

Display Supply & Lighting, Inc.

What does DS&L offer to you?

DS&L has been serving the trade show and experiential industries for 45 years

Headquartered in Itasca, IL, DS&L has personnel in IL, MA, Western NY & NV

DS&L provides:

- Reliable, high quality lighting and supply products
- Lighting layout and design and product selection assistance
- Specialty lighting rental program
- Application Engineering Services, including:
 - Programming services
 - On site installation oversight
 - Project coordination





giving back and supporting our industry



DS&L can do more than just sell you products

As your Collaboration Partner...

DS&L will:

- Assist in bringing your designs to life by searching out solutions and alternatives for your project
- Work with you on pricing when jobs are tight on margin
- Support you in the use of products from prototyping to production to installation to use
- Care about more than just "this sale" we are looking toward building our relationship and are always working on the future of our relationship

All we ask:

- Respect our efforts and work
- Please do not share our design ideas and bill of materials with others this is our "IP"



It's not about what the product costs – it's all about what it costs to use the product!

The total cost to use a product consists of:

- Time to source correct product
- Cost of product
- Labor time and materials to assemble the product and install it for use
- Cost to repair the product if damaged on show floor/site if skill set to repair is on site

You are better off paying more up front (if necessary) to have a reliable, easy to use solution



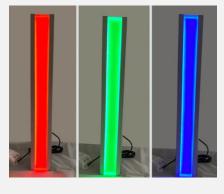
DS&L INNOVATION

DS&L creates innovative products designed for use in the trade show, experiential and event industries

Our lighting products are designed for performance and ease of use – and to be concealed

within your designs













Flat cord with mini ends

RGB End Cap

Mini Power Grommet

Slim and Gimbal Recessed with CCT select

When appropriate DS&L partners with technology leading companies to deliver game changing products – like high quality, rechargeable battery technology









Design Time



Mock Up -Prototype

Worked with tension fabric

manufacturer to recommend a hidden lighting system



High Output, LED Tape – entire system listed to UL standards







Mock Up

College hotel project.

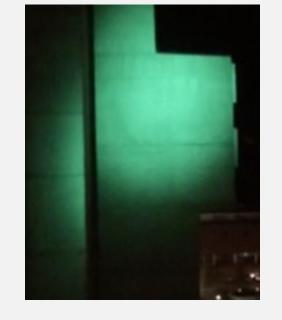
Mocking up the
transformation of a
concrete structure during
the day - to a changing
color canvas at night















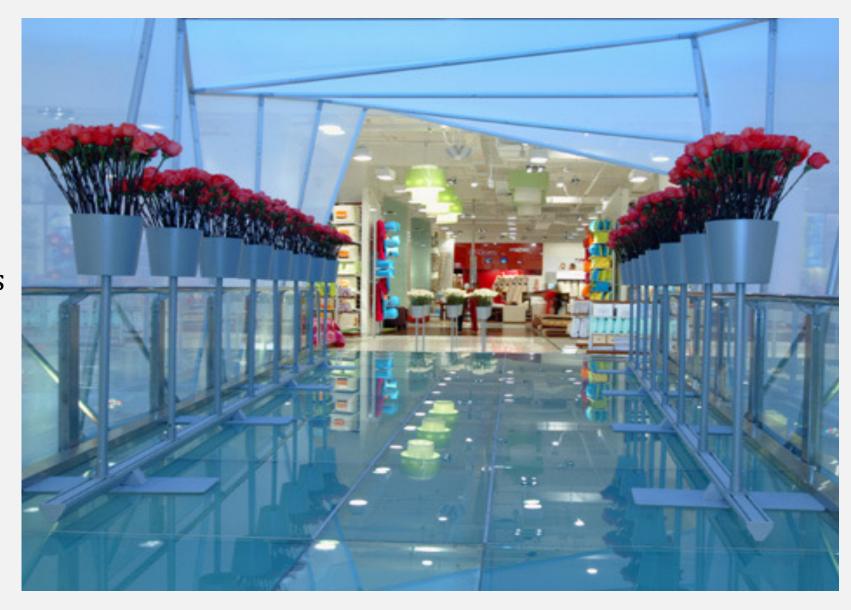




Retail

Walkway over escalator in S. American mall. Illuminated tension fabric structure with synchronized changing color columns. A/E services used for programming and control specifications.

