

LEDiL's NEW RITA-A REFLECTOR SERIES PROVIDES USABLE LIGHT PRECISELY WHERE NEEDED

New reflector series highlights LEDiL's engineering expertise in asymmetric optics

SALO, FINLAND, MARCH 15, 2012 – LEDiL announces its latest product addition, the RITA-A reflector family, incorporating a unique optical design that further extends LEDiL's asymmetric secondary optic expertise for lighting class LEDs. Currently qualified LEDs include Cree's XLamp® LEDs and Philips Lumileds LUXEON® Rebel and LUXEON® M LEDs. The offset design of this 17.1mm tall reflector (17.3mm height with optional pre-installed mounting tape) neatly projects a rectangular beam of energy-efficient LED light with peak intensity in a forward offset 80° from the solid-state light source. The 28.4mm x 36mm reflector cup is mounted to a 22mm base.

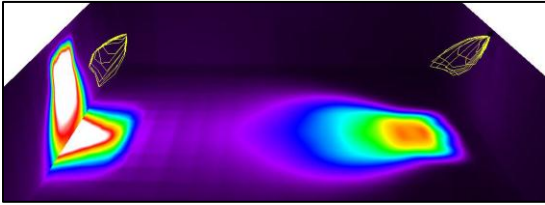
LEDiL's designers envision indoor use of RITA-A mounted to provide task and application lighting, as well as hallway or accent lighting. Lighting of conference room tables and workspaces is also possible with RITA-A. Works of art or museum pieces are easily illuminated without the need to tilt the lamp body and the reflector is easily rotated to provide extra accent where needed. RITA-A can be mounted side-by-side to evenly illuminate long walls with minimal hot-spots or shadowing. Outdoor applications include residential lamps used in urban areas or for lighting stairwells in parking garages.

Reflectors, by nature, are more lightweight than similarly-sized TIR lenses and, since RITA-A is molded in impact resistant polycarbonate, the product is rated for use up to 115° C and meets UL 94 V-2 flammability rating. RITA-A does not require metallization to achieve high light transmission efficiency and the design enhances thermal flow within the fixture to help regulate thermal efficiency of the lighting system. The adapter base contains integrally molded location pins that locate RITA-A precisely over the LED. Attachment is achieved through the use of an approved secondary adhesive, or with optionally installed mounting tape.



RITA-A – shown without optional mounting tape

RITA-A in Ceiling or Wall-Mount Application



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 RITA-A reflectors are another step forward in the evolution of solid-state lighting technology and 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. LEDiL will continue to qualify other LEDs for use with RITA-A and latest LED qualifications or distributor inventory can be viewed on-line at www.ledil.com.

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.