

NORIBACHI PARTNERS WITH SENNHEISER TO IMPROVE QUALITY OF ILLUMINATION AT SENNHEISER'S ALBUQUERQUE FACILITY

Los Angeles, CA - for immediate release.

Noribachi, a leading innovator of smart energy products and informed grid interaction, successfully completed an extensive LED retrofit at Sennheiser Electric Corporation's central manufacturing warehouse in Albuquerque, NM.

Sennheiser's Albuquerque facility is one of the company's primary centers for manufacturing audio electronics and an important part of New Mexico's electronics industry. Centered on the production of high-end wireless microphone systems, Sennheiser's operations demand the highest quality illumination for these sensitive tasks.

Previously Sennheiser had utilized 400W gas discharge bulbs in its high bay warehouse lighting. These lamps, although relatively bright, required not only an incredible amount of energy to run, but also needed 20 minutes to reach their full light output and would exhaust their lifetime in less than half the time of LED illumination. These drawbacks resulted in delayed process times on the manufacturing floor and inadequate light levels due to the difficulty and expense of replacing HID bulbs.

"We expect to save over \$12,000 over five years on electrical bills and maintenance fees from this installation alone."

- Joe Fortuin, general manager for Sennheiser New Mexico.

Unwilling to continue spending enormous an amount of money on energy bills and production delays, Sennheiser took advantage of Noribachi's incredible LED retrofit solutions.

"We expect to save over \$12,000 over five years on electrical bills and maintenance fees from this installation alone," said Joe Fortuin, general manager for Sennheiser New Mexico. "These considerable savings prompted us to examine where and how we could apply Noribachi lighting in other areas of our facility to save even more energy and resources."

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Sennheiser decided to enhance the illumination in and around their adjacent office space using Noribachi T8.4 LED retrofit bulbs, which replaced traditional, toxic fluorescents and reduced each lamp's energy use by nearly half. The new LEDs also offer the additional benefit of clean, solid state technology and require no special disposal procedures while retaining functionality under almost any conditions.

Noribachi LIN.12.REC and LIN.16.REC LED bulbs replaced 400W and 250W gas discharge lamps in parking lots and exterior walkways. These LED bulbs bring an added level of security to the outdoor areas of Sennheiser's facility, ensuring that the exterior illumination, which is used seven days a week, will remain in optimum operating condition due to Noribachi LED bulbs' 50,000+ hour lifetime and five-year warranty.

Sennheiser's previous fluorescent office lighting had an emergency lighting solution designed to keep two out of the four fluorescent tubes illuminated in the event of a power failure using a back-up battery. With this installation, Noribachi demonstrated that LED lighting can easily support the same add-on technologies as fluorescent, retaining the emergency back-up feature with the new Noribachi LED bulbs. In fact, Noribachi's LED tube lighting proved to be so much brighter than the previous fluorescents that keeping a single tube illuminated appeared brighter than two fluorescents.

"Our installation at Sennheiser was a great opportunity for Noribachi to show off the range of solutions we can provide. It really was a full-scale retrofit, with everything from intense high bay and parking lot lighting to precision walkway and office illumination, Noribachi LED bulbs were able to enhance every type of lamp that Sennheiser needed," says Steve Kiziuk, Head of Sales at Noribachi.

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 lighting, power systems, and custom engineering and design services.

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

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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 and Albuquerque, NM. For more information please visit noribachi.com.

ABOUT SENNHEISER:

Sennheiser is a world-leading manufacturer of microphones, headphones and wireless transmission systems. Established in 1945 in Wedemark, Germany, Sennheiser has grown into a global brand represented in over sixty countries through wholly owned subsidiaries and long-term distribution partners. Sennheiser is proud to be affiliated with Georg Neumann, purveyor of world-leading studio microphones, and joint venture Sennheiser Communications, which brings its award winning technology to headsets for gaming, mobile phones and PCs. Sennheiser's pioneering advancements in technology has rewarded the brand with numerous awards and accolades including an Emmy, a Grammy and the Scientific and Engineering Award of the Academy of Motion Picture Arts and Sciences. For more information, please visit www.sennheiserusa.com.

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