

# Portraits

## IN BRIEF:

**Project:**  
Las Vegas Hilton

**Location:**  
Las Vegas, NV

**Products Used:**  
MagneTek flashing high output sign ballasts and neon transformers

**Number Installed:**  
1,500 flashing sign ballasts and 160 neon transformers

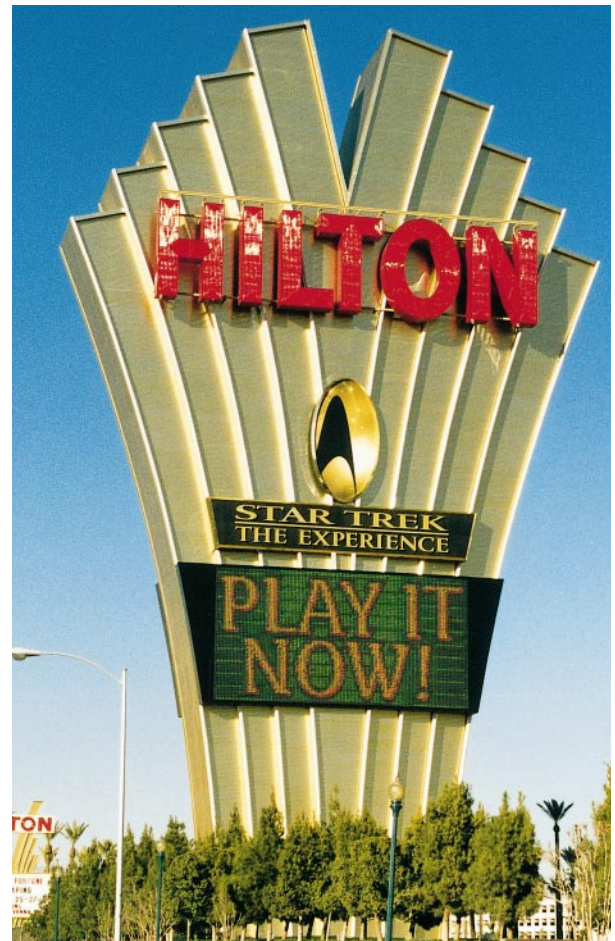
**Project Completed:**  
January 1998

## MagneTek Lights World's Largest Sign at Las Vegas Hilton

**M**agneTek Lighting Products Group is helping the city of lights live up to its name - providing the flashing ballasts and neon transformers to power the world's largest and tallest free-standing advertising sign, located at the Las Vegas Hilton.

The 279-foot tall sign was completed in January 1998, following the unveiling of "Star Trek: The Experience™," a \$70 million interactive adventure attraction which recently opened at the Hilton on Paradise Road, two blocks off of the Las Vegas Strip.

The "Hilton" sign features more than six miles of neon and fluorescent lights, a total surface area of more than 70,000 square feet, the capacity to produce as many as 64 changing color shades and a price tag of approximately \$9 million. The two-sided sign features ridges which are four lamps deep all of the way up and down the sign. The fluorescent sign



*MagneTek provided more than 1,500 flashing sign ballasts to light the world's largest and tallest free-standing sign at the Las Vegas Hilton.*

The 164-foot wide sign's "Hilton" letters are 29 feet high and use 9,320 feet of lighting. More than 160 MagneTek neon

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## MagneTek Flashing Sign Ballasts

### ABOUT MAGNETEK LIGHTING PRODUCTS GROUP

**MagneTek Lighting Products Group manufactures ballasts for all lighting requirements. Our full line of ballasts is designed for exceptional performance in lamps ranging from 5 to 1,500 watts. They include fluorescent, compact fluorescent, high intensity discharge, sign, neon and dimming systems. As a major manufacturer of electrical equipment and provider of services to utilities and industry, MagneTek plays a lead role in setting industry standards for quality and energy efficiency. We actively participate in the Certified Ballast Manufacturer trade association and help in the development of many standards through ANSI, NEMA and IESNA.**

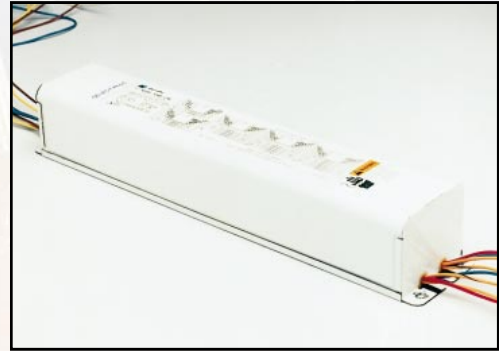
### WANT TO KNOW MORE?

**MagneTek ballasts are available through a nationwide network of several thousand wholesale distributors. You'll also find our ballasts incorporated in the designs of leading OEM lighting system suppliers. Catalogs describing all of our ballast products are available on request. To learn more about the full line of MagneTek ballasts, call 1-800-MAGNETEK.**

features the 52-foot-high "Star Trek: The Experience" logo and a programmable reader board. The double-sided reader board measures 40 feet high by 80 feet wide and uses 32,000 colored lamps per side. The Star Trek portion of the sign is illuminated by 6,944 linear feet of neon.

The sign's panels were constructed using roll-formed, brushed aluminum attached to six-inch by 16-gauge red iron studs. In 1994, when another sign company attempted the construction of a 362-foot-tall sign at the site, it was partially destroyed during a July windstorm while under construction. The undamaged foundation and steel structure of the original sign will remain inside the new sign. The new foundation was poured in October 1996 and the construction on the marquee began in January 1997.

Young Electric Sign Company (YESCO), Las Vegas, performed the exterior cladding, lighting and signage. YESCO selected MagneTek based on its reliability, quality, product selection and



excellent customer service, according to Ed Hassen, YESCO Project Manager.

"We specified MagneTek's flashing ballasts to turn the colors on and off, move the light across the sign and control the sign's flashing activities - efficiently and effectively," Hassen explained. "The ballasts were the perfect fit for our unique needs."

The 120-volt, high output, flashing sign ballasts provide reliable low-temperature starting, support up to three lamps and feature pre-heat cathodes for improved lamp performance. The ballasts last approximately 20,000 hours.

"The ballasts have been operating exceptionally well," Hassen adds. "Considering the magnitude of the sign and the great number of ballasts, the outcome has been extraordinary."

