Wildfire LIGHTING & VISUAL EFFECTS Ignite Your Imagination™

# THE BLACKLIGHT BLAZE™

Devoted to the World of Ultraviolet Effects

Volume 1, Issue 4 | Special TRIPLE Issue! | November-December 2007

**Inside this issue:**



**FINAL NOTICE!!**

**To continue receiving future issues of this newsletter, please do one of the following:**

- **Call us at 1-800-937-8065 to get on our newsletter mailing list.**
- **Visit www.Wildfire-Newsletter.com and enter your name and address. We'll make sure you're on our newsletter mailing list.**

**Don't miss out on a single newsletter...respond now before you forget!**

# January 1, We Promise!

I know we keep dangling this "Wildfire Report" in front of your face like the proverbial carrot.

I promise, it *does* exist...in a nearly completed state...and we *are* working on it!

Not to give excuses, but this year *has* seen many changes for us. So many, in fact, that it's been difficult to keep up. Especially since we're a small company.

But I promise...this time, we'll have it ready. We've gotten past the main hindrance to finishing the guide (namely, having all the photos taken and the testing completed.) Now, it's a matter of proofing, polishing the design, and getting it printed.

By the way, if you manage to make it to LDI in Orlando this year, and if you stop by our booth, we'll put you on our list to receive a FREE print copy of this valuable report (valued at $7) as soon as it's ready..

In the meantime, we decided to give you a glimpse of "The Wildfire Report" by publishing an excerpt on p. 5. (There's much more where that came from, believe me!)

We've also included an article that was originally printed in "Technologies for Worship" magazine back in April. (As you'll see, we've been expecting to have this guide finished for quite some time!)

Finally, as we enter the holiday season, allow me to say "Thank you." For your business...for your feedback...for your interest in what we're doing here at Wildfire.

We'll pick up with this newsletter in January. In the meantime, Happy Thanksgiving...and Happy Holidays!


## What Customers Are Saying...

Last month we solicited for your testimonials, and we decided to print some of the them here. (You can still submit yours to be eligible for a drawing for a $500 gift certificate.)

Here's a guy with a lot of enthusiasm, but short on specifics:

*"Wildfire paints and UV lights.....Like trippin' on drugs WITHOUT frying your brain"*

**Arthur Fleener**
**Psychotropic Arts**

Thanks, Arthur! It's good to know our brains are intact!

*"I have had other UV fixtures in the past, but the Wildfire fixtures are of much better quality. They give excellent illumination and they are robust and durable. You can tell the difference straight away."*

**Alan Roberts**
**Artist**

Now *that* is an excellent testimonial!

---

*"I'm amazed at the brilliance of the UV glow I get from the paint, and it goes a long way. I bought my quart of paint OVER 5 YEARS AGO and still have about 2 1/2 pints left—AND IT STILL GLOWS JUST LIKE THE DAY I RECEIVED IT!!!!!*

*Although I do apologize for not placing another order, I guess you just make your product too good. You really should think about lowering your standards if you want to stay in business."*

**Aaron C.**
**Ebay Seller "Lucky88"**

Hmmm...now there's a thought (see page 2, top). On the other hand, we'd have to change our whole philosophy of business! I just hope Aaron C. decides to do a LOT more painting...and SOON!

# Wildfire And Sports Glow Together

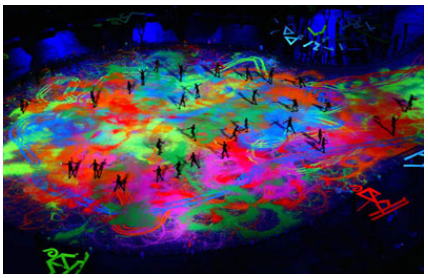
Wildfires involvement in the sports areas has experienced a huge surge of activity in the last year. From bowling to black light hockey, Wildfire has been delivering the WILDFIRE EFFECT at all kinds of sporting events with huge success.