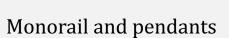




Hospitality

Conversion of hotel ballroom to restaurant using a twin rail system and pendants. A/E services used to coordinate layout and controls.





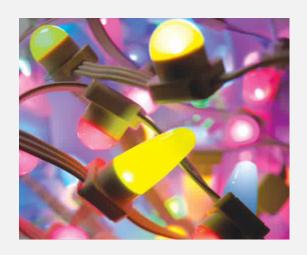


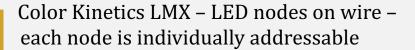




Exterior

Using LED lighting to highlight the buildings architectural features.









RGB changing color light in columns (on left), white light in overhead sign and accent areas around desks and graphics







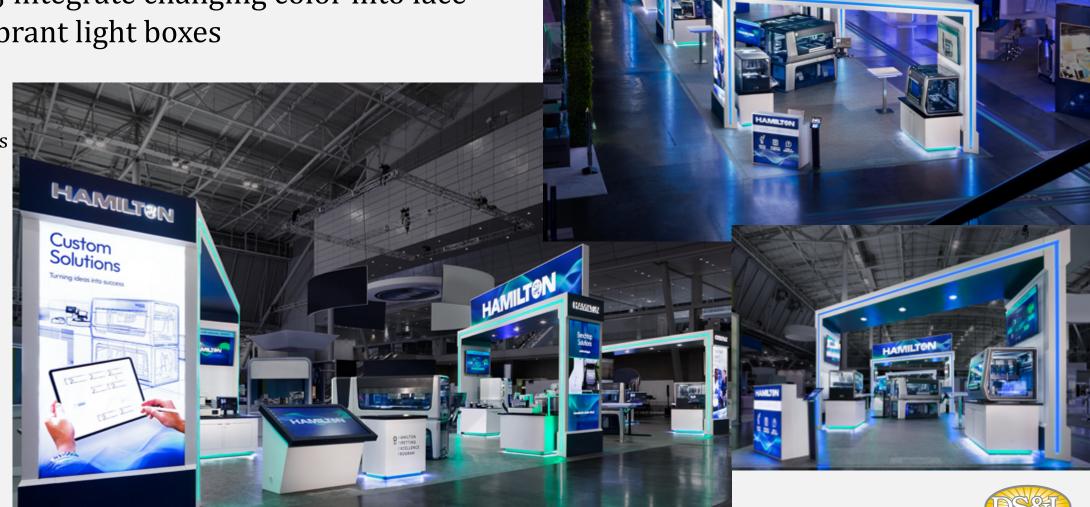


Custom exhibit to highlight machinery with toe kick lighting; integrate changing color into face of arches; vibrant light boxes

LED Modular Strips and LED Tape







HAMILTON



Architainment

Changing color light on 3 sides of structure with facing LED screens. Middle area is frozen during the winter for public skating



ColorBlast 12 fixture









Changing color light in dome synchronized to band in center counter. A/E services used for programming and controls.



ColorBlast TR Fixture











Auto Show

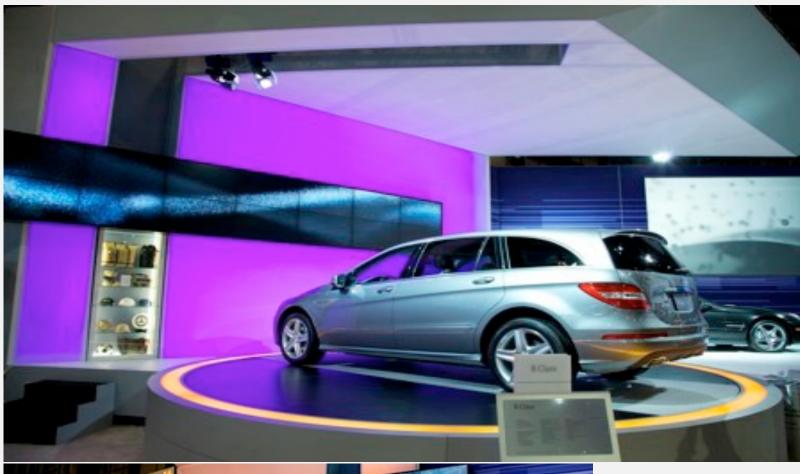
Changing color LED back walls. Rings under vehicles are lit with fluorescents with gel sleeves. A/E services used to oversee install, programming and controls.





