

## DIAMONDS ON YOUR CEILING

### ***PhotonStar introduces its innovative Signature Range with stunning £250,000 gold and diamond LED downlighter***

16<sup>th</sup> July 2008 – PhotonStar LED, the UK-based performance eco-lighting designer and manufacturer is launching a stunning “Signature Range” of innovative and energy-efficient lighting products. The highlight of this new top-end designer range is a £250,000 designer LED luminaire ceiling downlighter, set in a blend of white and yellow 18K gold with 35 carats of glittering diamonds.



PhotonStar’s high-end jewel-encrusted “Signature Range” is the first designer collection within the company’s respected Performance Ecolighting CeilingStar LED luminaire range. Performance Ecolighting uses state of the art technology to save energy, reduce waste and provide quality illumination needed for a comfortable working or living environment.



The gold and diamond PhotonStar Signature Range is designed in the UK by Stuzanne of Hatton Garden. Stuzanne is renowned for its high class bespoke diamond jewellery for private clients that include royalty and international celebrities. As well as the luminaire featuring 18k white and yellow gold with 35 carats of diamonds, Stuzanne will also create an option of a smaller version encrusted with around 275 stones – over 50 carats of diamonds - for PhotonStar.

For those who want a more affordable eco-lighting solution, PhotonStar’s standard range of CeilingStar LED lighting for residential and commercial applications offers environmentally-friendly units from £35 + VAT. Over its lifetime a PhotonStar LED will save you over £280 in energy costs.

The PhotonStar LED range is focused on quality, energy-efficiency, longevity, zero maintenance and reducing environmental impact. With an

operational lifetime in excess of 25 years under normal usage, they make changing a light bulb a thing of the past.

This impressive guarantee of low energy performance, combined with beautiful, aesthetically-pleasing designs, is set to make the new top-end designer Signature Range extremely attractive to high-end developers and 7\* hotels – or extremely wealthy individuals.

Over the coming months an additional, mid range designer collection is being introduced to meet the needs of other discerning customers looking for high quality ecolighting. PhotonStar's Signature and designer collections will offer much more than just good looks – they are stand-out, highly desirable, luxury products that will impress observers while offering excellent performance and low maintenance to the installer.

"The Signature Range is where bespoke high end jewellery meets high performance LED lighting," says Dr James McKenzie, chief executive officer of PhotonStar LED Ltd: "With diamonds arranged to glow and sparkle when the light is on, it's the ultimate way to illuminate those who expect the best in life – and in light."

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### **About PhotonStar LED Ltd**

The company, headquartered in Southampton UK, was founded in 2007 by Dr James McKenzie and Dr Majd Zoorob with the aim of producing world class LED lighting products for general illumination. PhotonStar made its product debut at ARC '08 launching the first of its Performance Ecolighting products, the CeilingStar5-IC, a downlighter for use in fully insulated ceilings. The CeilingStar5 produces 490 Lumens at thermal equilibrium from 11W of circuit power in either warm white or neutral white. PhotonStar LED Ltd has recently acquired an operational optical characterization lab able to handle LED technology from the LED die, through LED modules to the luminaire.

## **About PhotonStar's Performance Ecolighting CeilingStar range**

These innovative products provide low energy illumination grade LED lighting – a superior replacement for MR16 and GU10 ceiling downlighters. With an operational lifetime in excess of 25 years under normal usage, they are zero maintenance. In addition they contain the most efficient, ultra bright, long life (50,000-100,000 hours) LEDs available today. They are available in Bright - 4W (equivalent of a 20W MR16 or a regular 40W incandescent bulb) and SuperBright – 9W (equivalent of a >35W MR16 or a regular 65W incandescent bulb). Both versions are available in WarmWhite and NeutralWhite light outputs for use in insulated or non insulated ceilings. There are dimmable versions too. The CeilingStar 5 is IP65 so can be used in zones 1, 2 and 3. This energy saver is EU 'A' energy rated and conforms to Part L. The product is manufactured in the UK and is backed with a 5 year guarantee.

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