

FOR IMMEDIATE RELEASE

Laser Artist Mike Gould Wins Second ILDA Award

Ann Arbor, MI, December 17, 2016 - Ann Arbor's Illuminatus Lasers won their second prestigious award for the laser-based music video they created in the summer of 2015.

The International Laser Display Association (ILDA) annual conference was held in Baltimore, MD, in November 2016. Illuminatus Lasers contributed to the visual atmosphere of evening sessions with a Lumia laser display in addition to picking up the second-place award in the edited video category.

The video can be viewed here:

<https://www.youtube.com/watch?v=rk6iA2vDmQk>

Illuminatus Director/Co-Founder Mike Gould said:

We won this award largely on the strength of our unique use of Lumia, a type of laser display featuring colorful wispy abstract swirls. We also used conventional laser beams and shapes, and were able to combine all this with a singer and dancers into a coherent three-minute music video.

The video was shot in Mike's studio and around the pond in his back yard, and features a laser projector he built into an antique lunchbox.

The music video director on this project was Donald Harrison, Lead Producer/Director/Founder at 7 Cylinders Studio – www.7cylinders.com. He was assisted in this shoot by Ava Burnham.

Other members of the Illuminatus Lasers production team included Tom Bray (production and lighting), Wayne Gillis (laser safety and technical support), and Steve Rich (business development and logistics).

For more info about Mike and the Illuminatus Lasers, please visit:

www.mikegouldlaserartist.com

www.illuminatuslasers.com

www.arborlase.com

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