



PRESS CONTACT

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Icelandair Installs EMTEQ Mood Lighting on B757 Fleet

Uses Northern Lights Effects to Differentiate

New Berlin, Wis., USA (April 7, 2014) – Icelandair has completed their first aircraft installation of EMTEQ's lighting system onto a B757.

This system includes EMTEQ's 115VAC QUASAR II™ Full Spectrum Mood Lighting in the ceiling and white sidewall lighting. EMTEQ's QUASAR II provides unlimited options for the aircraft interior. Two inch node resolution delivers highly customizable scenes with dynamic colors and intensity levels.

Through a collaborative process, EMTEQ and Icelandair worked together to develop a custom, dynamic scene that differentiates Icelandair in a crowded trans-Atlantic market. A custom Northern Lights scene was created that pulls in shades of blue and green that dance through the cabin.

"We were really excited to work with Icelandair to help them realize a lighting system that helps achieve their strategic branding objectives," shared Ed Callahan, EMTEQ Director Global Business Development. "We really commend Icelandair for going beyond what anyone else in the industry is doing with mood lighting, and really using this lighting system's full functionality."

"Less maintenance and lower fuel consumption was an important case for the upgrade, as well as the desire to create a unique passenger experience and to utilize the lighting for branding purposes" says Helgi Már Björgvinsson, Icelandair's SVP for Marketing and Sales.

This is the first of 18 B757 Icelandair will be installing this system on in 2014 with certification currently pending.

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About EMTEQ

As a global aerospace company, EMTEQ's commitment to the collaborative advancement of aircraft products keeps our customers at the forefront of technology. EMTEQ offers an extensive selection of innovative, value add products and services for both retrofit and forward fit applications in the commercial and business aviation markets. Products range from cables to integrated installation kits; from cabin power to LED lighting; and from structures to exterior lighting. From multi-faceted, complex programs to production overload needs, EMTEQ complements our products with comprehensive program management and full engineering, design, and certification services. Employing more than 600 employees worldwide, offices and manufacturing facilities are located in New Berlin, WI; Miramar, Florida; Great Falls, MT; Winnipeg, Canada; Montreal, Canada; São José dos Campos, Brazil; Bachenbülach, Switzerland. EMTEQ complies with EN/JSIQ/AS9100:2004, ISO9001:2008, or EN9100:2003 standards backed with FAA/EASA Part 145 Repair Stations and global technical support. Learn more about EMTEQ at www.emteq.com.