

**FOR IMMEDIATE RELEASE**

Contact: Emily Dell  
Stern + Associates  
908.276.4344 ext. 210  
emily@sternassociates.com

***IES SHINES SPOTLIGHT ON USAI<sup>®</sup> IN 2010 PROGRESS REPORT***

***BeveLED and NanoLumen Products Highlighted, Strengthens Company's Leadership in Lighting Technology and Innovation***

**New Windsor, NY, Nov. 16, 2010** – Leading lighting manufacturer [USAI<sup>®</sup>](#) is in the spotlight again – this time recognized by the industry's technical authority on lighting, the [Illuminating Engineering Society of North America \(IES\)](#), as part of the organization's 2010 Progress Report. The annual report, which seeks to honor the year's most significant innovations in lighting, features two USAI product lines: [BeveLED<sup>®</sup>](#), a family of recessed, LED downlights, adjustable accents and wallwashers; and [NanoLumen<sup>®</sup>](#), a fixture with the smallest aperture for T4 ceramic metal halide sources on the market. The 2010 Progress Report was presented at the [IES Annual Conference](#), held Nov. 7-9 in Toronto.

"This recognition by the IES is truly a mark of distinction for USAI and our products," said Ann Schiffers, vice president of specification sales for USAI and 20-year member of the IES. "With all of our products, we strive to combine advanced technology and distinct aesthetics with our strong commitment to meeting, if not exceeding, the industry's highest standards. As part of the 2010 Progress Report, BeveLED and NanoLumen represent our success in doing exactly that."

Designed to celebrate advancements in the art and science of lighting, the 2010 Progress Report features 130 selections that cover light sources, instrumentation, lighting applications, accessories, luminaires, publications, guides, control systems and research, including USAI's BeveLED and NanoLumen. USAI's products were selected as standouts among the 264 entries submitted. Products accepted into the Progress Report were judged by the IES Progress Committee comprising 30 lighting industry professionals and were judged on uniqueness, innovation and significance to the lighting industry.

- more -

## FIRST-RATE PERFORMANCE

USAI's NanoLumen and BeveLED are two of the company's most revolutionary product lines. Both offer the efficiency, flexibility and optical control needed to bridge striking aesthetics with functional application in a variety of interior installations.

- **BeveLED:** Recognized by the IES as the industry's first LED recessed downlighting family, which is also wet location listed, this product line solidifies USAI's leadership in LED technology, making it the only manufacturer to offer a full family of matching LED downlight, adjustable and wall wash fixtures. BeveLED enables specifiers to utilize LED technology across complete projects for the first time, and is part of the company's flagship Bevel product portfolio, which includes a variety of sources. It is a 2009 NGL (Next Generation Luminaires) award recipient and features advanced thermal management and a 50,000-hour lifespan.
- **NanoLumen:** Selected by the IES because of its miniaturization story, this sophisticated, first-of-its-kind recessed fixture marries impressive optics and performance features with the smallest aperture on the market for metal halide lamp sources. Designed around a T-4 ceramic metal halide lamp source, NanoLumen's barely-there aperture – just 2.5-inches – fuses seamlessly and discreetly with ceiling planes allowing for precise yet flexible point source lighting in any installation.

The BeveLED and NanoLumen product lines meet the industry's most stringent standards for energy efficiency and provide new options for designers to meet LEED certification criteria and energy codes requiring ASHRAE 90.1-2001 standards or later.

Established in 1911 by the IES, the Progress Report recognizes industry-first illumination solutions that are using technology to advance the art and science of lighting. The 2010 Progress Report will be featured in *Lighting Design + Application (LD+A)* magazine's January issue.

### About USAI

*A lighting industry leader, [USAI](#)<sup>®</sup> (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<sup>®</sup> 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.usaillumination.com](http://www.usaillumination.com) or call 845-565-8500. Connect with USAI on [Facebook](#) and [Twitter](#).*

### About IES

*The [Illuminating Engineering Society of North America](#) (IES) is the recognized technical authority on illumination. For over 100 years; its objective has been to communicate information on all aspects of good lighting practice to its members, to the lighting community and to consumers, through a variety of programs, publications, and services. IES is a forum for the exchange of ideas and information and a vehicle for its members' professional development and recognition. Through technical committees, IES correlates research, investigations and discussions to guide lighting professionals and lay persons via consensus-based lighting recommendations. The IES seeks to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public. For more information, visit [www.ies.org](http://www.ies.org).*