

FOR IMMEDIATE RELEASE

Contact: Emily Dell
Stern + Associates
908.276.4344 ext. 210
emily@sternassociates.com

***BEAUTY MEETS BRAINS WITH NEW GENERATION LIGHTING FROM USAI[®] LIGHTING
Company Showcases Integrated High-Style, High-Performance
Lighting Solutions at LIGHTFAIR[®] 2011***

New Windsor, NY, May 17, 2011 – [USAI[®] Lighting](#) is set to shine at the [LIGHTFAIR[®] International](#) tradeshow and conference, May 17-19, in Philadelphia (booth #1301), where it will display its growing portfolio for LED, compact fluorescent, low voltage and metal halide sources that continues to redefine how illumination is best approached and practiced. Building on its strong history in the design and manufacture of high-performing lighting solutions – and on the heels of multiple industry recognitions, including NGL™ Best in Class, GOOD DESIGN™ and the IES Progress Report – USAI Lighting spotlights why its products are leading the way in the areas of solid state lighting (SSL) performance, equivalency with traditional sources, product miniaturization and accent lighting.

“Lighting plays a unique and powerful role in both the aesthetic and performance story of any project,” said Bonnie Littman, president of USAI Lighting. “As a lighting manufacturer, we have an unprecedented opportunity – and obligation – to provide inventive light fixtures that are not only attractive, but also resource efficient, push the boundaries of innovation and address the lighting challenges architects and designers are encountering. We are at the forefront of new lighting technology that is already changing how light is specified. Our LIGHTFAIR booth addresses what we feel are some of the most important issues facing designers of interior lighting today.”

SHINING THE SPOTLIGHT ON A FULL ILLUMINATION SOLUTION SET

Offering a full portfolio of fixtures that utilize a variety of energy-efficient sources, USAI Lighting equips architects and designers with the lighting solutions needed to create the depth and dimension within a variety of spaces. By mixing USAI Lighting’s family of light sources (and even mixing different color temperatures), specifiers have access to a variety of options and are not only able to achieve the required functional light levels, but also enhance the ambiance of the space. The company’s growing portfolio of fixtures is available in a variety of sources, allowing for design flexibility. These include:

- **LED:** One of the most energy-efficient options on the market today, using from 10 to 35 watts of electricity and helping to cut energy consumption by more than 30 to 50 percent.
- **Ceramic Metal Halide:** With an exceptional CRI (color rendering index) of 90+, this is a high-efficacy source appropriate for high ceilings, general and accent applications.

-more-

- **Compact Fluorescent:** Featuring a good CRI of 80+, this efficient source is designed for general, task and wall wash applications.
- **Low Voltage Halogen:** Having the highest CRI of 100, the punch and sparkle of this source's faceted reflectors enhance perceived brightness and provides numerous lighting possibilities with minimal energy consumption.

SURPASSING PERFORMANCE STANDARDS

USAI Lighting continues to answer the call for energy-efficient technologies that reduce energy consumption with its LED, ceramic metal halide, compact fluorescent and low voltage incandescent halogen offerings. Many of the company's products – from BeveLED® to NanoLED® to NanoLumen® – meet LEED® certification criteria and energy codes requiring ASHRAE 90.1-2001 standards or later and afford considerable opportunities for dramatic lighting design and superb energy savings potential when incorporated with a lighting control system.

More than 30 of USAI Lighting's LED products are certified to California Title 24, the country's most rigorous energy-efficiency buildings standards; 35 LED products meet Lighting Facts label criteria, a U.S. Department of Energy program; and nearly 85 are currently Energy Star qualified. USAI Lighting's LED solution set, including Lighting Facts- and Energy Star-certified BeveLED, offers unrivaled benefits, including superior lumens at color temperatures, eliminates frequent lamp replacements, advanced thermal management, etc.

SIZE MATTERS

Increasingly, specifiers are avoiding big, bulky lighting fixtures that detract – and distract – from the aesthetic appeal of a space, and instead are embracing miniaturization – smaller-sized light sources that don't sacrifice performance. USAI Lighting offers a variety of lighting solutions that are small in size, yet big on performance, including the company's "barely there" lighting solutions, such as NanoLED, NanoLumen and Mini BeveLED, that are compact, smart and provide a seamless experience while ensuring maximum impact. These solutions allow architects and designers to achieve maximum light through a minimum aperture, balancing the need for striking aesthetics without sacrificing functionality. With lighting, size does matter, and USAI Lighting offers the design community solutions that are the complete package of beauty and brains, and achieve stunning efficiency through a minimal opening.

ACCENTING

An essential element to any well lit space, accent lighting is the key to creating ambience within any interior. Filling a market void for smart yet sustainable accent lighting options, USAI Lighting features numerous products – including Sliver®, Medusa²™ and Triden™ – within its catalog of offerings appropriate for this layer of light that achieve a high-luminosity level with both narrow and wide distributions.

-more-

USAI Lighting is also paving the way with LED accent lighting options, providing designers with the opportunity to harness a complete portfolio of LED options for holistic recessed lighting applications. Combined with an architectural family of companion recessed downlights and wall washes, USAI Lighting's LED recessed adjustable accents can now be seamlessly integrated into an interior space without sacrificing design or performance, while also saving costly resources.

A lighting industry leader, [USAI® Lighting](http://www.usalighting.com) is helping to shine an entirely new light on the way commercial and residential properties address lighting design solutions. Driven by its IllumiVation® philosophy, USAI Lighting's versatile yet robust selection of products fuse together brains and beauty, providing fresh and energy-saving solutions for general illumination and accent lighting. From compact fluorescents and metal halides to its new generation of LED solid state lighting technology, all USAI Lighting products maintain the smallest physical and carbon footprint possible while meeting the strictest standards for innovation and design to ensure seamless specification, simple installation and easy ongoing maintenance. For additional information about USAI Lighting and its high-performance offerings, visit www.usalighting.com or call 845-565-8500. Connect with USAI Lighting on [Facebook](#) and [Twitter](#).

###