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Light displays for your car

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Car owners now have a unique and attention-grabbing technique to advertise their clubs, businesses or products through electroluminescent panels.

The panels are currently available at low price of RM80 per unit. This innovative product dubbed the 'Light Panel', when connected to a 12V power source, will light up and display your message or advertisement.

Electroluminescent technologies have lower power consumption compared to competing lighting technologies and has been used in many products, like watches and in car dashboards.

Marketed by a local company, GlowTron which is located in the Bayan Lepas Free Industrial Zone in Penang, the Light Panel is a simple plug-and-play device that works on every vehicle. It takes less than 20 minutes to install.

"Our passion is electroluminescence. We believe that when done right, electroluminescence can be an effective promotional tool," said director of GlowTron, Jagdev Singh. GlowTron offers customised EL Panels with a minimum order quantity of one unit. Customers can purchase the units on the Internet.

"There is no better way to get your message across than having it on your own vehicle," said Jagdev. "Many business owners have opted to use the Light Panel to advertise their products and companies". There is a special rate for bulk purchases.

For more information on the Light Panel, log on to www.glowtron.com

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