

SITE Fifth Avenue, Manhattan **SITE LOCATION** New York **VISTA® UVSHIELD PRODUCT** Dual Reflective Harmony V40 SR CDF

Clarity & Comfort & Convenience

Candace Leeds, Vice-President Public Affairs, Loews Corporation was having an attack of 'fading' worries. The furnishings in her recently renovated Fifth Avenue apartment, the same building in which Elizabeth Taylor filmed her Oscar winning movie "Butterfield Eight", were losing their vibrant colors. The sofa was shades lighter than originally and the dining table, piano and wood floors were dull and losing their positive color. The cause was clear: the sun streaming through her South and West windows.

Candace had heard of window film but knew little about it and was fearful of losing the magnificent skyscraper and Central Park views. Thumbing through a copy of ARCHITECTURAL DIGEST, Candace came across a VISTA® window film ad that seemed to provide an answer to her dilemma: VISTA® would drastically reduce (by 99.9 %) the damaging UV rays that were the principal cause of the fading. Furthermore, the film would reduce the glare by half and lower the heat that built up because of the sun's rays. She promptly called the help line shown in the ad and was referred to a local VISTA® dealer.

After sizing up the solar situation, the dealer recommended the installation of VISTA® Harmony. The professional installation was quick and caused little, if any, inconvenience. There will not be any maintenance problems as standard cleaning products can be used, including those with ammonia.



Day



Night

Candace and her husband, Ed, frequently entertain Loews' colleagues and friends and want the spectacular views to be enjoyed by all their visitors. Now thanks to the clarity of the film this will be so. In addition, there will be savings on her utility bills as the film maintains cool comfort in the summer by lowering heat build up by approximately 50%.

Furthermore, Candace notes, "The Vista film is so neutral and virtually invisible that when I walk into the apartment I wonder if it's still there." Of course it is. 24/7!



VISTA® and UVShield® are registered trademarks of CPFilms Inc. ©2005 CPFilms Inc., a unit of SOLUTIA. Martinsville, VA (800)345-6088

VISTA® Window Film is pleased to have strict quality systems and has been ISO 9001 Certified (Certificate Number FM 35957) VISTA® is made by Americans using only American-made materials.

The nature of certain delicate fabrics and dyes will lead to premature fading regardless of the application of any window film protective treatment.

Printed in U.S.A.

www.vista-films.com

L1633-9/05