

Press Release

FOR IMMEDIATE RELEASE

Press Contact:

Jane L. White, LEED® AP
VP, Sales and Marketing
Finelite
510-441-1100



Platinum Prize for Finelite's LED Curve Lamp



Union City, CA – 04/27/2011 – The [Curve](#) LED desk lamp by Finelite won the platinum prize in the task lighting category from the prestigious Architectural SSL Magazine's Product Innovation Awards (PIA '11).

Curve's new prize was given national recognition in the spring issue of Architectural SSL magazine. Awards will be presented during the May 2011 LightFair International trade show in Philadelphia.

Curve by Finelite™, impressed the judges who commented on the “refreshing” form of the fixture, with a special nod to the cooling fins as “didactic.” The judges hoped that competitors look to the *Curve* format as inspiration for good SSL design.

As the judges noted, the most striking design feature about the *Curve by Finelite* is the elegant arm, reflecting a modern yet classic style. The adjustable head swivels for ideal positioning. The luminaire produces a controlled beam designed to cover the task area with light levels that can be adjusted by a dimming thumbwheel. It is compatible with Finelite's [Personal Lighting System](#) (PLS), which gives users just the right amount of light while consuming half the energy of traditional task/low ambient designs.

Energy savings with task/low ambient approach.

The *Curve* desk lamp is not only designed to be energy efficient on its own, but improve application efficiency and help move buildings toward Net Zero. The task/low ambient lighting design places high quality LED task lamps on each desk, and provides proper vertical illumination, which allows the energy consumed by general ambient luminaires to be dramatically reduced. This efficient office design consumes 50% of the allowable energy of today's most stringent energy codes and moves buildings closer to achieving Net Zero goals.

Why *Curve* is a standout.

Curve wins points for beauty, but it also delivers breakthrough performance:

- Earned the U.S. Environmental Protection Agency's (EPA's) prestigious **ENERGY STAR®** label for solid state luminaires.
- *Curve* includes replaceable LED modules, extending the life of the luminaire.
- QuickTouch™ dimming gives occupants excellent control over the amount of light on their desks.
- Sustainable base: Reclaimed from its own manufacturing process, steel perforations are used to weigh down the base.
- Luminaire efficacy is nearly 50 lumens per watt.

- Low environmental impact: Not only is the *Curve* made of 97% recycled content, but it is also 97% recyclable at the end of usable life. *Curve* components are constructed from zinc, steel, electronics, aluminum and plastic, and contain no mercury, lead or other heavy metals.
- Long-lasting: Backed by LM-79 testing, LM-80 data, it comes with a 5 year, full-replacement warranty.

Curve's history of awards.

In addition to the Platinum PIA prize, *Curve* has won numerous other awards:

+ **NGL:** Won Best in Class in the 2009 DOE LED Next Generation Luminaire (NGL) design competition where the judges commended the overall "delicate yet sturdy design." The only desk lamp recognized by the judges, this was one of only four Best in Class honors.

+ **IES:** *Curve* was featured in the 2010 IES Progress Report, where only "significant product developments and improvements to the lighting industry" are accepted. IES is the recognized technical authority on illumination

About the Architectural SSL Product Innovation Awards (PIA)

The PIA awards were designed to highlight the "best of the best" and to break down knowledge barriers hindering adoption of LED products. The competition was held with the idea that "award winners will ultimately represent a peer-recognized selection of quality products that the architectural and lighting design community can feel comfortable specifying."

Judges were professionals representing lighting design, lighting sales and distribution, lighting manufacturing, architecture and design, and lighting publishing. The awards determined and honored the best LED or solid-state luminaires on the market.

The Architectural SSL magazine seeks the involvement of the SSL manufacturing community to educate key players in the architectural-built space fields on products, technology and trends. This focus is on those products "likely to have a revolutionary impact."

Find out more about [Finelite](#), their [awards](#) and [products](#)

###

FINELITE
Better Lighting