The bowling industry has been reinventing itself by giving a makeover to many of the bowling centers. They are sprucing up the look of bowling in order to attract the 18 to 35 year old demographic. The emphasis is on great sound systems, beautiful décor and bigger bar areas. Wildfire lights have been installed on over 500 lanes and the demand keeps growing. The wildfire effect is perfect for the ambience that is an integral part of the new feel that the new bowling centers are going for. The effect is very successful at giving the lanes a perfect glow to help enhance the night club feel. The effect also adds to the experience for the young ones, as the centers are starting to use more fluorescent elements, like balls, shoes, carpeting and wall panels.

Glow golf has been another area that we have been experiencing a huge growth in black light use. Miniature golf seems to be moving into many of the malls over the country and when these courses are indoors, they usually deal with limited space. Besides the fluorescent effect, the Wildfire effect has been adding a dynamic to some of the more challenging spaces. As more miniature golf courses are adding themes to their presentation, Wildfire's scenic department has been creating great dual image environments.

We have also serviced requests that are taking a little longer to catch on, however wildfire has faith that they will. Wildfire set up lights in Malibu for a black light volleyball tournament. The energy on the beach was amazing and fun was had by all. Wildfire also lit up an ice rink for The San Jose Sharks Hockey Team, creating invisible images of sharks swimming around under the ice, that became visible when black light was introduced. The audience loved it!

We were asked to announce the winners but in black light aren't we all winners.



*Wildfire creates a kaleidoscope of colors for the 2002 Winter Olympics closing ceremonies!*

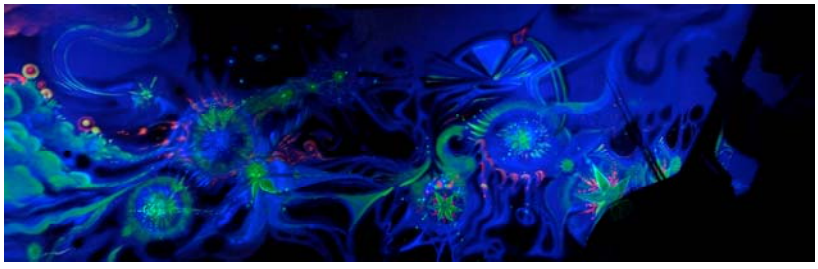
## Holiday Closings...

Wildfire will be closed on the following dates during the Holiday Season:

- Thursday and Friday, Nov. 15-16 for the LDI tradeshow.
- Thursday and Friday, Nov. 22-23 for Thanksgiving.
- Monday and Tuesday, Dec. 24-25 for Christmas.
- Monday, December 31 and Tuesday, Jan. 1 for New Year's.

Although our website will remain available to you 24/7, we'll be unable to fill or ship any orders on those days. Please plan your purchases accordingly.

# The Black Light Artist of the Month Contest Winner Is...



The artwork you see here was the result of "live art"—artwork created to music for a public audience. You can even see a silhouetted bass player!

Tatiana Katara oozes with creativity. Her creative expression has taken the form of scenic painting, prop creation, jewelry and clothing design, landscape architecture, authoring children's books, and building faerie houses. (Yeah...we didn't know they existed, either!)

But we're featuring Tatiana here for her work as a black light artist.

This piece was created at the Harvest Festival at Harmony Park Music Festival in Minnesota.

"It generated a lot of excitement," said Tatiana, "and people were amazed as they watched the paint magically luminesce before their eyes."

Tatiana adds: "I absolutely love working with Wildfire paints! It's bright enough, you don't have to use a lot of coats like with other paint. And for live art, that's really important."

Tatiana is also hard at work on a black-light sensitive children's book complete with invisible images and secret messages visible only under black light!

To learn more about Tatiana, her faerie houses, and her children's books, visit www.faeriefactory.com. Her black light live art can be found at www.myspace.com/artscapestudio.

