

For Immediate Release

Contact: Nick Murosky, LarsonO'Brien ADV/PR

Phone: 412-831-1959 x123 **E-mail:** nick@larsonobrien.com

Date: June 1, 2010

**Cambridge Architectural to Exhibit Full-Scale Solucent™
Whole-Building Shading System Products at AIA 2010**

CAMBRIDGE, MD... Cambridge Architectural, the world's most experienced – and only – full-service provider of sustainable architectural mesh systems, will showcase two popular products that are part of its whole-building, energy-saving, daylighting Solucent™ mesh shading system at the AIA 2010 National Convention in Miami, FL, June 10-12, 2010.

Two full-scale Solucent products, Fin and Veil, frame this year's booth. Each side of Cambridge's display will spotlight one of the products, allowing visitors to see and experience them first-hand. Veils lie parallel to a building façade, offering direct shading, optimized transparency and maximum energy savings. They are the most versatile of all Solucent products because they can be specified for any side of the building. Fins lie perpendicular to a building façade, situated beside windows. They are visually unique because they jut out of a façade to bring it texture and interest. They provide a moderate amount of energy savings and clear views out of windows.

Visitors to the booth will learn how architectural mesh reduces solar heat gain and optimizes daylight, including the latest developments in Cambridge's proprietary modeling protocol for building energy-simulation software built specifically for its metal fabric shading systems.

"We're very pleased with the way Solucent has evolved in the past two years," explains Heather Collins, director of marketing for Cambridge Architectural. "Our pre-packaged products really show that we've been able to successfully target the solar shading needs of architects."

Solucent, "The Whole-Building Shading System", was developed by Cambridge to meet the ever-increasing sustainability needs facing architects today, but without sacrificing beauty in design. The system combines the unique and striking aesthetic of architectural mesh with its shading capabilities. Cambridge Solucent systems reduce solar heat gain by shading the sun, leading to significant savings on cooling costs. The wide array of opacities and weaves that mesh offers also makes it one of the most versatile daylighting materials available – depending on its pattern, mesh can allow almost any amount of light through, optimizing daylight in the space behind it.

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Cambridge/AIA 2010 – Plus One – Contact: Nick Murosky 412-831-1959 x123

AIA's 2010 National Convention, *Design for the New Decade*, focuses on the challenges building design and construction is facing in the current economic climate, and how rising to those challenges will drastically change the architectural landscape in the next ten years. In a place as richly diverse as Miami, the message resonates in the story of the city's evolution over the past 100 years.

Be sure to visit Cambridge Architectural at Booth #2219 anytime during the three-day event. Also visit www.cambridgearchitectural.com and www.cambridgesolulent.com to learn more about Cambridge and their shading products prior to the show.

Cambridge Architectural welcomes highly challenging building projects, environments and budgets. Cambridge is the only building product manufacturer to offer full system design, engineering and collaboration from concept through installation. Cambridge metal fabric solutions are categorized by the primary application the solution serves. These include: Parkade™, Solucent™, LandscapeInteriors™, MeshFX™, MeshDefense™ and Meshellaneous™. For more information about Cambridge Architectural call 1-866-806-2385 or visit www.CambridgeArchitectural.com.

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