

Special points of interest:

- * The New Catalog is out
- * New telephone system has been installed
- * Website is coming
- * IE will exhibit both at HD Expo and at ICFF
- * New Ads are ready to be run
- * Winners of Euroluce competition are...

IE Update

March 2005: at IE we'll remember this month for many years. 3 days, in particular... On Tuesday the 22nd of March we got 2,000 new catalogs and in 3 days we sent them all out! They've been busy days but, believe me, the feedback we got from the market was absolutely worth all the effort! By the end of the month 5,000 more catalogs will be here!

We are proud to say that we have made it through the 1st quarter with flying colors. Order confirmations via email have been sent out consistently now for two months. Shipping confirmations are now in place and we are working on transitioning over to being able to email invoices to each of you. Our goal is to notify you of what is being billed in the most efficient and effective manner possible.

Our IT Department is working hard on implementing this and other tasks. We are currently working on upgrading our email and fax server to streamline all online activity. We are expecting to have an operational website for you to view during the month of April and it should complement the new catalogs.

We have emailed an index for the catalog and price-list, organized by part number; this was a necessary document to assist you and customers in finding products in the catalog as quickly as possible. We also emailed a document explaining the organization and format of the new catalogs; this also included a short tutorial on searching through the .pdf using Adobe Acrobat.

Illuminating Experiences is in the process of revising our address book and need your help. Could you please email a copy of your contact list to our receptionist, Jennifer Rodriguez (jennifer@ie-nemo.com)? This will help tremendously.

Our new phone system

has been installed and the transition was seamless. One major change you will notice is that all extensions are now prefixed with a "1" (dial x1202, not x202 for me). We have decreased dropped calls, and streamlined the call routing to better serve you and the customers, depending on your geographic and market segment conditions (architectural/retail). Please notify Christopher McQuillan (chrism@ie-nemo.com) of any problems you experience with our new system so that he can work on them immediately.

Last, but not least, best wishes to Dawn Woodroff and Lee Ballin (VP, Buying & Purchasing) for their new life together!



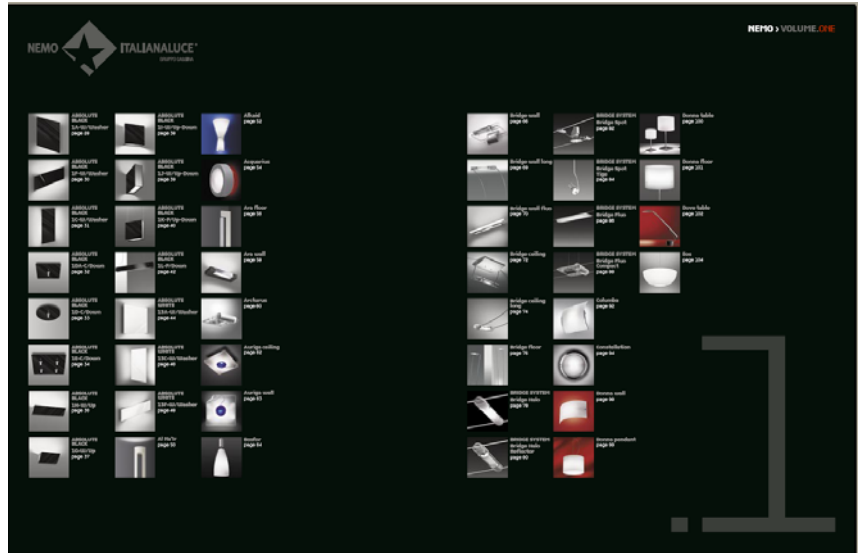
IE Catalog

For the first time in its long history, IE finally came out with a comprehensive catalog! We delivered the first 2,000 and 5,000 more are on their way..

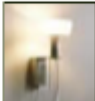

The key to our success with the launch of a new catalog is ensuring that all customers know how to find the appropriate information as quickly as possible. You should have received the “Catalog & Price List Navigation” manual; here you have some highlights. For more information, please contact Christopher McQuillan at chrism@ie-nemo.com.

The new catalog represents the vision of the new and improved Illuminating Experiences. We have given the catalog a new appearance, and improved the content within.

- Volume 1 contains: Nemo, Meltemi, DeMajo, and Oty; Volume 2 contains: LeKlint, Modiss, Lamp International, Illuminating Experiences, and Contardi
- Each volume is organized in the same fashion; the sections are broken down into a table of contents, product pages, technical info with glossary, lamp sources, and an index by application, family, and vendor.
- The technical information is available in the final pages of each volume
- The index is available in three versions: application, family, and vendor. The “index by application” section is, perhaps, the most valuable section. People are able to find immediately what IE offers (for every brand) for any particular application. Are you looking for a Ceiling Lamp? It’s very easy now!



Technical info: Introduction, Warranty, Illuminance levels, Glossary

WALL				Application type
CONTARDI	Family	Volume	Page	
	EASY CHIC	2	300	Product image
	MINI SQUARE	2	306	Family Name
				Page Number
				Catalog Volume
				Vendor name

Tradeshows: HD Expo and ICFE

You'll be able to meet with IE once more both at the HD Expo in Las Vegas, May 5-7, and at ICFE in New York, May 14-17. In Las Vega, IE will stand at the booth #4925; in New York IE will stand at booth #866.

We're working hard on the preparation of the booth. HD Expo and ICFE are important and exclusive events and IE wants to get the chance of impressing the all the visitors and the other participants

Updates will follow.. Of course, we hope to see you there!



Advertisement Campaign

The new characters showed up in the March Issue of Hospitality Design (Meltemi, pg. 28), in the April issue of Elle Decore (Meltemi, pg. 73) and March issue of Interior Design (Meltemi, pg. 85). With April and May, also Nemo (see the picture) and Modiss will be ready. Shortly after, Le Klint and DeMajo will complete the 2005 Collection.

On top of the regular issues, in April, IE will advertise also on the Interior Design Buyer's guide and the Hospitality Design Show guide.

We'll keep you updated; every month you'll know exactly where to find us. If you have any questions or comments regarding the advertisement campaign, please feel free to contact Mario Giannini (mario@ie-nemo.com) at any time.

NEMO
Lighting for every personality

Nemo offers sleek, contemporary lighting in a clean, minimalist style. Great care is taken in the selection of light sources - Nemo designs embrace fluorescent light, which balances high output with low energy consumption. Its products are designed for aesthetic quality, visual comfort, and environmental efficiency. Nemo embodies the tradition, essence and sophistication of contemporary Italian lighting.

ILLUMINATING EXPERIENCES
Who's life are you lighting?
800.734.5858
customer.service@ie-nemo.com

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Working with top designers from Europe, Illuminating Experiences offers a wide range of products, both traditional and contemporary, and is your single source for high-end lighting products. Innovative lines such as the Rutic, modern designs such as the Turbo and basic reproductions such as the Early Electric are just some of the collections offered. When quality matters, Illuminating Experiences can provide an extraordinary selection of creative fixtures.

TUBO
The Tubo family is the epitome of simple sophistication. The clean lines of the ceiling mounted Tubo provide both direct and ambient lighting. Constructed with an aluminum body and an open polycarbonate diffuser, the Tubo is finished in oxidized aluminum.

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