*To enter, see contest rules at www.UVArtistContest.com*

# The Wildfire Effect...*in action!*

**Wildfire to Light Up**
**Extreme Makeover: Home Edition**

Wildfire will be participating in an upcoming episode of Extreme Makeover: Home Edition.

We are contractually prohibited from revealing any of the details of the episode until it airs (which is tentatively scheduled for January 13), so we'll use this space to highlight the *last* time we participated in Extreme Makeover: Home Edition.

It was the Bliven Family episode of October 15, 2006...

Nancy Hadley, one of the show's artists, created a *Pirates of the Caribbean* theme for the younger son's room, painting a mural to resemble the deck of the *Black Pearl*—complete with pirates and all. There was even a "steering deck" built into the room.

But when you turned on Wildfire's Effects Master black light fixtures, which were recessed into the ceiling and controlled with a standard light switch, the pirates on the wall became spooky skeletons, "ghost" foot prints appeared on the floor, handprints appeared on the stair railing of the steering deck, and the entire room glowed an eerie blue.

Hadley used Wildfire UV Luminescent Paint to create two of Wildfire's hallmark effects: the dual image, and the invisible image.

Although the effect didn't air, we've reproduced two of the shots here. Be sure to watch the show in January for a glimpse at the Wildfire effect in action!

**Watch Extreme Makeover: Home Edition Sundays 8/7c on ABC**

# Tips on Painting: Back to Basics—Priming & Applying Wildfire Paint

By Kent Mathieu

We have customers calling all the time complaining about the poor results they get painting on a dark surface.

So let's start from the beginning: always use a white primer as your base coat, or as close to white as possible. Modern Masters makes a "Titanium White," available at Wildfire, which is great for priming just about any surface.

This is the same technique you'd use for painting with ordinary paint. In this regard, Wildfire paint is just like any other artist acrylic. If you try applying a light-colored paint over a dark-colored background, the light-colored paint will appear dark. Nothing you can do about it. Law of nature.

On the other hand, a dark-colored paint over white won't appear so dark, but you can always make it darker with more coats. That's why you use a white base coat.

With fluorescent paints, its' even more necessary to use a white primer. Without a good white base-coat, you won't get as bright a response when you turn on the black lights. Don't even try using other colors. It doesn't work. You'll just waste paint.

Wildfire paints can be brushed, rolled, or sprayed. Other techniques can also be used with a little experimentation, such as water color, dry brush, scumble, sponge, etc.

Keep in mind that using a brush or roller on large areas will leave an uneven finish, showing visible brush strokes under black light.

Fluorescent paints tend to be somewhat translucent because the fluorescent pigments are suspended in a clear base. So while the daylight image may not betray an uneven finish, it will be obvious under black light as the uneven fluorescent pigments glow.

That's why I recommend airbrushing larger areas and using at least three coats to get a nice even finish. (This was discussed in the last issue.)

A few weeks ago, we had a customer come in with a problem regarding the invisible blue clear. She wanted to paint a large wall with the invisible blue clear so that the existing wall color would not be altered.

When she turned on the black lights, she was hoping for an even blue glow from the wall. Unfortunately, that's not what she was getting. It was very uneven and not very bright.

The solution? Airbrush the paint onto the wall, and use at least three coats for nice, even coverage. Problem solved.

*"We use large quantities of UV reactive paint to cover wide areas of space, so when we included Wildfire paints into the mix, we were ASTOUNDED at the magnitude of electric color that came from those little bottles!*

*"The colors are almost SHOCKING compared to every other brand—but, there are no words to describe the Optical White or Invisible Black, which have revolutionized the black light painting business! It is worth EVERY PENNY we've paid, and we stand by the Wildfire brand 110%!"*

**Chuck Hues**
**See Hues Arts**

*To have a paint-related question addressed here, send it to questions@wildfirefx.com*

# Introducing a Compact Fluorescent Track-Mountable Black Light That Kicks Any LED's Ass…

We call it the **TracFX**. It's a powerful little fixture that has over **NINE TIMES the output** of American DJ's P64 UV LED Par Can.

