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November 2, 2024

BY EMAIL

Community
Utah Jazz
community@utahjazz.com

Re: LVT Discriminatory Practices

Dear Utah Jazz Community,

This letter concerns the discriminatory practices of the Utah Jazz patch sponsor LVT. LVT sells video surveillance equipment that uses intense, and often digitally pulsing, blue LED lights. These blue LED lights are unregulated, and they cause non-epileptic and epileptic seizures, migraines, panic attacks, and thoughts of suicide for individuals with disabilities such as autism, epilepsy, migraines, PTSD, and photophobia.

The Soft Lights Foundation has been in extensive contact with LVT about this issue, and yet LVT has made no changes to their product to eliminate the blue LED lights which create an unlawful path-of-travel barrier for individuals with disabilities. The Utah Jazz should not be associated with a company that has no concern for the civil rights of individuals with disabilities.

Because LVT has refused to modify its practices, policies, or procedures to have the blue LED lights on their video surveillance systems turned off, I have begun filing lawsuits against the clients of LVT. For example, I filed a discrimination lawsuit against Petrovich Development Company, the owner of the Woodland Gateway shopping center.¹ On the other hand, the company Best Buy agreed to turn off the blue LED lights on LVT systems for all their stores across the entire country. The Utah Jazz should switch to a patch sponsor such as Best Buy that understands that discrimination is not good for business.

As I continue to file discrimination lawsuits, and as the Soft Lights Foundation continues to progress on this matter, the Utah Jazz can soon expect themselves to be embroiled in the controversy of having LVT as the patch sponsor when LVT will be implicated in so many discrimination lawsuits. To prevent this bad publicity for the Utah Jazz, the Jazz should either demand that LVT turn off the discriminatory blue LED lights on all of their video surveillance systems across the world, or drop LVT as a patch sponsor.

Sincerely,

¹ https://www.softlights.org/wp-content/uploads/2024/05/Baker_v_CBRE_2.pdf

/s/ Mark Baker
President
Soft Lights Foundation
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