

# ART-BRIGHT™

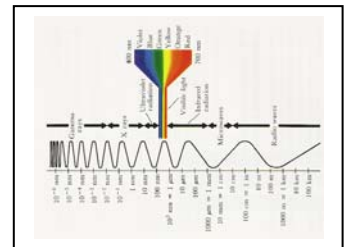
INTRODUCING THE FIRST MAGNETIC INDUCTION LIGHTING SPECIFICALLY DESIGNED FOR MUSEUMS, GALLERIES, AND EXHIBITIONS

SAVE 70% ON POWER... UP TO 600% ON MAINTENANCE!  
**ULTRA-TECH™ LIGHTING**

Full Spectrum ♦ Flicker-Free ♦ No Glare ♦

Light is the single most important element of displaying any object. From paintings and photographs to artifacts and displays, art is light and lighting is an art. From any perspective, the most perfect light is fully diffused sunlight containing the most balanced spectrum within the eye's visual range. This is why optimal gallery design maximizes daylighting. New **ART-BRIGHT™** magnetic induction lighting ("MIL") features the latest **LUMENTEC®** technology, providing these essential features:

- ♦ Full spectrum concentration in the visually perceptible range from 400nm to 700nm (visually effective lumens – "VEL")
- ♦ Tuned daylight color temperatures of 6,500K- 10,000K
- ♦ Exceptionally high color rendition index ("CRI") exceeding .90
- ♦ Truncated UV to protect artwork from light-induced damage
- ♦ No flicker, hum, resonance or harmonics
- ♦ Ultra nano diffusion reflector technology with full dispersion
- ♦ **No dispersed mercury, no hazardous materials handling**



With **LUMENTEC®** spectral tuning technology, the absolute true colors, contours, and textures of artwork is maximized. Unlike LEDs or fluorescents, there is no high frequency flicker that can cause "strobe effect." Studies show a 5% to 20% increase in visual perception and even enhanced alertness. Consider the differences at a glance:

FEATURES	MH	Fluorescent	LED	<b>ART-BRIGHT™</b>	Other MIL
100,000 hour lifecycle (11 yrs @ 24hrs/365 days)	No	No	No	<b>YES</b>	Yes
Up to 70% energy savings	No	Some	Some	<b>YES</b>	Some
<b>LUMENTEC®</b> Technology	No	No	No	<b>YES</b>	No
Low temperature operation	No	No	No	<b>YES</b>	Yes
Instant strike - no warm up or cool down	No	No	Yes	<b>YES</b>	Yes
Full Spectrum with CRI > .90	Few	No	No	<b>YES</b>	Some
Negligible "In-Rush" current	No	No	No	<b>YES</b>	YES
Color Temperatures up to 10,000K	No	Rare	No	<b>YES</b>	Some
Exceptionally high power factor > .95	No	No	Some	<b>YES</b>	Some
Unparalleled Warranty 5 years 50K hrs	No	No	No	<b>YES</b>	Some
Fully recyclable, no special disposal	No	No	No	<b>YES</b>	Yes

(Please turn page...)

## The Better Energy Efficient Lighting –

Many museums, galleries, and exhibition halls have adopted LED lighting without knowing all the facts. LEDs can be dangerous to the eye as revealed in the research of Dr. Celia Sánchez-Ramos of Complutense University (Madrid, Spain) regarding directly viewing unshielded LED lighting. Simply put, the intense concentrated light of LEDs can permanently damage the retina, causing blind spots and color de-sensitivity. Equally important, LED's have a heavy blue spectral bias with excessive amounts of ultraviolet (UV) that can damage artwork.



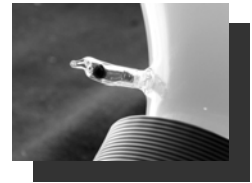
Art-Bright™ lighting is more efficient and provides the closest spectrum to northern diffused sunlight. Now you can eliminate glare and hot spots while achieving remarkable clarity and color rendition. Compare the photo



on the left using conventional overhead lighting to the same picture under Art-Bright™. Get the picture?

## Really saves up to 400% to 600% on maintenance –

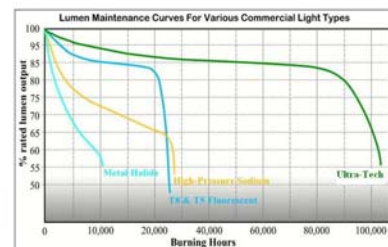
Typical metal halide and halogen lamps have a bulb life of less than 10,000 hours while LEDs claim they may last 20,000 hours. In truth, LEDs are so new that they simply don't have a track record. Art-Bright™ has a remarkable and provable lifecycle exceeding 100,000 hours. Art-Bright™ fixtures last 1,000%... ten times longer than high intensity discharge (HID) technologies and 500% longer than most LEDs. When considering labor and inventory overhead associated with maintenance, overall savings average 600%. Equally important, *there is no dispersed mercury which means no special handling*. The solid amalgam slug is removable and recyclable.



A small solid mercury amalgam ball is easily and safely snapped off for recycling. Magnets are recyclable metal and the remainder of the bulb is disposable glass.

## Better Service Lifecycle –

Equally important, Art-Bright™ lighting retains more than 90% of its luminosity over the 100,000 hour lifecycle while LEDs and HID's rapidly deteriorate from the first moment they are installed and turned on. This means the performance you think you're getting from other lighting may be *far less* and not what you paid for! This is vitally important for outdoor recreation areas where light quality and intensity is critical to the athlete and spectator experience.



Graph of lumen maintenance of lamp lifecycles.

## Don't Wait! Act While Government and Power Utility Incentives are in Place!

Depending upon your lighting configurations and power utility, your facility may be entitled to special incentives that can be worth as much as 20% or more of the entire project cost. Government grants, utility rebates, and fungible tax incentives have never been better.

**Call now for an evaluation. Contact:**  
**Philip Gotthelf (201) 784-1233 x 100 (office)**  
**(201) 4012-6068 (cell)**  
**Inquiries: [info@ultratechlighting.com](mailto:info@ultratechlighting.com)**