Of course, we're measuring at 365nm, which is the *only* place to measure when it comes to ultra-bright UV effects. That's where you get the best and brightest results. Use wavelengths *longer* than 365nm and the invisible colors just don't respond well…if at *all*.

A 400nm UV LED is just visible violet light! 390nm is better. 375nm is better yet, but you'll get strange results with the invisible paints.

We've tested LED's down to 365nm, and while the invisible paints respond like they're supposed to, we just can't get much output out of them! The fact of the matter is that despite the obvious advantages of LED's, the output just isn't there yet for UV effects.

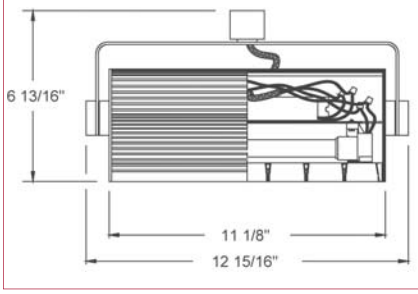
That's why we've created this compact, energy-efficient fixture—with a peak output at 368nm—that will look absolutely terrific in your home or in any architectural application.

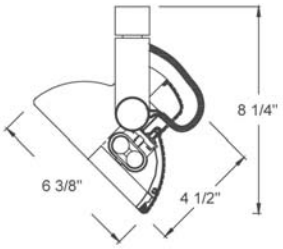
Here are the details…

- The **TracFX** is built with a rugged, aircraft-grade extruded aluminum housing that comes in black or white.
- It works with four different commonly available track systems.
- It can even be mounted in a standard light box!
- It uses an electronic ballast for smooth, noise-free, flicker-free operation.
- It takes two 18W compact fluorescent **SableLux** lamps.
- It includes lamp brackets to hold the lamps securely in place.
- It has a 180° polished aluminum reflector for maximum output.
- It has a tight, compact design, but packs a lot of punch for its small size!
- It is energy-efficient, giving you more output for less power consumption, which saves you money!
- It operates at the standard 120V, and pulls just 39W of power.
- It has a peak output of 368nm, which is perfect for producing those ultra-bright effects commonly referred to as the "Wildfire Effect!"
- An optional louver just snaps in place over the lamp housing.
- The fixture is held by a steel yoke, which rotates 354° laterally, and 180° vertically.
- It has an attractive design perfect for finished architectural applications. (It won't give you that "industrial" look!)

*The attractive **TracFX** fixture is made of aircraft-grade extruded aluminum with an attached steel yoke.*

*The **TracFX** fixture includes a polished aluminum reflector that completely surrounds the two 18W **SableLux** compact fluorescent lamps. This redirects all the output to where it needs to be...your subject.*




This fixture will retail at $356.85 and will be ready to ship—along with the Sablelux compact fluorescent lamps (sold separately)—come January.

However...pre-order this fixture before Dec. 31, and we'll give you 15% off...on one condition:

Simply send us your testimonial about this fixture...how it worked for you...how attractive it is...what kind of effect you get with it compared to other fixtures...you get the idea.

If you can do that, we'll give you 15% off as an introductory price. That makes the fixture just $303.32...a savings of $53.53! But only until Dec. 31! And only if you promise to send us a testimonial!

To order, call us at 310-755-6780, and ask for Janae.

