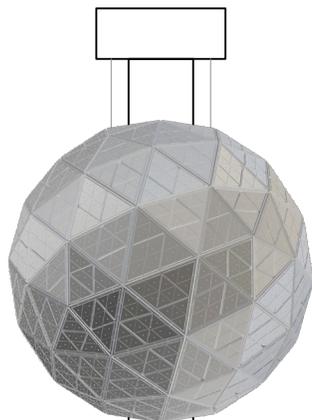


TIMES SQUARE NEW YEAR'S EVE BALL



- The Ball is a geodesic sphere, 12 feet in diameter, and weighs 11,875 pounds.
- The Ball is covered with a total of 2,688 Waterford Crystal triangles that vary in size, and range in length from 4 ¾ inches to 5 ¾ inches per side.
- For Times Square 2011, 288 of the Waterford Crystal triangles are emblazoned with the romantic new "Let There Be Love" pattern that blends a modern cascade of hearts with diamond cutting; 288 triangles display last year's "Let There Be Courage" design of a ribbon medal; and, 1,152 triangles feature the "Let There Be Joy" design of an angel with arms uplifted welcoming the New Year. The remaining 960 triangles are the original "Let There Be Light" design of a stylized radiating sunburst.
- The 2,688 Waterford Crystal triangles are bolted to 672 LED modules which are attached to the aluminum frame of the Ball.
- The Ball is illuminated by 32,256 Philips Luxeon Rebel LEDs (light emitting diodes). Each LED module contains 48 Philips Luxeon Rebel LEDs - 12 red, 12 blue, 12 green, and 12 white for a total of 8,064 of each color.
- The Ball is capable of creating a palette of more than 16 million vibrant colors and billions of patterns producing a spectacular kaleidoscope effect atop One Times Square.

New Year's Eve Ball History

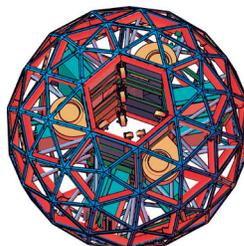
- The first New Year's Eve Ball lowering celebration atop One Times Square was in 1907. This proud tradition is now a universal symbol of the New Year. The New Year's Eve Ball is the property of the building owners of One Times Square. The first Times Square New Year's Eve celebration was held in 1904.
- Over the past 102 years, seven versions of the Ball have been designed to signal the New Year. The first Ball was made of iron and wood, weighed 700 pounds, and was covered with 100 light bulbs. In 1920, a 400 pound iron Ball replaced the iron and wood Ball. In 1955, a 150 pound aluminum Ball with 180 light bulbs replaced the iron Ball. In 1995, the aluminum Ball was upgraded with aluminum skin, rhinestones, and computer controls. In 1999, the crystal New Year's Eve Ball was created to welcome the new millennium. In 2007, modern LED technology replaced the light bulbs of the past for the 100th Anniversary of the New Year's Eve Ball. In 2008, the permanent Big Ball was unveiled atop One Times Square where it sparkles above Times Square throughout the year.



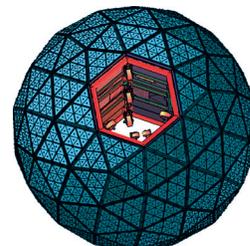
Waterford Crystal
"Let There Be Love" design



The Ball with LED modules



The Ball without LED modules



The Ball with LED modules

