

**For Immediate Release**

**Contact:** Lauren Ban, LarsonO'Brien ADV/PR

**Phone:** 412-571-1600 **E-mail:** [Lauren@larsonobrien.com](mailto:Lauren@larsonobrien.com)

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**Cambridge Architectural to Unveil New Visual Enhancements for Metal Fabric Applications at 2007 AIA National Convention**

**CAMBRIDGE, MD...** Cambridge Architectural, North America's leading manufacturer of total solution architectural mesh systems, will introduce Integrated LED and Integrated Lighting, two spectacular new visual enhancements for its metal fabric systems, at the 2007 AIA National Convention in San Antonio, TX, May 3-5.

The cutting-edge LED and lighting solutions are the first in a succession of unique effects for metal fabric systems, dubbed "Mesh/FX," that Cambridge will introduce in the coming months. Each effect is designed to visually differentiate and add a dynamic new element to Cambridge's woven metal fabric systems, transforming traditional architectural mesh installations into luminous works of art that offer limitless possibilities.

These possibilities, among many others, include the ability to wash a building in spectrums of vibrant color, display animated graphics or use the façade of a building as an HDTV for broadcasting video or television commercials.

"Cambridge Architectural is well known as the full solution provider of architectural mesh systems, from design and engineering through installation. Now, our fully integrated LED, lighting and other enhanced mesh effects will take our already exceptional products to an entirely new level," explains David Merriman, manager, marketing and business development for Cambridge Architectural. "The lightweight nature and flexibility of our metal fabric systems, coupled with these unique new visual enhancements, allows architects to explore entirely original forms of design, resulting in architectural installations that go above and beyond anything that has been done before."

Cambridge's dazzling new booth display at the 2007 AIA Convention is a stunning example of these new effects, featuring an array of Integrated LED and Lighting applications. From LED strips woven into Cambridge's Balance metal fabric pattern, to squares of LED placed throughout mesh in the Cubist pattern, the booth is designed to give architects a feel for the endless possibilities that these amazing effects can offer.

Metal fabric from Cambridge Architectural is a perfect substrate for architectural LED. With one method of integration, strips of LEDs are engineered to fit perfectly into the continuous horizontal or vertical channels that are created through the weaving process of the mesh. These channels both hold and protect the LED strips. The open area of the metal fabric allows the LEDs to emit without obstruction. Other options include LED squares that can be placed directly into the metal fabric, as well as an assortment of customized selections. Visual content is offered in stock or fully customizable options and is served through a standard PC.

Additionally, a full range of total architectural lighting solutions for exteriors and interiors are available for metal fabric systems, including edge lighting, energy efficient lighting and an assortment of other options designed to dramatically enhance each metal fabric installation.

Integrated LED and Lighting installations are realized through a collaboration agreement between Cambridge Architectural and some of the world's top experts in the LED, lighting and video industries. The unique partnership ensures that each project is truly exceptional, as Cambridge assists throughout the design-build process.

For Integrated LED and Integrated Lighting applications, Cambridge Architectural offers various metal fabric patterns and corresponding attachment options. Cambridge's Façade, Corporate Branding and Space Sculpting metal fabric systems are excellent choices for Integrated LED and Integrated Lighting solutions.

Cambridge Architectural is the leading North American manufacturer of architectural mesh systems and is an applications-based and customer focused organization that offers full engineering assistance throughout the design-build process. Systems applications include Façade, Space Sculpting, Corporate Branding, Security & Safety, Solar, Ventilation and Landscape Interiors. For more information about Cambridge Architectural call 1-866-806-2385 or visit [www.CambridgeArchitectural.com](http://www.CambridgeArchitectural.com).

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