



**Advancing The Art Of Lighting**

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## WYBRON IPHONE APPLICATION WINS ESTA AWARD

Wybron's Gel Swatch Library for the iPhone took home ESTA's 2008 Member's Choice Product Award in the "Widget" category at the LDI Conference and Trade Show held Oct. 24-26 in Las Vegas.

Members of the nonprofit organization voted on the nominees in the category featuring products that cost less than \$150 and aren't frequently replaced, according to ESTA guidelines. Wybron tied for the "Widget" award with Lex Products' 3Phase 3Fer power cable.

Wybron's Miles Dudgeon, co-developer of the application, accepted the award during an Oct. 25 ceremony on behalf of co-developer Scott Longberry and the company.

"When we were in the development stage, we could only hope that people would find the application valuable," Longberry said. "The fact that this is a 'Member's Choice' award makes it that much more of an honor, because the people using the app picked it."

"It's great to hear how many high-profile lighting designers are putting the app to good use," Dudgeon said. "And I was really touched by how many people kept stopping me on the show floor and in elevators to tell me how much they liked it."

The Gel Swatch Library, which works on Apple's iPhone and iPod touch, lets users browse, search, and compare nearly 1,000 gel colors made by GAM, Lee, and Rosco, showing similar and complementary colors for each shade.

More than 1,000 copies have been sold since the application's release in July.

The Gel Swatch Library costs \$9.99 at Apple's App Store, which can be accessed through an icon on either device or through iTunes.

Other Wybron iPhone applications include Infogate for the iPhone, which lets users manage and control their rigs using Wybron's award-winning feedback system, and the CXI Color Calculator, which lets users create nearly 500 different colors for the CXI IT dual-gelstring color-mixing scroller.

ESTA also gave out Member's Choice awards in two other categories. For more information visit [www.esta.org](http://www.esta.org).

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## ABOUT WYBRON

Wybron designs and manufactures innovative, practical and high-quality lighting equipment for some of the biggest entertainment productions in the world. Wybron remains committed to standardized two-way communication protocols that help users more easily manage their lighting rigs – sending valuable feedback from your lighting equipment to your laptop.

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PHOTO: Wybron's Miles Dudgeon, left, receives ESTA's 2008 Member's Choice Product Award (Widget category) from ESTA President Bill Groener Oct. 25 at LDI in the Las Vegas Convention Center. Photo courtesy of ESTA.