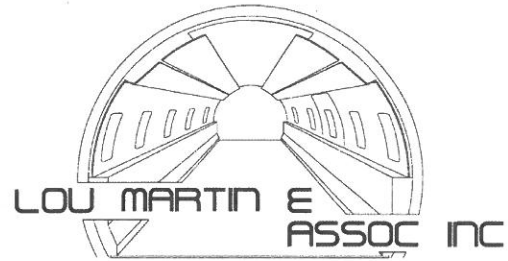


Lou Martin & Associates  
Contact: Bruce Rubenstein  
2122 Mannix Drive  
San Antonio, TX 78217-5909  
USA  
Tel. 210-930-8181  
www.E3Shades.com  
info@E3shades.com



# Press Release

## **Window Shades Get Smart**

Lou Martin & Associates Unveils The Next Generation of Aircraft Window Shade System - **E<sup>3</sup> Shades** - at NBAA Booth #4989

Orlando, FL October 20, 2009: At the NBAA, Lou Martin & Associates unveils its newest window shade system; the *E<sup>3</sup> Shade* - which is the Next Generation of aircraft window shading systems. This "Smart" shade integrates our reliable and aesthetic electromechanical pleated shade with two new electronic switchable films.

For the first time, aircraft owners and operators can keep the soft fabrics and warm colors of our shades and benefit from new extraordinary smart film technologies. E<sup>3</sup> Shades are the complete answer.

The *E<sup>3</sup> Shade* is comprised of three technologies: The first is our Electromechanical Pleated Shade, known worldwide for high performance, reliability, and elegant design. The second is I-Shade technology, which is comprised of two layers of electronic switchable film. An electronic variable film + an electronic opaquing film. This smart film is capable of being instantly and precisely "tuned" to allow any level of light to enter the cabin, – this film can be optically clear, and be controlled to any level of tint in between or instantly providing complete privacy. I-Shade technology is the only shading system available which can control diffused lighting. The three technologies in the E<sup>3</sup> Shade put the power of light and glare control, and interior design beauty, into the hands of individual passengers, integrated IFE systems, or newly developed SCADS (**Smart Cabin Auto Dimming System**).

The exceptional light-control and passenger comfort benefits of E<sup>3</sup> Shades are coupled with many other significant advantages including the following features: Heat rejection which reduces cooling requirements, greater protection of aircraft interiors due to full-time blocking of 99.9% of incoming UV light, instant privacy on-demand, variable shading without loss of view, and more.

Please view the E<sup>3</sup> Shade at NBAA Booth number #4989 and visit [www.E3Shades.com](http://www.E3Shades.com) for photos and additional information.m