

## Big news at Greenbuild 2010

**One expo, two groundbreaking products**  
MechoShade Systems had a lot to show the industry this year in Chicago, with two new products that demonstrate our commitment to a sustainable, energy-efficient world.

### **The McDonough Iceland Collection™**

We've developed a new shadecloth series in collaboration with William McDonough, one of the world's leading proponents of sustainable design. The new collection is based on the same materials used in our Cradle to Cradle Certified™ EcoVeil® shadecloths and features an array of jacquard-weave patterns inspired by McDonough's photographs.

### **Energy savings in a whole new light**

We also announced our new MechoLux™ System, a partnership with Encelium, a leading lighting-control company. MechoLux adds lighting control to our energy-saving SolarTrac® System. The MechoLux System automatically adjusts artificial light levels in response to ambient light conditions, resulting in optimum comfort, views, and energy efficiency.

To celebrate our new partnerships, MechoShade Systems and Encelium held an event at the Museum of Science and Industry in Chicago, featuring remarks by Mr. McDonough and entry to the museum's award-winning Science Storms exhibit, created by Brooklyn-based Evidence Design.



At Greenbuild 2010 in Chicago: MechoShade Systems President and COO Jan Berman; William McDonough + Partners founder William McDonough; and MechoShade Systems Executive Vice President Glen Berman.

Learn more about our new products at [mcdonoughcollection.info](http://mcdonoughcollection.info) and [mecholux.info](http://mecholux.info)