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FOR IMMEDIATE RELEASE

Noribachi Unveils New LED Stadium and Flood light

Noribachi, a premier US based LED lighting and engineering firm, debuts their brightest LED light engine for outdoor stadium and intensive flood light solutions.

LOS ANGELES --The new light engine builds on Noribachi's proprietary hexagonal light boards, using their modular design to create an array of 378 individual diodes that can deliver up to an astounding 66,000 lumens of light. The new product is available both as a custom LED light engine, the 378.HEX, and integrated into the FLOODLIGHT.XXL fixture, which is ideal for stadium illumination.

Noribachi was able to create this light through careful thermal optimization of the LEDs, requiring a unique drive current to maximize light output while minimizing heat conduction. The ultra bright light also employs Noribachi's proven method of thermal transfer including industrial gauge planar heat sinks.

Several years in business have given Noribachi the opportunity to continually monitor the company's earliest installations. Realizing the high reliability in their LED lights, even in applications with twenty-four hour illumination, has further solidified Noribachi's thermal management procedures. Three years of intensive engineering analysis provided the technological background to create the new 378.HEX sport and flood light, which comfortably competes with existing lamps that consume 1500-2000W.

The 378.HEX has already seen success in a variety of installations ranging from football fields to international port cargo disembarkation areas. The new light is perfect for sporting venues thanks to its high color rendering ability and overall brightness, in particular improving sports photography and viewing.

"We are very excited to be able to make available an LED light capable of performing in these ultra high illumination output situations. Currently there are very few LED products that can even come close to solving the lighting issues in stadiums and large outdoor sports fields. Not only will Noribachi's new 378.HEX solution deliver the requisite brightness for professional play, it will also last at least three to five times longer than the lamps it replaces," says Esther Santos, VP of Sales at Noribachi.

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About Noribachi:

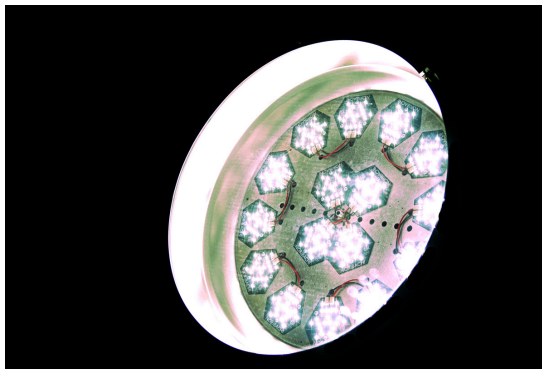
Noribachi is a premier, US based, LED lighting and engineering firm providing customized illumination solutions for any application.

Embracing a hand crafted and modular approach for developing custom LED solutions, Noribachi drives the lighting industry forward with a dedication to thoughtful product design and the principles of efficient energy use.

Noribachi LED solutions are independently tested and fully certified; over 1,000 installations for Fortune 500 companies, leading government agencies, and world-class hotels in the US and internationally attest to Noribachi's enduring product quality.

Noribachi is a privately held company with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit noribachi.com.

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