

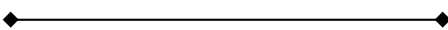
QUARTERLY NEWSLETTER



brillianz

Welcome to the first edition Brillianz Quarterly Newsletter, keeping you up to date with all the latest developments in the LED field, as well as offering factual information on LED lighting.

In this edition we are looking at the 'Advantages of LEDs in Display Lighting over other Light Sources', as well as briefly examining the new and very exciting colour changing software, and reviewing a testimonial of current user of VisiLite.



Advantages of LEDs in Display Lighting over other Light Sources

Extensive research over the past 3 years has made a strong case for the use of LED display lighting

Since becoming generally available in 2002 there has been a massive growth in LED lighting. In fact it is predicted that by the year 2010 over 25% of signage and display lighting will be LED based. Since being launched onto the commercial market there have been impressive strides in the power LEDs deliver for the price they cost to manufacture. They now offer an excellent product at a very reasonable price. Here are 5 good reasons why:

1. Reliability: Long Lifespan.

LEDs just last longer than other forms of lighting - typically 8 - 10 years before their light output has dropped to 50% of its former brightness. A 12V halogen dichroic lamp has a typical average lifespan of 4000 hours compared to the 50 000



hours of the LED. When the dichroic lamp is finished it produces no light whereas the LED just loses intensity gradually over time - giving plenty of warning.



2. Energy and the Environment.

LEDs used in signage have 2 main environmental and energy consumption advantages over conventional lighting. First of all they utilise far less energy than that consumed by conventional lighting. For example, independent tests show that LED highlighting uses about 80% less electricity to operate than Neon. They also use far less energy to manufacture.

3. Low heat output.

LEDs produce much less heat than equivalent lamps making it easy to incorporate them in enclosed spaces to illuminate delicate items.

4. Style

Because of the miniature scale of LEDs they can be used in situations where normal incandescent, fluorescent or halogen lighting cannot be used. LED lighting can be focussed precisely where you want it and the power can be adjusted to ensure the correct intensity is achieved. LEDs also come in pure colours - all the other forms of display lighting come in filtered shades of white - this makes LEDs ideal for display lighting where intense and vibrant colours can be produced.



5. Safety.

All LEDs today operate at low voltages and use direct current.

Brilliantz Ltd is at the forefront of developing this technology in affordable, practical uses for the signage and display industry as well as for lighting uses generally. The full arguments for LED lighting, can be found on our website by clicking on the link below:

[http://www.brilliantz.co.uk/data/documents/What are the advantages of LEDs in display lighting.pdf](http://www.brilliantz.co.uk/data/documents/What%20are%20the%20advantages%20of%20LEDs%20in%20display%20lighting.pdf)

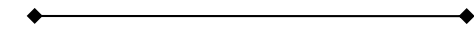


Select appoints Brilliantz for LightMaster

LightMaster is a spectacular new lighting concept. Developed by Select Software Ltd, a technology partner of Brilliantz, LightMaster provides advanced colour changing and lamp sequencing capabilities for LED projects in the architectural, display and signage sectors.

Select have appointed Brilliantz to distribute their range of LightMaster products which includes 'Easy Connect' RGB colour LED strip, LightMaster controllers and ColourMaster software. These components enable the designer to manage the colour (from a palette of 16 million shades) and the sequencing of light patterns not just for LEDs – but also for incandescent, fluorescent and neon lamps – all within the same control environment.

To explore the new range of LightMaster products go to <http://www.brilliantz.co.uk/lightmaster.cfm> or contact sales at sales@brilliantz.co.uk 01707 299192.



D & A Design Consultants choose VisiLite from Brilliantz for Parker Pen Cabinets.

D & A Design Consultants, based in Leicester, work with some of the most prestigious retail brands in the world.

Amrish Patel, Director of D & A Design Consultants, contacted Canard Design, looking for a high quality, simple lighting solution that did not need upgrading. Canard proposed VisiLite. "I was taken with the elegant lines of

VisiLite coupled to the fact that the power requirements were so low, I decided to use VisiLite in my proposal to Parker Pen".

Low Heat is imperative

For the retail market, style is key hence the bespoke look of VisiLite coupled to the requirement that the pens in the cabinet are very close to the lighting source. "VisiLite fitted the design brief perfectly because of the low radiated heat. Other lighting solutions would have been destructive to the display." As Parker is in the global market, reliability is very important to them, which made the choice of an elegant, LED product the route to follow.



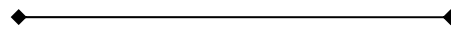
The low upkeep of the display stands was favoured due to the 5-year lifespan of the LEDs.

Bright results

"The unobtrusive nature of VisiLite and the high brightness of the light produced made VisiLite very attractive. This is especially so at night when the pen cabinets are on, they stand out like a Christmas tree!"

For the full testimonial, please follow the link below:

[http://www.brilliantz.co.uk/data/documents/Parker-D&A Design.pdf](http://www.brilliantz.co.uk/data/documents/Parker-D&A%20Design.pdf)



For more information on any of the articles, please call Bruce on 01707 299192, or email sales@brilliantz.co.uk

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