T-5 Fluorescent









Simple, but effective. LED Arm Lights to illuminate the header and soft recessed LED lighting to illuminate the workstation.



LED Arm Lights



Recessed LED Lights





LED illumination of perimeter tension fabric structure. Color corrected white T5 fluorescent light inside of hanging tension fabric pendants.



ColorBlast 12 fixtures



T-5 Fluorescent

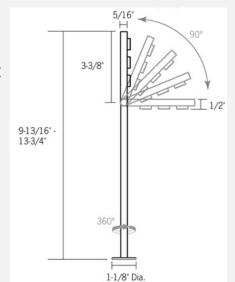




LED accent lights used to illuminate product in a booth at the JCK Jewelry Show.



The LED Street Light



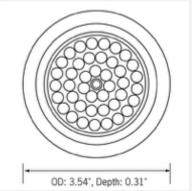




Showcase LED accent lights used to illuminate product in window displays of a booth at the JCK Jewelry Show.



LED Surface Mount Pucks







Retail Display

LED pucks used to light logos for the country of origin where food is being served from. A/E team designed system with cabling and switches to control on/off functionality.



LED Surface Mount Pucks



Corporate Lobby Desk

Custom RGB LED rigid panel programmed to company's color as the face of a reception desk in the corporate lobby





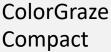


Light boxes and custom lighted icebergs. While lighting light boxes is typically a matter of properly lighting based on dimensions, the unique peaks and curves of the iceberg structures presented some additional

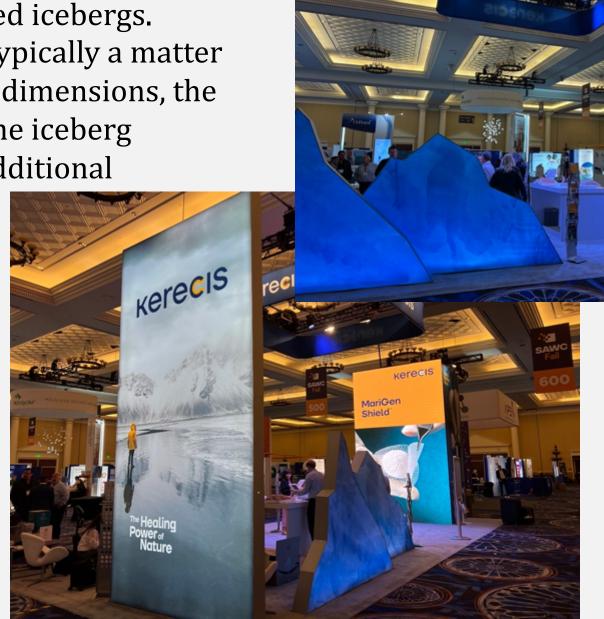
challenges.



LED Modular Strips







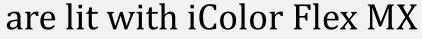
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Entertainment

LED Beach Ball, Panama City, FL

Inside of beach ball illuminated with ColorBlast fixtures and seams of panels





ColorBlast









Permanent Install

Changing color RGB tape with iPlayer control at a YMCA in Grand Rapids, MI



RGB Tape



iPlayer

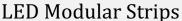




Trade Show Light Box

Vibrant white light for trade show light boxes.
Recommended for 8' x 8' boxes with just perimeter lighting. Graphic dictates requirement for number of lighting strips. This example is a 16' x 16' light box with just perimeter lighting.









