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USAI® “LEDs” THE WAY AT GREENBUILD 2010
***Leading Lighting Manufacturer Designs a Brighter Future for
Buildings and Environment with Latest SSL Solution***

CHICAGO, Nov. 17, 2010 – Two of the most innovative recessed lighting fixtures on the market have united to brighten the future of sustainability within the industry. Advancing the progress of LED (light emitting diode) lighting design and performance, leading manufacturer [USAI®](#) has fused the industry-first design features of its revolutionary NanoLumen® product with the performance features of its award-winning BeveLED® to create NanoLED™. Marrying impressive optics with a small 2.5” aperture for LED sources, the cutting-edge fixture further elevates the standards of solid state lighting technology (SSL) and will be showcased at the [Greenbuild® International](#) Conference and Expo, Nov. 17-19 in Chicago (booth #492).

“Never before has there been a more urgent call for more aesthetically appealing, energy-efficient, resourceful and cost-effective products to support – and drive – the green building movement. Lighting is no exception,” said Bonnie Littman, president of USAI. “Awareness and acceptance of LED technology as the future of sustainable lighting continues to pick up speed, and USAI is leading the way with forward-thinking, innovative solutions like NanoLED. We’ve successfully combined the very best in performance and design while ensuring its ability to not only help improve the bottom-line of a built space, but also its impact on the environment.”

LESS IS MORE

Further redefining the way designers approach lighting specification, NanoLED provides designers with the efficiency, flexibility and optical control needed to bridge striking aesthetics with functional application in a variety of interior installations, including residential and commercial, featuring:

- **Advanced thermal management**, achieved through a light-weight, high-performance proprietary aluminum heatsink, is designed to dissipate twice as much heat than traditional die cast aluminum, maximizing the lifespan of LEDs (50,000 hours);
- **Field replaceable light engines** in high-power, 10-watt Cree MP-L EasyWhite® 2-Step LEDs, are tightly binned for fixture to fixture CRI (color rendering index) consistency;
- **“Slide & Replace”** patent-pending LED driver sliding tray allows for a simple and user-friendly replacement of the driver, without disturbing the original infrastructure.

-more-

Additionally, through USAI's hallmark plug-and-play trim assemblies, NanoLED's high-performance fixtures can easily transition between downlight, adjustable and wall wash functions. Its three interchangeable reflectors, ranging from 20 to 52 degrees, afford users the flexibility to adjust the lighting based on task or application and its propriety low-blended optical system provides the pleasing appearance of an incandescent light source.

With the ability to replace an inefficient incandescent point source, NanoLED brings sophistication to sustainability. Proving "less is more," the NanoLED product line is available in round, square, trimmed and barely there trimless options.

USAI's NanoLED products meet the industry's most stringent standards for energy efficiency providing new options for designers to 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.usaillumination.com or call 845-565-8500. Connect with USAI on [Facebook](#) and [Twitter](#).