

NORIBACHI UPGRADES BEST SELLING LED BULBS WITH LED PRIX TECHNOLOGY, RESULTING IN SIGNIFICANTLY IMPROVED EFFICACY

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Noribachi, innovator of smart energy products and leader in informed grid interaction, upgraded three of its most popular LED retrofit bulbs with its proprietary LED Prix technology, resulting in efficacy improvements of approximately 15%.

Three of Noribachi's industrial retrofit LED bulbs, a hexagonally modular replacement for 400-550W known as the Elida, and two linearly modular replacements for 75-125W, the Ribera and Buena Vista, were upgraded with Noribachi's unique LED Prix program.

LED Prix is a proprietary Noribachi technology that customizes LED lighting with unprecedented sophistication. By combining LEDs from a range of top tier suppliers based on the ideal beam angle, color, and efficacy, Noribachi bulbs are exactingly engineered for any application with a precision and care unrivaled in the market today.

Noribachi's LED Prix upgrades to the bulbs significantly increased bulb efficacy by implementing the newest generation of high performance LEDs. LM-79 analysis verified an increase of almost 15 lm/w in the Buena Vista bulbs with efficacy improved by almost 20 lm/w in the Ribera.

The new LED components employ manufacturing process advancements that convert substantially more electricity to light rather than heat, and use carefully controlled phosphorous coatings to achieve more uniform light temperature.

“The consistency, standardized color, and improved efficacy were immediately observable and indicated to us that these new LEDs had the technology we need,”

says Kimble McCraw, VP of Product and Services at Noribachi.

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These benefits allow Noribachi to create brighter illumination while reducing the energy required for operation. Noribachi's Buena Vista bulb had previously been tested at 1,709 lumens, the addition of updated LED technology boosted its total lumen output to 1,941 lumens and the Elida bulb improved from 11,358 to 12,365 lumens.

The completion of LM-79 testing demonstrates Noribachi's commitment to transparency and stringent standards for bulb testing. "Finalizing the testing on our bulbs with these new LEDs was very important to us. We were sure that the new LEDs would make a difference, what we weren't prepared for was just how much performance increased. These results demonstrate the importance of diligent commitment to strong product development," says McCraw.

ABOUT NORIBACHI:

Noribachi is advancing the concept of informed grid interaction by creating smart energy products, challenging rote relationships with energy and design.

Noribachi's product suite includes LED lighting, consumer electronics, solar solutions, and engineering and design services.

These products integrate proprietary energy optimization technologies with renewable power capabilities and an uncompromising devotion to aesthetics.

With over 800 installations – including world class hotels and luxury automobile dealerships – representing a diverse variety of markets across the US and internationally, Noribachi is a leader in integrating smart power and informed grid interaction with distinctive and human-centered design.

Noribachi is a privately held company incorporated in the State of Delaware with offices in Los Angeles, CA; Albuquerque, NM and Shanghai, China. For more information, please visit noribachi.com.

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