Trade Show Counter

Counter face of trade show exhibit lighted using LED Modular Strips



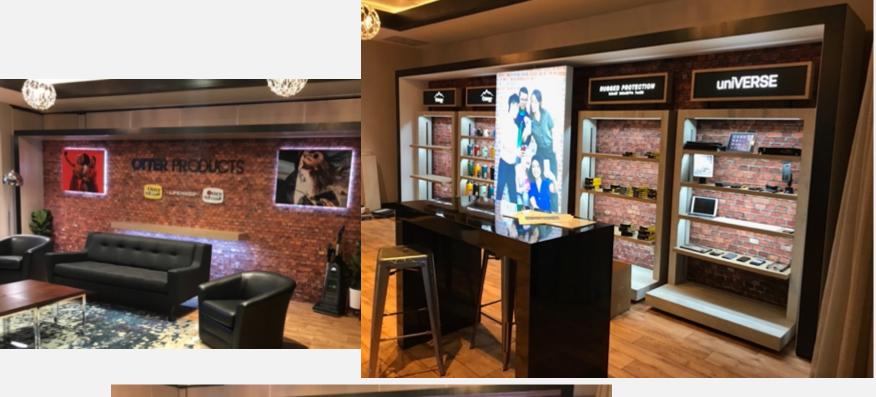
LED Modular Strips





Trade Show

HO LED Tape used to illuminate shelving, provide halo glow lighting around graphics on brick wall and under mantle glow. LED Modular Strips used to illuminate large light box.





LED Tape



LED Modular Strips



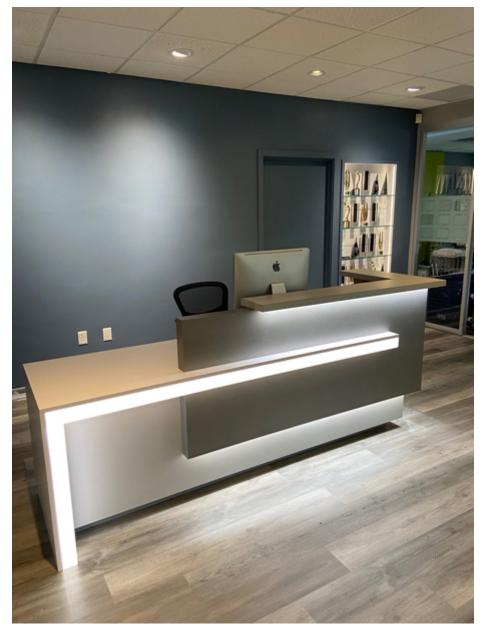


Corporate Lobby

Micro profile LED fixtures used to illuminate awards case and plexi faces and underside of trims on custom built reception desk. Vibrant lighting and dramatic shadowing all in one!



Micro Profile LED Fixtures









Trade Show

LED Flex Panels used to back light tension fabric face of a

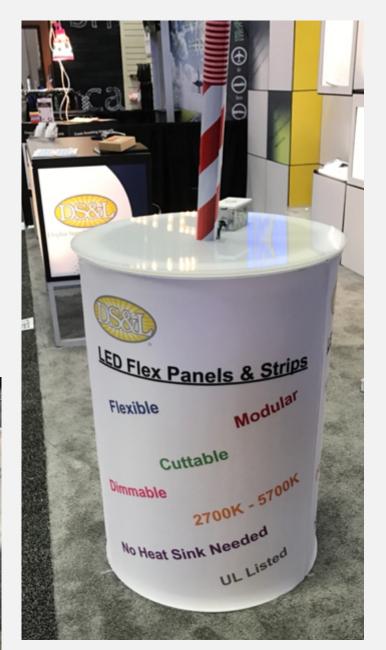
counter



LED Flex Panels













Trade Show

Work with an exhibit house to replicate the Cash Cab on a trade show floor. Specified product, handled custom programming and delivered a one of a kind experience for attendees



