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SUNLIGHT MANAGEMENT AT AIA NEW PRODUCT AND TECHNOLOGY CENTER

Revolutionary tilting window fixtures at the American Institute of Architects' annual convention

Miami, FL – 21 March, 2005 – Persianas USA (www.persianasusa.com), the exclusive provider of SuperPersianas in the U.S. and Canada, today announced they will be exhibiting their new European window fixture, a fully adjustable, multifunctional, motorized louver system at the American Institute of Architects annual convention's New Product and Technology Center, May 19-21, at the Mandalay Convention Center in Las Vegas, NV. The company will also be exhibiting in booth #4821.

Previously unavailable in North America, the remote-controlled SuperPersianas block **85% of the sun's radiant energy** with their distinctive, patented tilting louvers that provide privacy, thermal insulation (considerably reducing heating and A/C costs), noise reduction and security. They can also disappear completely into the fabric of the building at the touch of a button.

"Since previewing our product at last year's AIA show in Chicago, we have received innumerable requests for information and demonstrations from architects and developers," according to Allen Linnen, Founder, *"McGraw-Hill's New Product and Technology Center is a significant attraction at the show and an ideal platform to launch the SuperPersianas and showcase its unique features."*

For more than a century, persianas have been a common window fixture in Europe, and particularly in the Mediterranean. The persiana is a simple device, consisting of a series of narrow slats that are linked together horizontally and hung in guide rails on the outside of a window (picture a blind that is rolled up on a spool from the top instead of from the bottom).

The harsh-weather resistant, energy-efficient SuperPersianas work on the same simple principle as the persiana but incorporate modern design features: the spool that lifts and lowers the slats is motorized. This roll-up feature combined with patented mechanical linkage allows the slats to act as adjustable louvers which can **be adjusted horizontally, like Venetian blinds**, rather than just vertically as is the case with traditional persianas. The modern home can even program the SuperPersianas to follow the path of the sun throughout the day.

"In the past year, we have focused on building a solid infrastructure that allows us to efficiently support architects and developers in their projects," according to Paul Goold, General Manager, *"We have conducted extensive market research and set up a solid network of sales representatives covering most of North America."*

SuperPersianas are built with adjustable louvers (tubular sections) that are manufactured with a high-grade aluminum alloy, filled with high-density polyurethane foam for rigidity and thermal insulation, protected and finished with top-quality paints applied and baked-on in a continuous process.

Because of the vast array of choice in colors and finishes, aesthetics need not be sacrificed in the interest of safety and comfort.

About Persianas USA

Founded in 2003, Persianas USA is the sole distributor in America of SuperPersianas by Spain-based Industrial GradHermetic, S.A.E.; which was founded in 1954 and specializes in the manufacture and marketing of aluminum products for the fields of construction, industry and interior design using its own designs, expertise and patents. For more information please visit www.persianasusa.com, call 800.289.0894, or email tsimoes@persianasusa.com

Please visit us at booth #4821 at the AIA Annual Convention!