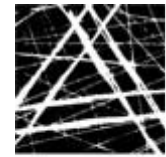


14th July 2010

FINAL

For Immediate Release



arcola
theatre

27 Arcola St
London E8 2DJ

PRESS RELEASE

**FUEL CELLS ACROSS LATITUDE FESTIVAL - ARCOLA THEATRE LAUNCHES NEW
FUEL CELL POWERED LIGHTING SYSTEM FOR LIVE EVENTS**

Arcola Theatre launched 7 of its new HyLight fuel cell powered lighting systems across the Latitude Festival site; providing lighting for everything from marquees, to forest performances to toilets, as well as powering laptops, phone chargers and ticket machines.

HyLight is the first fuel cell product to be developed specifically for the events industry and offers the high reliability demanded through an onboard 'brain' which monitors performance and seamlessly switches to battery back-up in case of fault or user error.

Running on hydrogen, with a run time of 50 hours between refills, the system produces zero emissions and is almost silent. Carbon emission reductions of up to 60% are likely in performance settings through use of the latest LED lighting. The system is also perfect for safety and security lighting where emission reductions of up to 90% are possible by displacing the ubiquitous 500W garage floodlight with 15W LED alternatives.

Arcola developed HyLight with a consortium including regular partners - hydrogen gas producer BOC and leading events industry supplier White Light. A new partner is Horizon Fuel Cell, manufacturer of the fuel cell at the heart of HyLight. A family of larger HyLight products is now planned, built around Horizon's extensive range of low cost, light weight fuel cell systems.

Complementing Hylight, at a larger scale, and building on its success of the past 2 years, Arcola once again provided low energy lighting and fuel cell power to the theatre stage with their remit expanded this year to provide sound as well.

Executive Director Dr Ben Todd, said "*we have gained quite a good understanding of what is possible in lighting, helped by rapidly evolving technology and a growing enthusiasm across the industry, there has been much less attention given to low energy approaches to sound however so we are delighted to this year make some first steps*".



To ensure that there was no compromise in quality, Arcola enlisted Steve Mayo, head of sound at the Barbican and a new industry partner Dobson Sound. *“In these early stages our focus is on cutting energy consumption by two means – first by getting the right amount of sound in the right place, hence the skilled system designer, and second by improving system efficiency by using amplifiers employing pulse-width-modulation (D class) which use nearly 50% less power than a comparable solid state amplifier”*, continued Todd.

Arcola Theatre is renowned internationally for its work on promoting and demonstrating sustainability in the arts. Latitude Festival is working this year on meeting its 10:10 commitment to reduce CO2 emissions by 10% in 2010. Both organisations are also working with Julies Bicycle, in pioneering the new Industry Green (IG) Mark for sustainability in the creative industries.

- ENDS

For more information see www.arcolaenergy.com or contact Ben Todd, ben@arcolatheatre.com / 07974 240 612

NOTES TO EDITORS:

Fuel Cells were invented by William Grove in 1839 and have enjoyed a variety of uses since, including as part of the Apollo space programme. Hydrogen and hydrogen fuel cells are currently being investigated by many industries, with Honda already offering an experimental hydrogen fuel cell electric car in the USA and suppliers such as BOC working to provide hydrogen from renewable resources.

Arcola Theatre was founded in 2000 by its present Artistic Director Mehmet Ergen and Executive Producer Leyla Nazli. Arcola has grown to become an important London and UK venue serving both as receiving house and producer of its own critically acclaimed work. Arcola has strong links with the local community, delivering an extensive programme of participatory arts for all ages. Since the launch in 2007 of Arcola Energy, the theatre has been working with local and international partners across arts, sciences and engineering to drive mass adoption of sustainable lifestyles. Arcola Theatre is a Regularly Funded Organisation of Arts Council England. www.arcolatheatre.com / www.arcolaenergy.com

BOC is a member of The Linde Group. An industrial and speciality gases provider, supplying compressed and bulk gases, chemicals and equipment. www.BOCOnline.co.uk

White Light is a leading supplier of lighting to the entertainment industry including hire, sales, installation and service. www.whitelight.ltd.uk

Latitude Festival is more than just a music festival. www.latitudefestival.com

