

## Press Release



### **OSRAM OPTO SEMICONDUCTORS SHOWCASES INNOVATIVE PRODUCT LINEUP AT LIGHTFAIR INTERNATIONAL 2010**

*State-of-the-art OLED and LED technology to be displayed in booth #315*

**Las Vegas, NV (May 12, 2010)** – OSRAM Opto Semiconductors demonstrates its strength in OLED and LED lighting for general illumination through its product showcase at LIGHTFAIR International 2010. With a full range of flexible, high-efficiency products on display, OSRAM Opto Semiconductors reinforces its commitment to leading the way in the development and delivery of cutting edge lighting technologies.

One of the highlights of the display will be the new ORBEOS™ OLED Lighting, OSRAM Opto Semiconductors' first commercially available OLED light source for premium atmospheric and functional lighting applications. With its ultra-thin surface, ORBEOS OLED Lighting is designed for high-end applications, including architecture, hotels, offices, and shops. With a color-rendering index of 80 and a correlated color temperature of 2800K, ORBEOS matches the warm white light of a standard incandescent lamp. ORBEOS OLED Lighting opens up a new dimension of design possibilities, and clearly demonstrates OSRAM Opto Semiconductors' dedication to innovation in lighting technology.

"OLED technology allows for entirely new possibilities in lighting design, and ORBEOS OLED Lighting is at the forefront of the movement" said Brian Terao, Director of Solid State Lighting for OSRAM Opto Semiconductors, Inc. "OSRAM Opto Semiconductors is excited to showcase ORBEOS OLED lighting this year and to introduce new LED solutions for the general lighting market."

Also on display will be the OSOLON SSL LEDs, the lighting industry's smallest 1-watt LED power package. The OSOLON SSL is demonstrated in two beam angle configurations and can be used in a variety of applications including spot and down lights, street and outdoor area lighting, task and accent lighting, and flashlights.

OSRAM Opto Semiconductors will also showcase its Golden DRAGON line of LED products, including the Golden DRAGON oval Plus, the Golden DRAGON Plus, and the Golden DRAGON Plus-660 nm Hyper Red. Created for street, tunnel, and linear lighting applications, the Golden DRAGON oval Plus features a unique oval beam pattern can help reduce light pollution and maximize light on the roadway. The Golden DRAGON Plus LED is a bright, robust LED capable of producing the full white color temperature spectrum. The flexible, long-life Golden DRAGON Plus LED is ideal for a wide range of interior and exterior applications. Also on display will be

the Golden DRAGON Plus-660 nm Hyper Red, designed for horticultural, algae breeding, and photochemical applications.

For design and effect illumination the Multi CERAMOS RGB package, containing Red, Green, and Blue 0.5-watt chips, allows for color mixing and white point tuning. Enabling clear viewing from a distance, the Multi CERAMOS RGB package provides an ideal solution for architectural façade lighting, outdoor displays, and decorative and entertainment lighting.



Caption: At this LIGHTFAIR 2010, OSRAM Opto Semiconductors shows completely new lighting options with hundreds of organic light-emitting diodes (OLED).

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## **ABOUT OSRAM OPTO SEMICONDUCTORS**

OSRAM is part of the Industry sector of Siemens and one of the two leading lighting manufacturers in the world. Its subsidiary, OSRAM Opto Semiconductors GmbH in Regensburg (Germany), offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. OSRAM Opto Semiconductors has production sites in Regensburg (Germany) and Penang (Malaysia). Its headquarters for North America is in Sunnyvale (USA), and for Asia in Hong Kong. OSRAM Opto Semiconductors also has sales offices throughout the world. For more information go to [www.osram-os.com](http://www.osram-os.com).

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