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REVOLUTIONARY TILTING FIXTURES: AN ENERGY EFFICIENCY SOLUTION

Innovative louver systems launch at AIA's New Product and Technology Center

Miami, FL – 19 May, 2005 – Persianas USA (www.persianasusa.com), the exclusive provider of SuperPersianas in the U.S. and Canada, today announced the official launch of their new range of fully adjustable, remote-controlled window fixtures from Europe and the Mediterranean. They are exhibiting at the AIA National Convention at the Mandalay Bay Convention Center in Las Vegas, NV, May 19-21, booth #4821. The company is also showcasing at McGraw-Hill's New Product and Technology Center.

A popular Mediterranean sun control device, the SuperPersiana not only rolls up for unobstructed views, and closes to a complete blackout – but they also tilt *horizontally*, like Venetian blinds. These motorized roll-up louvers block **85% of the sun's radiant energy** and provide thermal insulation, noise reduction, privacy and security.

"Having participated in a number of national and regional trade shows to preview our product line," according to Allen Linnen, Founder, "we are now convinced that SuperPersianas are value added in the current quest for energy efficiency, and the most effective use of natural light for today's design and construction industry."

For more than a century, persianas have been a common window fixture in Europe. 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.

The harsh-weather resistant SuperPersianas work on the same principle but incorporate modern 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, rather than just vertically. The modern home can program the SuperPersianas to follow the path of the sun throughout the day – and they disappear into the fabric of the building at the touch of a button.

"Through programs such as LEED, we have learned that reducing heating and A/C costs is a priority to the construction market," says Paul Goold, General Manager, "The SuperPersianas not only provide a solution for this but also allow users complete control to graduate their light apertures, unlike traditional window fixtures."

SuperPersianas are built with adjustable louvers (tubular sections) that are manufactured with a high-grade aluminum alloy, 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!