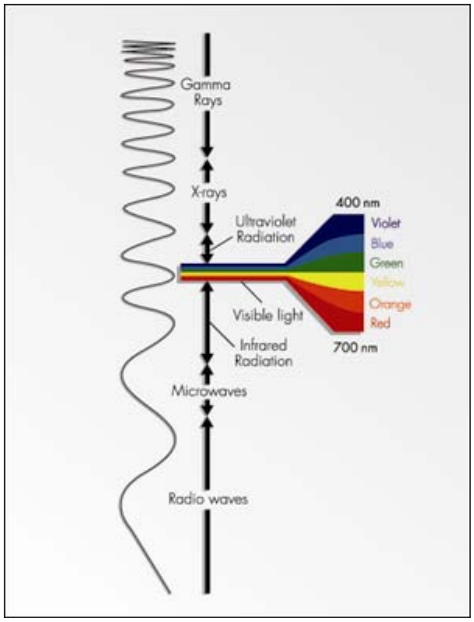
# Excerpt from the eminent "Wildfire Report…"

Black light is the common name for long-wave ultraviolet light (or UV light for short). Don't worry. We'll get to what exactly that means in a minute. For now, understand that UV light is just like visible light, except it has more energy. And you can't see it. Visible light and UV light are forms of energy known as electromagnetic energy. So are radio waves, microwaves, x-rays, and gamma rays. There is a whole spectrum of electromagnetic energy that encompasses a very wide range of energy levels.

Electromagnetic energy, like its name suggests, has both electrical and magnetic properties. But the really interesting thing about light is its dual nature: it sometimes behaves as a wave, and sometimes as a particle. It just depends on how you look at it, or how you study it. In defining UV light, we'll be thinking of those wave properties and will talk in terms of *wavelength*. In the article on fluorescence, we'll be looking at the particle nature of light.

Low energy light waves have very long wavelengths. Radio waves, for instance, can have wavelengths many miles long. Because they are low in energy, they are harmless to humans and pass through our bodies all the time without us being aware.

Conversely, very-high energy light waves have extremely *short* wavelengths, which can be much smaller than the diameter of an atom. Gamma rays and x-rays are examples of high-energy electromagnetic energy. They are deadly to all life, and even exposure to very low intensities is known to cause cancer.




*This graph shows the relationship of visual light with other electromagnetic radiation. Gamma rays at the top have very high energy and very short wavelengths, while radio waves have lower energy and longer wavelengths than visible light.*

Visible light is right in the middle of the spectrum—more energetic than radio waves, but not so energetic as to be harmful.

(Microwaves have longer wavelengths, and lower energy levels than visible light. However, particular frequencies—those used in microwave ovens—*are* dangerous because they cause water molecules to vibrate and heat up.)

Wavelengths of electromagnetic energy between roughly 400 and 700nm (nm = nanometers, or *one billionth* of a meter) are visible to the human eye. The longer wavelengths—toward 700nm—are on the lower end of the visible spectrum, while the shorter wavelengths—toward 400nm—are on the upper end of the spectrum.

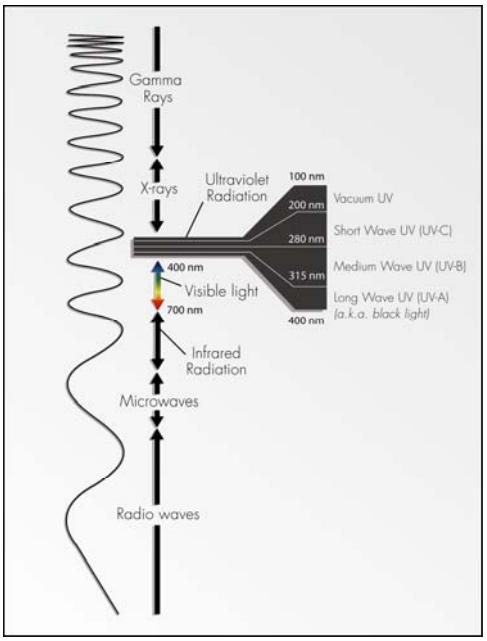
The visible spectrum is divided into the different colors we see. Red is on the low end, with longer wavelengths, while violet is on the high end, with shorter wavelengths. You may have taken a science class where you had to memorize the spectrum of visible colors: ROYGBIV. As you progress up the visible spectrum, you see a shift in color from Red to Orange to Yellow to Green to Blue to Indigo to Violet.

