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PRESS & MEDIA INQUIRIES
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VCC Takes Home 2nd Consecutive Elektra Award

Innovative VentoFlex Tiles Outshine Finalists in 'LED Lighting Product of the Year' Category

SAN DIEGO, CA (December 2019) — Visual Communications Company (VCC), a recognized global leader in the illuminated electronics market, is proud to win its second consecutive Elektra Award for the VentoFlex lighting system.

For 17 years, the Elektra Awards have acknowledged revolutionary products, companies, and people in the electronics industry. This year's winners were announced at an awards ceremony in London on Wednesday, December 4. Nigel Watts, Founder and Group Managing Director of VCC's European Representative, ISMOSYS, accepted the award on the company's behalf.

VCC's VentoFlex lighting system took home the LED Lighting Product of the Year award, beating category finalists Samsung and NXP Semiconductors.

This game-changing lighting system is bending the rules of what's possible in design — and the electronics industry is taking note. Its modular LED tiles are ideal for a range of applications including environmental design, backsplashes, home decor, furniture design and beyond.

Thanks to its versatility and customization, the only limitation is the designer's imagination. With flexible copper clad laminate (FCCL) sheets with 90 CRI Luxeon LEDs, VentoFlex delivers:

- **Flexibility** - the 12" x 12" modular LED tiles bend to well beyond 90 degrees, even around hard edges.
- **Customization** - vertical and horizontal tile options provide countless configurations that can be created with scissors, shears, or a box cutter.
- **Convenience** - tool-less mounting and modular connections empower designers to connect up to ten tiles with a single driver.
- **Countless possibilities** - VentoFlex's flat footprint of only 0.15 (3.81 mm) allow tiles to be mounted to any surface with ease.
- **Superior output and quality** - with a Color Rendering Index (CRI) of 90, VentoFlex outshines the competition's CRI of 85 while providing 691 lumens per sheet (964 more than available alternatives).

"We are thrilled to take home the LED Product of the Year, our second Elektra Award in a row!" stated VCC's Director of Product Development and Marketing, Sannah Vinding. "We knew we had a game-changer in the VentoFlex product, and are glad the European electronics industry agrees. This versatile product is already opening up new possibilities in recreational vehicles and other product designs, and we're just getting started."



Launched in January 2019, VentoFlex is available through VCC's distribution network, allowing easy access to designers, OEMs and anyone looking to push the envelope in modern design.

Learn more about how VentoFlex is bending the rules of lighting design here:
<https://vcclite.com/ventoflex/>.

About the Elektra Awards

The Elektra European Electronics Industry Awards recognize technical and business achievements in the UK and European electronics market at the company, product and individual level. Learn more about the 2019 awards at <https://www.elektraawards.co.uk/elektraawards2019/en/page/home>, or view the complete list of 2019 winners here: <https://www.elektraawards.co.uk/elektraawards2019/en/page/2019-winners>.

About VCC

Visual Communications Company, LLC (VCC) is a recognized leader in the illuminated electronic global market with unparalleled distribution of high quality, reliable LED-based components, solutions and customer service. Over the past 40 years, VCC has been an innovative developer and manufacturer of a broad product line for commercial and industrial markets including aerospace, medical device, telecom, transportation, people movers, IoT indication, hospitality and architectural lighting solutions.

VCC has earned the reputation for being one of the easiest and best companies to do business with by continually exceeding customer expectations. VCC has changed the way customers communicate with illuminated components. Headquartered in San Diego, California with international manufacturing operations, you can learn more at www.vcclite.com.

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