

## QNURU ANNOUNCES EXPANSION OF THE MATRIX LINE TO 15 FIXTURES SUITABLE FOR A FULL RANGE OF LIGHTING APPLICATIONS

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Qnuru announces a robust expansion of the Matrix LED fixture line to fifteen complete lighting solutions for a range of commercial and industrial applications. “Our Vector line of LED retrofit bulbs is hugely successful, yet not everyone is retrofitting existing fixtures. We get asked literally everyday if we have new LED fixtures.” says Brittany Yearout, Head of Sales Operations. “We expect Matrix to take off quickly, since there’s proven demand.”

Matrix offers complete lighting solutions which integrate specialized high performance LED bulbs into complete luminaires. Matrix fixtures are designed to faithfully adhere to classic lines, unobtrusively housing the powerful and efficient LED bulbs within. To update the timeless appeal of the carefully curated line of luminaires and as a mark of quality certification, the Qnuru logo is subtly etched and signature touches of Qnuru orange are added.

Matrix fixtures are outfitted with LED light bulbs specifically designed for the fixture, with lumen outputs that can be as bright as 1000W conventional metal halides but with much better light quality and a 75% reduction in energy consumption. Matrix industrial fixtures are designed to be complete lighting solutions, used in place of standard fixtures outfitted with conventional bulbs.

*“Matrix LED luminaires are an exciting, in-demand expansion to Qnuru’s offerings in the LED market.”*

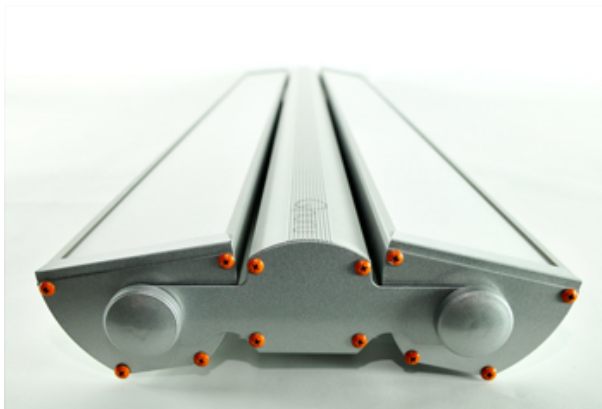
-Kimble McCraw, VP of Products and Services





Matrix further showcases Qnuru's commitment to low-power, high performance luxury LED lighting. By significantly broadening its offerings for complete lighting solutions with Matrix, Qnuru becomes an attractive option for new construction projects, sustainable design construction initiatives and developments that seek the rare combination of superior design, maximum eco-responsibility and significant savings. Matrix also serves as a classic, sustainable replacement for outdated fixtures. With the fixture and bulb integrated as a complete lighting solution, installation is simple and economical.

"Matrix LED luminaires are an exciting, in-demand expansion to Qnuru's offerings in the LED lighting market," says Kimble McCraw, VP of Products and Services for Noribachi, Qnuru's parent company. "Noribachi equally emphasizes both smart power and good design in all of its divisions and with that influence Qnuru is on a fast track to becoming an unusually comprehensive, innovative and aesthetic LED lighting provider - not at all what you would expect from an industrial lighting company. Noribachi has a much broader next-generation vision in mind."



Matrix is one of four product lines produced by Noribachi's smart lighting division Qnuru. Qnuru's additional lines include Prism, low wattage indoor screw-in bulbs; Vector, high performance industrial LED light bulbs for retrofitting; and Helix, integrated solar/LED artisan designed fixtures.

#### ABOUT QNURU

Qnuru, a division of Noribachi, is a lighting technology innovator. Our low-power, LED-solar integrated lighting solutions deliver superior light quality while reducing grid-dependency. We design and manufacture high performance LED lighting solutions, including Vector high wattage LED retrofit solutions for the commercial and industrial markets; Prism luxury screw-in LED bulbs for homes and offices; the Matrix product line of complete integrated luminaires; and the Helix family of artisan designed, solar-powered LED luminaires. Qnuru products are ETL Certified to UL and CSA Standards and designed, assembled and tested in the U.S. For more information on the luxury of LED, visit [www.qnuru.com](http://www.qnuru.com).





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## ABOUT NORIBACHI

Guided by the coequal precepts of sustainable power and design so powerful it is sustaining, Noribachi's mission is to take a fresh look at the relationships humanity has with energy and beauty and turn that insight into a new generation of meaningful smart power applications under the Noribachi brand.

The Noribachi suite of smart power applications includes the Qnuru division of ultra-customizable luxury LED and LED/solar lighting solutions; the Regen division of solar-powered high-design electronics; and the Industrial Juice division of industrial electronics that harness renewable energy sources.

Founded in 2008, Noribachi is privately held with offices in Los Angeles, CA; and Shanghai, China. For more information, please visit [noribachi.com](http://noribachi.com).

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