

Litebook Company

Written by Steve Trites and Sandra Wiebe
Litebook story p. 44

Core Business

Health and Wellness: Light therapy products

Contact Information

Website: litebook.com

Headquarters:

#6, 941 South Railway Street SE
Medicine Hat, Alberta T1A 2W3
(Medicine Hat: 3 hours south of Calgary, near CPR station)

General Information: info@litebook.com

Business Development: Larry Pederson
lpederson@litebook.com

Careers: Terry Cook, CEO - tcook@litebook.com

Phone: 403.504.1533
Toll free: 1.877.723.5483

Ownership: Private. Founder is in Business Development at company. Founded in 1999.

What do people in the company say?

"Not being a SAD sufferer myself, when I first started with Litebook I didn't fully comprehend how a Litebook could be so beneficial to someone until I had my first call from a customer telling me how great our product was and how it had changed their life. Feedback like this is the most rewarding aspect of my job."

~ Marni Reid, Office Administrator

"I recently left my position as president of a software development company to assume the position of CEO for The Litebook Company. My reasons for making this move were very simple that the Litebook is a revolutionary product that not only offers incredible, non-invasive relief to SAD sufferers worldwide but, more importantly, will provide seemingly endless light therapy solutions in many other medical fields in the very near future. The excitement is just beginning!"

~ Terry Cook, CEO

What does Litebook Company do?

The Litebook Company Ltd. uses light emitting diode (LED) technology to help people cure their winter blues.

Starting in the fall and carrying through until early spring, some people who are, by all other accounts, healthy and active find themselves feeling depressed, having low levels of energy, being irritable and withdrawing from social contact. Mood disorder researchers believe that light deprivation is responsible for this mild depression, commonly referred to as the "Winter Blues", in up to 25% of the population. In extreme cases, light deprivation is thought to cause a more severe depression known as Seasonal Affective Disorder (SAD) which affects as much as 5% of the population.

When our eyes register darkness, our bodies release the natural hormone melatonin. Melatonin makes us tired and helps us to fall asleep; it's the body's natural sleeping pill. In the winter, when the days are short and we spend the majority of our time inside, light deprivation raises our melatonin levels and can leave us feeling sluggish, and depressed.

The Litebook Company has developed a therapy product called The Litebook® to cure the winter blues and SAD. It's a rectangular device with a surface slightly larger than a postcard, about 1" thick, and weighs half a pound. It can sit easily on a desk or a breakfast table. Like sunshine in a box, it provides light deprivation sufferers with all the light therapy their bodies need in only a half-hour session per day.

The Litebook® is believed to help lower melatonin levels (the natural hormone that makes you sleepy) while raising serotonin levels (the natural "feel good" brain chemical that improves mood). In other words, The Litebook® makes you feel good and sleep better.

What makes them cool?

Light therapy leader: While light therapy and its benefits were previously known, The Litebook Company has been the first to pioneer light therapy products based on LED technology. The company has created the world's first handheld light-therapy device, which has significantly increased use of light therapy.

Sun in a box: The treatment capabilities of The Litebook® are attributed to the fact that the bright white LED lights produce a specific wavelength of light that is identical to the sun's peak wavelength of 465 nm. The device outputs only beneficial wavelengths with no UV rays.

Clinical proof: The American Psychiatric Association has found that light therapy is as effective as antidepressant drugs in alleviating the symptoms of SAD. Clinical research on The Litebook® in six independent research centers including UBC, Yale and McGill confirmed that The Litebook Company's product is an effective way to treat the symptoms of SAD.

Sleep disorders, PMS, Prozac alternative: The Litebook® may be used to help regulate sleep patterns for teenagers, seniors, shift workers, travelers with jet lag, and to regulate sleep even during summer months for overall wellness. Light therapy has also been shown to be therapeutic for pre-menstrual syndrome (PMS), bulimia nervosa, Alzheimer's disease, chronic fatigue and non-seasonal major depression. It can also be used to improve concentration, reduce carbohydrate cravings, and increase libido.

Combats jet lag: The Litebook® can painlessly reset your internal clock to your

Revenue distribution for 2005

By product: 100% products: 60% original AC outlet plug-in Litebook, 40% rechargeable battery Litebook.

By geography: 55% Canada, 30% US, 20% Europe

By customer type: 50% SAD and winter blues, 25 % sleep disorder, 15% shiftwork and jet lag, 10% other

Revenue growth: 100%+ growth last 3 years .

Cool technology used

LEDs, programming for online jet lag calculator

Scientific research interests

Emerging light therapy technology

Education wanted of new grads

All degrees and diplomas considered. Skills wanted of new employees: administrative, marketing, channel management and financial skills. (Co-op = YES)

new time zone when you travel. Visit Litebook's Jet Lag Calculator on their website.

The Litebook Research Grant: In 2005, The Litebook Company initiated an annual grant to support research in emerging light therapy technology. The first project funded was "Bright Light for High-school Students with Attention Deficit Hyperactivity Disorder (ADHD)."

Awards: The Litebook Company has received support from the ALBERTA RESEARCH COUNCIL (ARC) and National Research Council of Canada's INDUSTRIAL RESEARCH ASSISTANCE PROGRAM (NRC-IRAP).

History: Diagnosed with SAD, Litebook's founder Larry Pederson searched for an alternative treatment option to Prozac. He tried a traditional fluorescent light box, but he didn't like the amount of space and power that it took up in his home. With the introduction of bright light LEDs into the market, Pederson began to create a much smaller and more energy-efficient prototype. Using his prototype, he noticed an improvement in his condition and a 50% decrease in his treatment times. Larry had no technical experience; he had been a Hollywood screen writer. He assembled a team of designers and engineers from the nearby Defense Research Base at Suffield, and with assistance from both ARC and NRC, refined the development of The Litebook®.

What are their plans for the future?

Distribution: The company seeks strategic distribution partners for global markets.

FDA approval: The company would like to start FDA approval by 2007.

What kind of people work there?

Team / Departments	Positions	Current Employees	Employees Needed
Operations	Product Design Consultant, Design Engineer Consultant, Electronics Consultant, Purchasing / Materials Consultant (Company's design and manufacturing outsourced to private contractors)	na	No
Technology	IT & Software Development Consultant, Software Consultant	na	No
Sales & Marketing	Regional Sales Managers	8	Yes
Accounting & Finance	Accounting, Office Administrator	2	Yes
Senior Management	CEO, International Business Development Manager	2	No
	Total (50% increase in employees expected in 2006)	16	8



The Litebook® helps people overcome the "Winter Blues". Light therapy has also been shown to be therapeutic for jet lag, PMS and Alzheimer's Disease. It can even be used to improve concentration and increase libido. It costs about \$329 CDN.

