

FOR IMMEDIATE RELEASE

## The future of lighting is here – Evolution 7 launches website for Verbatim LED

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The launch of the Verbatim LED Lighting website this week, built by Melbourne digital agency Evolution 7, introduces a new generation of lighting technology to the Australian market.

With environmental and economic concerns ever high on the agenda, it's the innovators in every industry who are coming out on top. Market leaders Verbatim are changing the game – their lighting systems, featuring OLED and Violet Chip technology, are set to replace classic lighting, creating energy efficiencies and consumer savings on a massive scale.

The site launch coincides with the first distribution of Verbatim's LED lamps in Australia. The product is all about efficiency, innovation and respect for the environment and the online face of the brand speaks to these messages. Bright, buoyant and product-centric, the design couples lighting technology with an environmental motif, whilst still drawing on the key elements of Verbatim's global branding.

The interactive homepage panel engages the user in exploring the features of LED lighting. Hovering over the animation, the benefits become immediately apparent – greater lifespan, lower power consumption, fewer CO<sub>2</sub> emissions, dollar savings, the list goes on.

The Verbatim philosophy is all about achieving quality of life through breakthrough scientific advances and sustainable technology, and this ethos is realised in LED lighting. The website turns the spotlight on environmental best practice and smart design, affirming that Verbatim are indeed ahead of the curve when it comes to new technologies.

Evolution 7 has been Verbatim's digital agency in Australia for over 7 years, having recently developed websites for the entire Asia Pacific region serving products and content across four regions in three languages, controlled by a single integrated content management system. Agency founder Mack Nevill said, "We jumped at the opportunity to extend our work with Verbatim into the development of the LED Lighting website. Verbatim are technology leaders in this space and needed a website to match. We were keen to capture the essence of what the technology is all about – cleaner, greener technology for a brighter future, and the website delivers on this promise."

Vanessa Taylor from Verbatim said, "We're really excited to be entering the Australian market for energy-efficient lighting and the site launch is a landmark step for us. It was always going to be a challenge to present the benefits of LED technology online in a way that was easy to digest. We're delighted with Evolution 7's work and it has already received some great feedback from our customers and stakeholders."

### About Verbatim

Verbatim is a wholly owned subsidiary of Tokyo-based Mitsubishi Kagaku Media Co. Ltd. For over 40 years, Verbatim has been at the forefront of the evolution in data storage technology, and remains one of the most recognised names in media technology, computer hardware and consumables. Now entering the LED and OLED lighting markets, Verbatim will stamp its trusted technology brand on the industry, guaranteeing the highest levels of product quality and customer service.

[www.verbatimlighting.com.au](http://www.verbatimlighting.com.au)

### About Evolution 7

Evolution 7 is a Melbourne-based digital agency bringing together talented creatives and developers to produce stunning, innovative, and inspiring work. We design and implement creative and unique websites, customised applications, and digital strategy. Our clients range from boutique firms to well-known Australian companies and international brands. With a proven track record and over ten years of experience, we consistently deliver work at the highest standard with diligence, passion, and skill.

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### Media enquiries

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