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USAI Lighting Introduces Infinite Color+

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NEW YORK—From pale pastel pinks to super-saturated sea foam greens to crisp whites, the possibilities of customizing lighting are many with USAI Lighting's new Infinite Color+. Infinite Color+ is the first architectural LED product family to combine state-of-the-art, high performance white light with any and every color in the spectrum. In developing Infinite Color+, USAI Lighting took the unique approach of engineering the perfect white light source first, and then integrating colored light functionality. This method ensures the creation of rich, high quality white light, with a full spectrum of smooth, well-blended hues from which to choose. Infinite Color+ is capable of delivering tunable white light from 1800K to 12,000+K, as well as light that is full

of saturated colors, light pastels, and subtle hues.

With Infinite Color+, USAI is providing architects, designers and end users with a wide range of lighting design options for every type of interior application—for residential, hospitality and commercial projects alike. The Infinite Color+ downlight product family can transform any space with light. Rather than renovate and redecorate with paint, change the mood and character of a room with light. A hotel ballroom can be set to a conventional white light setting for conferences and meetings and then be changed to intense violet or powdery pink for a wedding reception or other custom party, at the touch of a button. In retail environments, Infinite Color+ can be set specifically to highlight and enhance various colors of merchandise, and make specific products pop, or turn an ordinary store into a striking themed retail experience. In corporate applications, Infinite Color+ can be controlled to communicate a company's brand or logo color, and provide tunable white light that can be adjusted to set the tone for meetings, concentration, and collaboration.

The breakthrough technology utilized in Infinite Color+ can effortlessly align countless light colors, white light color temperatures and intensities with the various moods, activities and surroundings of its users. It allows designers and architects to "paint with light," pairing light colors with textures and shades of interior décor, surface materials and flooring, while also providing the freedom to change the light settings at any moment.

"Infinite Color+ brings personalized lighting to life, stimulating the senses with unlimited color choices," said Bonnie Littman, company President and CEO. "It also shifts people's perceptions about their 'perfect white.' There are those who believe they prefer the warm, familiar glow of incandescent sources, but when given the ability to adjust light color and color temperature, they often tweak them to create new 'preferred whites' that enhance their activities and moods. Research shows that when given the choice, people prefer cleaner, whiter tinted light over the traditional sources that have always been available to them. This a whole new way to use and think about light."

Infinite Color+ can be controlled with any convenient and flexible industry standard DMX512 control system. When integrated with sensors and controls, Infinite Color+ can be commissioned to adjust lighting automatically. People can enjoy maximum flexibility by choosing the light color, color temperature, and intensity of each light fixture, or create preprogrammed light settings to set the mood, host a party, and more.

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