

SITE Private Residence

SITE LOCATION Manhattan, NY

VISTA® UVShield® PRODUCT USED Dayview V45

BEFORE



Regis Philbin, of "Live with Regis and Kelly" and "Millionaire" fame, and his wife Joy, host of the "Haven" a decorating TV show, used to live in a second floor apartment on Park Avenue. "Our old place was so dark; you could never tell

what the weather was like outside", according to Joy Philbin.

Redwood

But once Regis set his sights on the high rise building going up near his Manhattan ABC-TV studio he knew where he wanted to move. He convinced Joy that from there he could walk to work and that they would live happily ever after in a glass wrapped luxury lair with heavenly views. Interior designer Katherine Stephens helped the couple create a glamorous off-white living room with a view complete with a white baby grand piano, whimsical Art Deco style chairs, twin cream chenille sofas, Oriental rug and parquet floors.

Heavenly though the views were the wide expanse of glass brought with it harsh glare and the sun's destructive ultraviolet rays.



AFTER

"Every morning when I woke up I have to run to the living room and drop the blinds as the sun beats down on the furniture" reported Regis on his talk show. "The furniture is going to fade unbelievably. Why don't you get the windows tinted" commented the show's co-host. "But what about my views? I don't want to see the tint." "You won't" and he didn't.

UV Glare

A little while later Regis reported to his LIVE audience "Finally we did it. The VISTA® people came in and tinted the windows. I will never have to wake up and lower the shades again and the furniture is saved."

VISTA® UVShield® Dayview solar control window film was installed on the living room glass and throughout the apartment which virtually (99.9%) eliminated the dangerous UV rays that are the primary cause of the fading of furnishings, artwork, wood floors and even the color of the white piano! The Dayview film also halved the sun's harsh glare.

High above the sight-line in their 51st floor digs, Regis and Joy relax in an environment that's all white, but no glare, thanks to VISTA® UVShield® window film. What's more they do not even know it is there!



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

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