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**USAI® UNVEILS LATEST FAMILY SECRET AT LIGHTFAIR®**

***Company is Industry's First to Introduce Full Line of Wall Wash, Adjustable and Downlight LED Solutions***

**LAS VEGAS, May 12, 2010** – [USAI®](#)'s family tree is growing stronger and brighter with its introduction of BeveLED®, the industry's only comprehensive portfolio of LED (light emitting diode) downlight, adjustable and wall wash fixtures. A promising innovation for the future of LED technology and solid state lighting, the BeveLED family is the newest addition to the lighting manufacturer's flagship Bevel product line, which, for the first time, will be showcased in its entirety at the [Lightfair® International](#) tradeshow and conference, May 12-15 in Las Vegas (booth #427).

"LED technology is rapidly evolving, and the lighting industry is still learning about the best approaches and products for utilizing it effectively within design projects," said Bonnie Littman, president of USAI. "By offering a complete line of LED fixtures – and within a trusted and proven product portfolio – we are not only providing sustainable solutions to meet our customers' needs for high-quality, energy-efficient lighting, but also furthering the LED education of our entire industry to help propel the confident adoption of solid state lighting forward."

**LED THE WAY**

LED technology offers significant opportunities to save energy, reduce costs and enhance the overall quality of the lighted environment. USAI's BeveLED products apply both a scientific and aesthetic approach to maximize the possibilities afforded by the LED light source. Among the many features of BeveLED are:

- **Advanced thermal management** helps achieve expected LED life of 50,000 hours with proprietary die cast aluminum heatsink designed to dissipate heat to well below recommended operating junction temperatures;
- **Replacement and serviceability** of the light engines are easily done through the aperture opening without any disturbance to the ceiling;
- **Interchangeable optical reflectors** are available in either 30- or 50-degree beam angles and can be changed anytime through the aperture for total flexibility;
- **Blended optics** provides pleasing appearance of an incandescent light source with propriety low blended optical lensing system.

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## **FAMILY TIES**

With its hallmark design flexibility and functionality, the expansive portfolio of USAI's flagship Bevel product family is available in a range of apertures, trims and housing styles that are appropriate for a variety of applications. Without disrupting the smooth aesthetic of an interior ceiling plane and providing an even cast of illumination across any space regardless of light source – LED, metal halide, low voltage or compact fluorescent – the Bevel products are as smart as they are sustainable.

Testament to this is the recent receipt of a 2009 NGL (Next Generation Luminaires) award for the BeveLED downlight, a coveted achievement that recognizes market-ready products of the highest quality, performance and energy efficiency. In fact, all products in the Bevel family feature a “less is more” approach and utilize the latest in lamp and power technology to help meet LEED® certification criteria and energy codes requiring ASHRAE 90.1-2001 standards or later.

*A lighting industry leader, [USAI®](#) (USA Illumination) 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'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 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 and its high-performance offerings, visit [www.usalighting.com](http://www.usalighting.com) or call 845-565-8500. Connect with USAI on [Facebook](#) and [Twitter](#).*

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