

## FOR IMMEDIATE RELEASE

### CONTACT:

Robert Derringer  
LEDiL Oy  
+1.908.216.2377  
+1.877.433.1783  
[Bob.Derringer@ledil.com](mailto:Bob.Derringer@ledil.com)  
[www.ledil.com](http://www.ledil.com)

### **LEDiL ANNOUNCES THE NEW OF JULIA-A LENS SERIES**

*Optimized to bring the efficiency and low-power benefits of LED technology to backlight applications*

SALO, FINLAND, SEPTEMBER 19, 2011 – LEDiL announces the addition of JULIA-A lenses to its already expansive range of precision-engineered optics. JULIA-A is a rotationally symmetrical lens that produces batwing light emission pattern, which allows LEDs such as Cree's XP Series or Philips Lumileds' Rebel and Rebel-ES Series, to achieve over 90% uniformity on display surfaces 50 – 100mm from the PCB. Since these and other similar LEDs are inherently point-sources of light, JULIA-A lenses enable the LEDs to be used in a wide-variety of backlighting applications.

Typical applications include backlight roadway signage and channel letters, architectural effect lighting, under-cabinet and cove lighting, as well as museum and display lights. Other enabled applications include 360° warning beacons, backlighting of emergency lights and exit signs, and interior mood lighting on vehicles such as buses, rail coach cars and commercial aircraft.

JULIA-A achieves light distribution with greater than 90% uniformity when directed to a parallel surface located between 50mm and 100mm from the PCB. Recommended LED spacing is 100mm. The lens is less than 19mm in diameter and only 4.66mm tall (4.81mm with optional tape). Precise mounting is ensured by the addition of two 0.63mm mounting pins and the product is available with optional automotive-grade polyurethane foam mounting tape for easy and reliable installation. LEDiL molds JULIA-A from optical-grade, UV-stabilized PMMA plastic.

-MORE-

Lighting designers are rapidly developing LED-based solutions that take advantage of the up-to 80% reduction in power afforded by solid-state technology and the long-life span of LEDs.

LEDiL's JULIA-A Series allows today's efficient and cost-effective high-power LEDs to be used in a wide-range of backlighting applications, replacing traditional incandescent, neon, and halogen light sources. The high efficiency of JULIA-A lenses helps designers achieve Energy Star compliance through the use of fewer LEDs and electronic components.

JULIA-A Series lenses are available for delivery from multiple authorized partners in LEDiL's worldwide distribution network and samples are provided to qualified accounts that intend to utilize the product in an OEM application.

#### ABOUT LEDiL Oy

The only true specialist in the field of secondary optics for high-power and lighting-class LEDs, LEDiL has been producing precision-engineered optics and reflectors since 2002 and now boasts nearly 1000 standard products optimized for use with LEDs produced by the world's prominent LED manufacturers. Custom solutions are also commonly developed with minimal end-user tooling investment required. With production in Finland and China and a global network of authorized distributors, LEDiL's products are market-competitive and readily available. For more information, including a high-resolution photograph, contact: Robert Derringer at [bob.derringer@ledil.com](mailto:bob.derringer@ledil.com).

-END-