



12 July 2011

## Aurora's LightLab provides proof of lighting performance

Aurora, the energy savings solutions provider, has made a major investment in redeveloping the Aurora Lighting Experience (or ALEX as it is known) at their Apex Park facility in Welwyn Garden City.

ALEX 2.0 is a highly innovative facility providing opportunities for conferencing, education, product testing and demonstration.

The newly constructed Aurora facilities now include a LightBox conference suite with capacity for over 100 people which is available for customer use. The connected LightLab features an Integrating Sphere, a piece of sophisticated product testing equipment, together with interactive displays.

LightBox is designed to immerse visitors in an environment where they can experience the difference between halogen, CFL, and LED light sources as well as colour temperature. It is available for client use and equipped with the latest visual aids.

Wall mounted 63" LCDs display product and range information together with energy audits from Aurora's soon to be released iPhone / iPad App.



The whole ALEX experience is complemented by a 4m x 2.5m projection screen with application shots of actual lighting schemes relating specifically to the lighting displayed in the LightBox.

In true Star-Trek style, the LightLab suite is revealed at the touch of a button. Electric doors open from the conference suite onto a totally interactive facility focused on education, display, performance and testing of the four elements of lighting – Power, Control, Lamps and Luminaires.



Aurora LightLab's two-metre-diameter Integrating Sphere from Cranfield-based ProLite Technology is equipped with a Labsphere state-of-the-art radiospectrometer which provides accurate performance data on lamps, including Lumen output, colour temperature, colour rendering index, chromaticity and binning accuracy.

Labsphere technology eliminates errors found when using traditional photometers that are fitted with filters which were designed for use with halogen and fluorescent light sources.

Multiple iPads are used to explain LED binning, colour temperature, thermal management, CTA Dimming and other new technologies.

A series of 40" LCDs present over 5000 products across Aurora's portfolio. The interactive displays cover many new product ranges including low energy lamps, LED technology and insulation-coverable downlights. Aurora's extensive new range of outdoor products is also showcased in-situ in a dedicated area.

Neil Salt, Aurora's marketing and IT director, said: 'Aurora's significant investment in the Integrating Sphere means that lighting projects can now be designed with complete confidence using reliable lighting data.'

'The reliability issue is crucial at a time when so much market misunderstanding surrounds LED technology. We are determined to lead by example to overcome the confusion regarding manufacturers' data.'



UK technical director Pete Hart, who is a member of the Society of Light and Lighting, said: 'We want to prove the performance of Aurora products to the market. The Aurora LightLab offers the capability of testing all light sources, not just those manufactured by Aurora.'

The redevelopment of the Aurora Lighting Experience (ALEX 2.0) at the Apex Park facility in Welwyn Garden City is the second major upgrade in the Aurora estate this year. A new 5000m<sup>2</sup> showroom and distribution centre was opened in Finglas, Dublin earlier in 2011.

Visit [www.aurora.eu.com](http://www.aurora.eu.com) or call 0870 444 1106.

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Contact Julia Smith at Aura PR on 01636 611774 or email [Julia@aurapr.co.uk](mailto:Julia@aurapr.co.uk) with media enquiries.

**Notes to Editors:**

**Aurora – Passionate about Lighting**

- Aurora Lighting is a dynamic, international manufacturing, distribution and marketing organisation.
- Aurora's 7W lamp earned a number five position in the Lighting Designs Awards for 2010 by David Morgan, a London-based international design consultancy specialising in luminaire design and development. It also won an innovation award at Lightfair in New York in May 2010.
- Aurora (UK) was voted AIEW 2010 Supplier of the Year for 2010 by 100 individual members with a combined purchasing power of over £200 million per annum.
- Since 1999 the Aurora Group has provided innovative lighting solutions under the 'Aurora', 'A2', 'Luna', 'Sola', & 'Aura' brands directly through their group companies in the UK, ROI, USA, UAE, Taiwan and China and on a worldwide basis through an expanding network of approved distributors.
- The Aurora group also continues to develop and manufacture lighting products on an OEM basis for customers in more than 42 countries.
- Aurora employs over 600 people at their offices in the United Kingdom, Taiwan, USA and at their sales & manufacturing facilities in mainland China.