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TV2ART Unveils Revolutionary Fine Art/Tech Product Line

TV2ART Screens Empower Viewers & Help Retailers Sell More

SAN FRANCISCO, CA – December 19 2006. TV2ART LLC (www.tv2art.com), the leader in innovative ways to enjoy flat-panel televisions as works of art and entertainment, will be unveiling its new product line of TV2ART Screens and multi-media at the 2007 International Consumer Electronics Show January 8-11, The Sands, Las Vegas.

Founded by renowned sculptors Daniel Goldstein and John Kapellas of Goldstein Kapellas Studio, TV2ART fuses fine art and patented technology that gives users a new way to experience TV, and offers retailers a product with high up-sell potential.

“We started developing TV2ART six years ago,” says creator and CEO Daniel Goldstein. “The industry is scrambling to find design solutions to flat-panel TVs. So far these have been either slide shows or cost-prohibitive pieces that have to be professionally installed. We’ve created products that are light-weight, high quality, and interact with TV programming to ensure continuing originality.”

“TV2ART isn’t just a disguise for your flat-panel,” says creator and President John Kapellas. “Yes, we’re addressing the need of the industry, but we’re also giving people a really cool product that is both mesmerizing and relaxing. The programming and the music you use with TV2ART can change not only your mood, but the feeling of your environment. That’s a benefit that everyone is looking for.”

TV2ART delivers the following major business benefits to retailers:

- **Increase profits:** High up-sell potential for retailers.
- **Gain competitive advantage:** Product can be priced competitively against other flat-panel décor solutions. TV2ART offers more and costs less than any other product in its category.
- **Increase productivity:** TV2ART will work with strategic partners to create incentive programs for their sales staff.

- **Market versatility:** can be marketed as fine art, entertainment, relaxation aid, ambience generator, television protection, décor solution and totally cool fun!
- **Build trust and confidence:** High quality patented products made in the U.S.A.

TV2ART delivers the following benefits to consumers:

- **Ease of use & storage:** No cables, no batteries, out-of-the-box, installs in seconds. Sleek portfolio for safe keeping between uses.
- **Décor solution:** Equally beautiful when TV is off or on. Works in any environment.
- **Novelty:** Endlessly changing. Viewers can create their own combinations of screen, TV programming and music. No product on market comes close to the TV2ART experience.
- **Relaxation:** Mesmerizing and calming for kids and adults, for parties or alone time.
- **Collectible:** Products are tiered in strongly branded time-limited and number-limited editions.

TV2ART LLC: Founded in 2005 by artist-inventors Daniel Goldstein & John Kapellas, the company creates artworks that incorporate flat-panel televisions to create dynamic, constantly changing patterns of light & color. TV2ART also produces multi-media experiences for DVD or download featuring the artists' color photographs of interconnecting geometrical light-forms, choreographed to works by Philip Glass, Mozart and modern rock & roll. TV2ART LLC is committed to several major philanthropic causes. www.tv2art.com

Goldstein Kapellas Studio: Known for their public sculptures (“Leonardo’s Dream” at the Colma Bart station measures 80’x20’x20’), Daniel Goldstein & John Kapellas continue to produce work for corporations and municipalities. Recent projects include “Medicine Man” (made of hundreds of AIDS medication bottles and flickering LED lights to be displayed in both India and South Africa in 2007) and “Spooky Action” a giant glass and steel mobile in the form of two subatomic particles designed for a major university research facility in the Midwest.

Our desire was to fuse technology and art so that anyone with a flat-panel TV could experience the excitement of the creative process using moving light, color and sound.

— Daniel Goldstein, Artist-Founder TV2ART

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