



## QNURU ADVANCES THE LED LIGHTING INDUSTRY WITH THE INTRODUCTION OF LED PRIX: ULTRA-CUSTOMIZABLE LED LIGHT BULB TECHNOLOGY

Albuquerque, NM, June 30, 2011 –

Qnuru introduces its newest technological advancement, the LED Prix initiative. LED Prix provides the ability to tailor light bulbs with unprecedented precision, introducing a new level of sophistication in lighting design.

“LED Prix connotes both the word “precision” and the highest level of a sport, both of which speak to the core ideas behind the initiative,” says Kimble McCraw, Product Line Manager for Qnuru. “LED Prix is based on the concept that each light bulb that Qnuru offers can now be precisely customized depending on which LED or combination of LEDs it uses.”

A Qnuru Vector light bulb is comprised of numerous LEDs arranged in a distinctive geometry. Therefore it functions like many (anywhere from seven to over 200) tiny individual light bulbs, each of which can be customized in terms of color temperature, beam angle, efficacy and placement. LED Prix is the science of blending the LEDs, exploring the nearly infinite permutations possible until the ideal combination is achieved.

LED Prix allows Qnuru to specify the beam angle, efficacy and color temperature of the individual LEDs used in Vector and Matrix bulbs. The ability to customize beam angle alone makes a huge difference in the effectiveness of the light bulb as different lighting applications call for different light distributions. For example, area lighting applications such as parking lots require light to spread out as much as possible whereas spot lighting tends to be a tightly focused light.

While most LED and conventional lighting solutions rely on optics or reflectors to control the

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distribution of light, optics are a second rate solution. Optics degrade the brightness of the light by roughly 10%. A better solution is to directly utilize the source. With LED Prix, three different beam angles are available and light distribution can be controlled simply by choosing the correct combination of LEDs.

Qnuru now offers standard Vector light bulbs with LED Prix technology designed by Qnuru's lighting engineers to perfectly complement a wide range of applications. If further customization is desired, however, then Qnuru's lighting design service is capable of creating a lighting solution of unparalleled precision and nuance.

Qnuru's light bulbs can now be tailored into propriety blends of LEDs that can be used to create ultra-custom solutions. "This can get incredibly sophisticated incredibly fast. Imagine doing a custom install," says Celestyna Brozek, Head of Marketing. "We go to the customer's physical space, analyze that exact location and based on photometric data, we create special light bulbs for each section of the room. In a retail setting, there's a uniquely crafted flattering light for the fitting rooms; then we adjust the color temp, throw and brightness for the cashier area, adjust again to highlight product on the floor. Maybe the entire space has 30 bulbs and each one is slightly different, perfectly attuned to compliment and correct the ambient lighting conditions. We file the lighting solution under the customer's name. No one else in the world will have the same solution. It is completely unique. It is their signature scent, only visual."

LED Prix is made possible due to Qnuru's access to the most technologically advanced LEDs on the market. Qnuru sources from the leading manufacturers of LEDs, including Osram, Phillips and Cree. In addition to using top bin LEDs, Qnuru ensures that each one meets exacting Qnuru certification criteria.

Qnuru is the only industrial LED lighting manufacturer to provide a solution like LED Prix. A selection of LEDs more diverse than that of any other LED lighting provider combined with proprietary "mixology" elevates Qnuru's bulbs to true "Grand Prix" status: the most precisely customized LED lighting products on the market today.

## ABOUT QNURU

Qnuru, a division of Noribachi, is a solid-state lighting technology innovator. Our intelligent lighting solutions deliver unparalleled light quality while reducing grid dependency to positively impact your bottom line. We design and manufacture brilliant lighting solutions, including Vector high wattage LED retrofit solutions for the commercial and industrial markets; Prism low wattage





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LED bulbs for homes and offices; the Matrix product line of LED-based luminaires; and the Helix family of 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).

## ABOUT NORIBACHI

The Noribachi Group is creating next-generation smart energy applications for businesses and consumers worldwide. The Noribachi's suite of low-power, self-powered smart energy solutions includes commercial, industrial, and residential LED bulbs and luminaires; solar and hybrid solar/grid-powered consumer electronics; and industrial equipment that harnesses renewable energy sources. Using Noribachi's smart energy applications, businesses and consumers can take control of their power consumption while reducing their environmental footprint. Noribachi is privately held with offices in Albuquerque, NM; San Francisco, CA; and Shanghai, China. To learn more about the Noribachi Group and how smart energy applications can empower your world, visit [www.noribachi.com](http://www.noribachi.com).

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