

LUCIFER LIGHTING COMPANY

FOR IMMEDIATE RELEASE
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At Boston Lights, Lightshow East and Texas Architects' Expo, Lucifer Lighting to Feature New LED Downlights, Projects

Innovative leader in high-end architectural lighting debuts the new Y Series downlights, from its successful LEDX collection, at select regional lighting shows and conventions this fall.

SAN ANTONIO, TEXAS, September 5, 2012 – Armed with a new brand message of “Design, Define, Disappear,” Lucifer Lighting Company will be in the spotlight this autumn at several light shows and conventions, featuring their recently introduced Y Series of the acclaimed LEDX downlight family, according to the San Antonio-based company.

Starting with the Designers Lighting Forum of New England’s **Boston Lights Exposition** (September 6) and then moving on to **Lightshow East** in Washington, D.C., (October 3-4), Lucifer Lighting will show regional audiences of specifiers, architects and designers the new downlight series, which allow for high-ceiling applications of precise, powerful LED point sources.

Lucifer Lighting will also bring its new products and project case studies to the **Texas Society of Architects 73rd Annual Convention and Design Expo**, to be held in Austin (October 18-20). Based in Texas but known globally, Lucifer Lighting will be present the highly progressive **Y Series** fixtures and meet with leading architects and lighting designers.

Leading – and Lighting – the Way

Lucifer Lighting has been inspiring architects and designers for many years with their smart, forward-thinking lighting



products based on novel designs and technologies. From the Museum of the Moving Image in New York and the Beverly Hills Hotel in Los Angeles to the Royal Mirage Hotel in Dubai to the Israel Museum in Jerusalem, Lucifer Lighting has become synonymous with new architecture, master craftsmanship and style.

Building on its LEDX product range introduced in January 2011, the new **Y Series downlights** are engineered for ceilings up to 30 feet tall, using LEDs delivering 1300, 2000 and 3000 lumens (lm). The ability to delivery 3000lm puts these downlights among only a handful of fixtures available anywhere in the world that are capable of delivering as much light with an LED, but with a fixture design unlike anything else.

The LEDX, which can be installed “zero-sightline” for a flush fit, has collection has garnered early acclaim for its encompassing package of scale, aesthetics and performance.

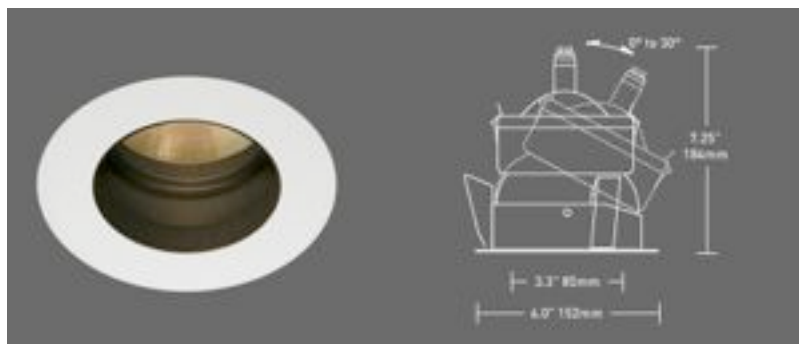
Y Series: Flush and Flexible

With their power and wide apertures, the Y Series downlights are suitable for myriad applications and may be thought of as an extension in scale from Lucifer Lighting’s pinhole Z Series. Designed for installation in tandem, the Y Series and Z Series downlight families ensure the look of the recessed lighting will be consistent throughout the interior—and exterior—regardless of ceiling height. This makes the range especially well positioned for use in the hospitality, offices, and custom residences with double-height spaces such as atriums, ballrooms, hotel lobbies, foyers, restaurants and more.

The new LEDX Y Series is also more “occupant-friendly” and provides an unobtrusive yet powerful solution without the glare problems and “institutional look” that detracts from typical downlights on the market.

This new fixture family also affords designers the tools and flexibilities they expect from Lucifer Lighting: 45-degree adjustment, full locking from the room side, and the fixture’s ability to accept multiple effects devices, lenses and louvers.

Most wide-aperture downlights today offer



reflectors on the fixture interior, which are usually visible, while the Y Series employs die-cast baffles, with the reflectors above the baffles and mediated by a lens. With at least a 40-degree cutoff to the LED, the source is more hidden and integral to the ceiling surface meaning the fixtures can deliver much more light with virtually no glare.

“While 4.5-inch aperture downlights with 6-inch overall diameters represent a totally new direction for Lucifer Lighting, the minimalist proportion and elegant design of the Y Series coupled with high technical performance, in particular for accent lighting and wall washing, is consistent with the look and functionality of our pinhole downlights, for which we are so well known,” says Alexandra Mathews, vice president of International Sales & Marketing for Lucifer Lighting.

“Designers and architects want and need to use high efficacy sources and tell us they are not happy with the scale, glare level and performance of what has been available,” Mathews adds. “The brightness and beam control we can achieve with literally no glare whether the ceiling is 8 feet or 30 feet is completely unique in the marketplace.”

Y Series: Technology, Fixture Options and Finishes

The LEDX Y Series fixtures are ARRA “Buy America” compliant and began shipping in July 2012. The full family offers fixed, adjustable and wall-wash fixtures for interiors and wet locations. The LED technology is known for providing accurate, repeatable color temperatures within a 2 step MacAdam Ellipse (2 SDCM); this means that the color rendition by the light sources remain consistent between fixtures for 50,000 hours. The fixtures are all dimmable with color rendering index (CRI) levels tested at 82+ CRI and are available in color temperatures of 2700K, 3000K, 3500K and 4000K, with optic choices of 14.5°, 24.5° and 40°.

“We are excited to be at these light shows in varied markets talking with architects and designers about the new Y Series, of course, but also about some of the unique projects we are involved in,” says Mathews. “The range and versatility with which designers can work with our lights and fixtures to create the affect they want is limitless.”

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About Lucifer Lighting Company

For more than 30 years, Lucifer Lighting has created precision-engineered, original lighting solutions with a focus on leading-edge technology and aesthetic appeal. Made in the USA, Lucifer Lighting fixtures and systems are favored by architects and designers worldwide, choosing from downlights, light strips, track and spot lights, and landscape lighting with powerful, efficient light sources, from halogen and metal halide to LED and fluorescent. The company is regularly recognized for distinction, and its robust, appealing fixtures are found in installations for five-star hotels, distinguished institutions and cultural venues, high-end retailers, luxury residences, corporate headquarters and more. Acclaimed for innovative products and contributions to award-winning architecture, Lucifer Lighting manufactures from its headquarters in San Antonio.

For more information, please visit www.luciferlighting.com.