



**LUX LIVE 2012 visit stand J29**

***New Product Information***

**Aurora's LEDchroic lamps outperform standard dichroic halogens**



Aurora's range of LEDchroic lamps could be mistaken for standard dichroic halogen lamps - both in performance and aesthetics.

But these LEDchroic lamps aren't your standard LEDs. They feature the very latest in anti-glare LED lens technology.

Their micro lens array, or MLA, consists of hundreds of lens facets. Aurora's jewel-like lens redistributes the light from a single source chip on board (COB) LED. The effect is a comfortable, evenly distributed, beam of light with a minimal glare.

Aurora's high output LEDchroic lamps are extremely efficient and fully dimmable. They have a smooth, linear transition on most dimmers. The 240 volt GU10 LEDchroic lamps come in a five Watt LED with an output of 265 lumens; and a seven Watt LED delivers an output of 435 lumens.

These featured lamps have a beam angle of 38 degrees and a high colour rendering index greater than 80. Their GU10 base makes them a direct replacement for any GU10 halogen.

Guaranteed for three years, they offer an average lifespan of 40,000 hours to 70% lumen maintenance.

**For more details, please visit Aurora online at <http://www.auroralighting.com>, call +44 (0) 1727 83 66 11 or e-mail [ask@auroralighting.com](mailto:ask@auroralighting.com).**

**About Aurora**

The Aurora Group is a dynamic, international manufacturing, distribution, sales & marketing organisation, employing more than 700 people at its worldwide facilities. Since 1999, the group has been providing state-of-the-art lighting solutions directly through its network of companies in the UK, Ireland, Scandinavia, Europe, USA, UAE, South Africa, Taiwan and China, and through approved distributors. A leading supplier of energy saving lighting solutions, with a portfolio of more than 5,500 versatile lighting products, Aurora is committed to helping consumers save money, enhance their environments, and stay environmentally considerate.

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