

## LEDNOVATION INTRODUCES NEW BRIGHT FOR LIFE® RECESSED DOWNLIGHTS

New downlight family offers warm light with true-to-form (warm) incandescent dimming with high efficiency and high CRI

**April 12, 2013**

**Tampa, Florida** – LEDnovation, a leading innovator in LED lighting and replacement lamp technology, today announced the creation of a complete family of LED recessed downlight products as part of its Bright For Life® line. The first of the family available will be a 65 watt incandescent equivalent, featuring LEDnovation's well-received warm-dimming solution as well as very high efficiency and high CRI.

As background, incandescent and halogen lamps turn warmer in color temperature when dimmed. The new Bright For Life® LEDH-DL-680-1-27D-IF continues LEDnovation's ground-breaking warm-dimming feature first introduced on the company's BR30 lamps. With a unique dimming control, trichromatic color solution and customized dimming profile algorithms, the lamp, when dimmed, follows the black body planckian locus with exceptional fidelity, offering the most accurate representation of true incandescent and halogen dimming. The result is the first recessed downlight on the market with the true look and feel across the entire dimming range of a traditional incandescent downlight.



The lamps are ideal in a variety of recessed lighting applications that require warm lighting, such as those found in restaurants, hotels, retail and residences. The Bright For Life® LED recessed downlight is a perfect fit for any location where a warm ambience is desired for a welcoming, comfortable feel. The key is excellent dimmer compatibility and the ability of the lamp to become proportionally warmer in color temperature as the lumen output is lowered or dimmed.

Israel J. Morejon, CEO and President of LEDnovation, commented, "Our new Bright For Life® LED Recessed Downlight is the next logical step in the growth of LEDnovation's full product line. This will be our first Luminaire solution and denotes how scalable our technology is to that market. This also allows our customers better selection in developing their ultimate lighting solution." Mr. Morejon continued, "This, combined with very high efficiency & high CRI makes for a compelling case to switch to LEDnovation's LED lamps."

The Bright For Life® LED recessed downlight has best-in-class color rendering (CRI) of 93 coupled with 2700K warm white color temperature. At full power of 8.5W, the light output is 680 lumens with an efficacy of 80 lumens/watt. It has an aesthetically pleasing, low-profile design and fits where any standard 6" downlight would go.

### **Bright For Life® recessed downlight Details**

- Bright For Life® 6" recessed downlight – 680lm, 8.5W @ 80lm/W
- Color Rendering Index (CRI) greater than 93
- Correlated Color Temperature (CCT) of 2700K
- Warm Dimming from 2700K to just below 2200K when dimmed
- 5 year warranty including color shift and lumen depreciation

All LEDnovation lamp models are tested for photometric performance in accredited third-party labs according to IES LM-79 requirements, with reports available online. All lamps meet UL 1993, UL 8750 and CSA 84 safety standards. These commercial grade models are rated for a 50,000-hour lifetime, carry an industry-leading 5-year performance based warranty and unlike many CFL and LED offerings, fully conform to ANSI standard form factors to assure compatibility with existing fixtures. The Bright For Life® recessed downlights will begin shipping Q2, 2013.

### **About LEDnovation - Change without compromise**

Offering a full spectrum of LED-based replacement lamps, LEDnovation is leading innovation in the field of solid state lighting. Solid state, or LED lighting generates light from complex semiconductor materials, eliminating much of the wasted energy that has been inherent to electric light-generation for over a century. By combining multi-disciplinary strengths in LEDs, electronic systems, power supplies, thermal and optics design, LEDnovation has succeeded in developing some of the highest efficacy LED replacement lamps available, offering a winning business case and rapid return on investment to commercial clients and property operators. The company is headquartered in Tampa, Florida and manufactures its products in North America.

For more information, visit <http://www.LEDnovation.com>.

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