iColor Flex controlled via custom app on iPad









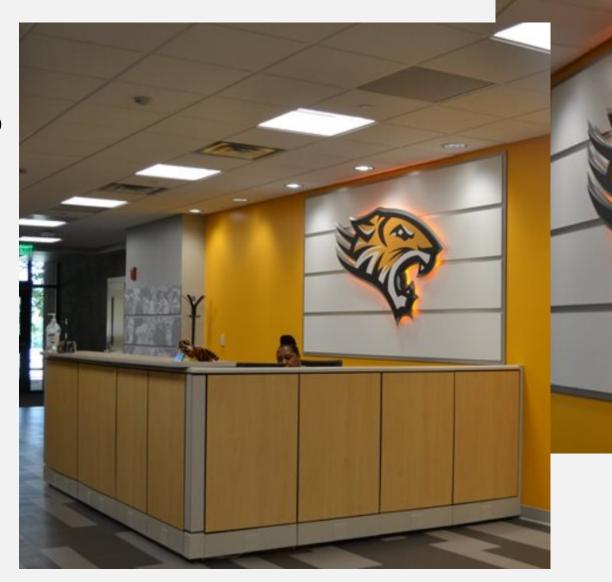


University **Athletic Department**

Towson University, halo lighting around school logo











Stadium

TV broadcast studio at ballpark. White LED lighting (color temperature controllable for varying weather conditions and time of day) underside of desk has color changing light to match sponsor color and side light boxes illuminated with T5 fluorescent fixtures. A/E services used for control system.





iW Blast Powercore & MX Cove Powercore





Broadcast Studio

TV broadcast studio for Sports NY. Wide range of products used to achieve desired results. A/E services used to oversee install, coordinate the various technologies and program.





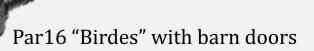
RGB and 4K HO LED Tape & Fluorescents





CK iColor cove QLX & LED RGB rope light







Broadcast Studio

TV broadcast desk for ESPN's NFL Insiders set. All white lights used.



LED Surface Mounted Disk Lights



LED Recessed Fixtures



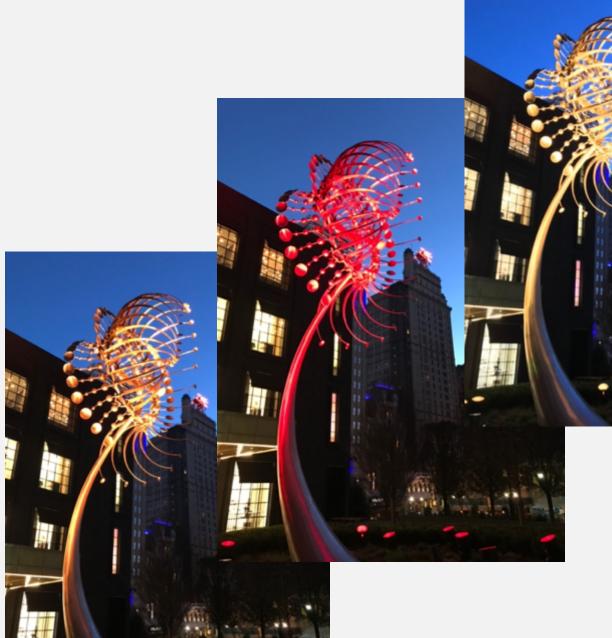
Exterior Sculpture

Illumination of outdoor kinetic sculpture in Dallas using powerful changing color light.

Fixtures deliver a dynamic impact and complete makeover of sculpture.



ColorBurst Powercore





Worcester Ice Center

Called in to make face of building - distinguishable. White LED lighting in entry area to provide good ambient light. Direct view changing color light mounted to face of building and wired to keypads in managers office.

Preprograms triggered by pushing buttons on keypads.



