring HOWS Market and other retail chain stores.

The display operating system is capable of choosing either preprogrammed messages of the famous movie lines or animated light patterns triggered by the drive-by vehicles as monitored by remote video cameras. The vivid and unique moving display easily catches the attention of the passing-by motorists and pedestrians.

The ActPixel is a "smart" lighting pixel made of high-brightness red, green and blue LED's inside and has a built-in IC chip that can generate up to one-billion changing colors for the pixel. The system controller allows each pixel to be addressed independently so that very versatile lighting patterns can be created over the entire display. For the NoHo project, a Digital Video Interface Controller is offered by Act One Communications for interfacing with the analog video monitoring cameras.

### **About Act One:**

Act One Communications, Inc. is an Energy Star certified manufacturer specialized in outdoor LED lighting, large LED video displays, and niche LED system applications. It provides products and services to clients in the North, Central and South Americas. For more information, visit [www.actone1.com](http://www.actone1.com).

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