Beyond violet—just beyond what the human eye can see—is ultraviolet light. Although we can't see ultraviolet light, certain birds, reptiles, and insects such as bees are able to see it. Imagine being able to see another "color!" It would open up a whole new world!

**Ultraviolet Light Range**

Ultraviolet light is really a broad name given to a range of wavelengths from around 100 to 400nm. UV light with wavelengths shorter than 200nm exists only in vacuum, since they are quickly absorbed by air or water molecules. This range is known as vacuum UV.

The other wavelengths, from 200 to 400nm, are broken up into three bands: long-wave UV, medium-wave UV, and short-wave UV. The short-wave UV range, also known as UV-C, is from around 200 to 280nm. Short-wave UV is very dangerous and will cause severe burns. Staring straight into a light source emitting this range will cause blindness. Bacteria and other germs don't stand a chance—which is why this range is so useful for germicidal applications. Short-wave UV at 254nm is often used to purify air, water, and food because it kills 99.9% of all pathogens. Fortunately for all of us on earth, short-wave UV from the sun is completely absorbed by the upper atmosphere.




*Ultraviolet radiation is just beyond what the human eye can see. Long-wave UV (between 400nm and 315nm) is what is commonly known as "black light."*

The medium-wave UV range is less energetic than short-wave, but still harmful to humans. Medium-wave UV, or UV-B, is defined as having wavelengths between 280 and 315nm. This is the range that is responsible for sunburn. But also skin tanning. The lights used in tanning salons produce medium-wave UV light. However, prolonged exposure to medium-wave UV is believed to cause skin cancer, though there has been some recent controversy over whether this is entirely true.

Long wave UV, or UV-A, is the kind used in entertainment applications. This is what's known as "black" light. "Black" because you can't see it. In comparison to short-wave or medium-wave UV, long-wave UV is pretty safe. This range is defined by the wavelengths between 315 and 400nm. Remember that 400nm is about the extreme edge of visible light. So this range is just beyond what humans can see.

So how is it we can see under black light? Well, there are two reasons.

1. Even artificial UV light sources don't emit *pure* UV light. Visible light is also present. Depending on the technology used and the manufacturer, there can be quite a bit of, or very little visible light emitted by the UV light fixture.

2. Even in the presence of pure UV light, you could potentially see a great deal. It would all depend on the degree of UV sensitivity of the materials around you.

# THE BLACKLIGHT BLAZE™

*Devoted to the World of Ultraviolet Effects*

2908 Oregon Ct., Ste. G1
Torrance, CA 90503
P: (310) 755-6780
F: (310) 755-6781

**Wildfire Contacts:**

**Laura Zwick**, Customer Service
Ext. 100, lzwick@wildfirefx.com
**Jonathan Weisgal**, VP Sales & Marketing
Ext. 104, jweisgal@wildfirefx.com
**John Berardi**, President
Ext. 101, jberardi@wildfirefx.com
**Caroline Jon**, Accounting Manager
Ext. 102, cjon@wildfirefx.com
**Janae Cormier**, Purchasing Manager
Ext. 111, jcormier@wildfirefx.com

**To Participate:**

- If you wish to have a question addressed in a future issue of this newsletter, email **questions@wildfirefx.com**.
- Send artwork photos and a short bio to **contest@wildfirefx.com** for a chance to win the UV Artist of the Month Contest!
- Send testimonials and feedback to **feedback@wildfirefx.com**.



Presort Standard
U.S. POSTAGE
PAID
Torrance, CA

Permit #102

**TO:**

## Inside This Issue of *The Blacklight Blaze...*

**The *only* newsletter devoted to the world of UV Effects!**

**FINAL COMPLIMENTARY ISSUE** (Request your FREE SUBSCRIPTION at www.WildfireNewsletter.com!)



**The newest member of the Wildfire family! NINE TIMES the UV output of American DJ's P64 LED UV Par Can. See page 4...**