MX Powercore



iColor Accent



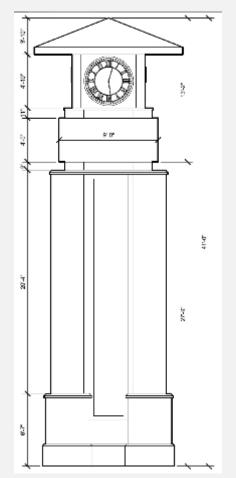






Municipal Clock Tower

Worked with architect from design phase to specify a custom LED 4 sided sign for the top of a clock tower and milk plex panels with changing color edge lighting. Managed order, delivery, installation and activation of property.





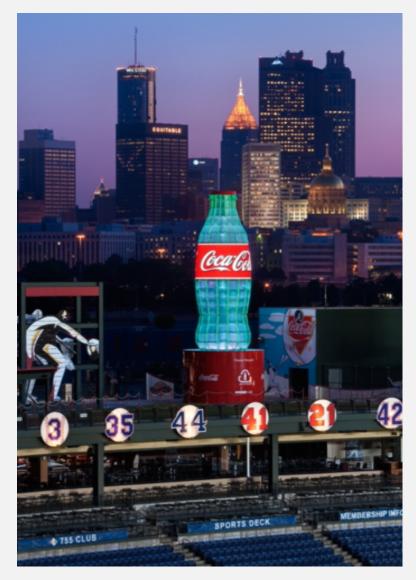


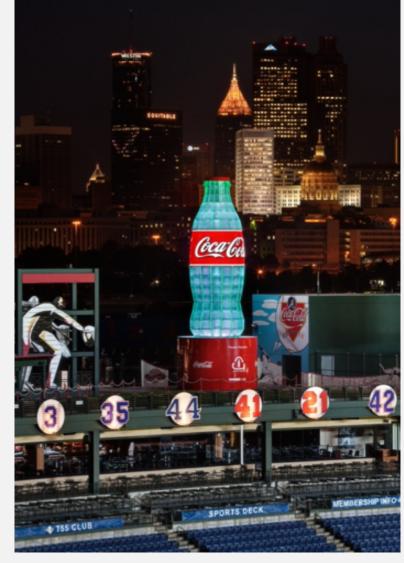




Stadium









Stadium

40' tall iconic, classic Coca Cola bottle. Custom 10' tall, 360 degree LED billboard. Changing color capability throughout the bottle. Control room in base. A/E services from design to product selection, to installation oversight to programming.



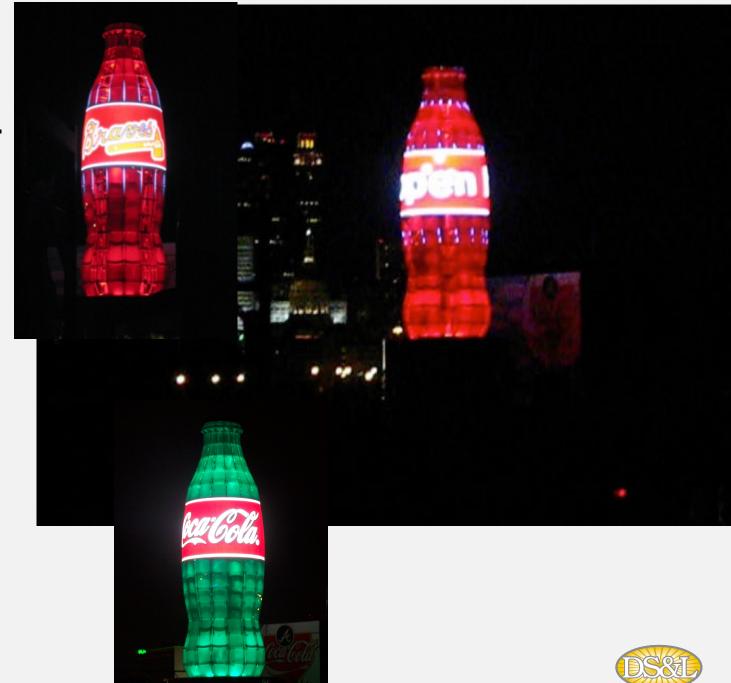


ColorBlast Powercore & Flex LMX



Custom LED Billboard





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Thank you for your (design) time!

What Can We Create Together???