



# Better for your brain

Makes waking hours more **productive**  
and resting hours more **relaxing.**

## Value proposition

### Back to the Nature!! " Health, Color and Visibility "

#### 1. Health & Well-being

Circadian rhythm  
(Alertness & sleep)

#### 2. Exact & True Color

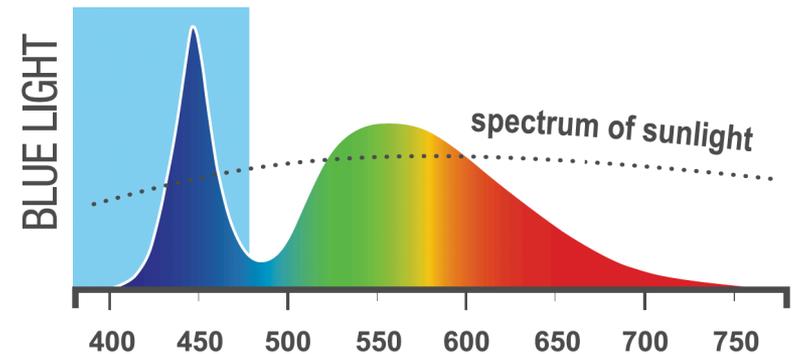
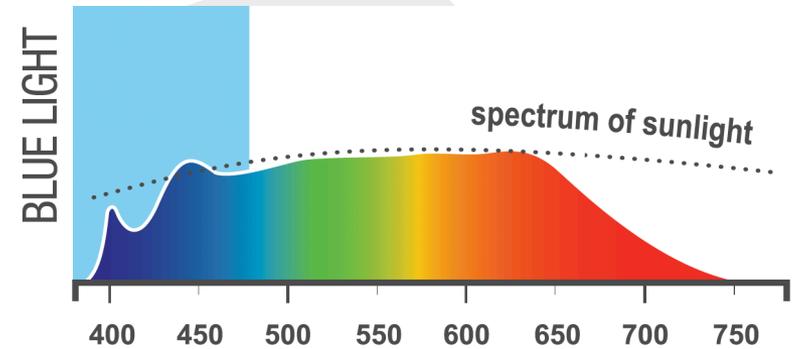
Natural light  
(Sun Spectrum)  
TM30 Rf > 96

#### 3. Good Visibility

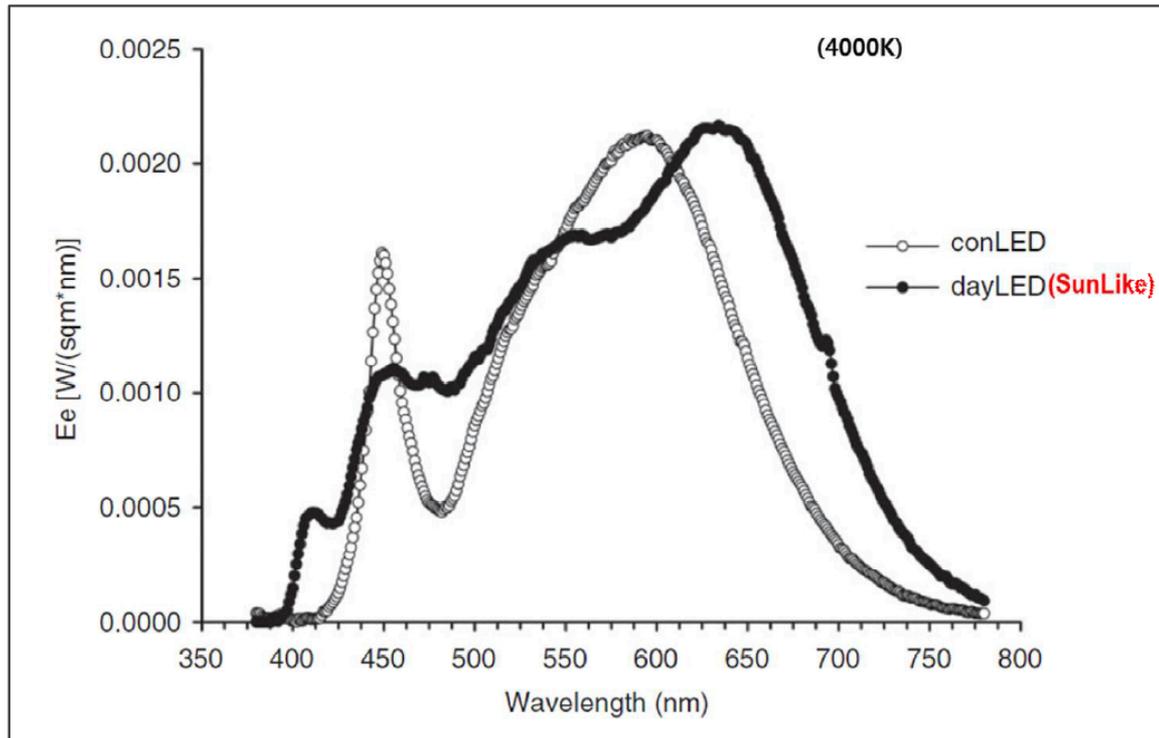
Lower diffuse reflection  
Higher contrast  
Less glare

Mimics the natural appearance of sunlight without the "blue spike" seen in most commercial LED products

- Reduces distress caused by harsh lighting for improved well being
- Improves visibility
- Renders exact colors

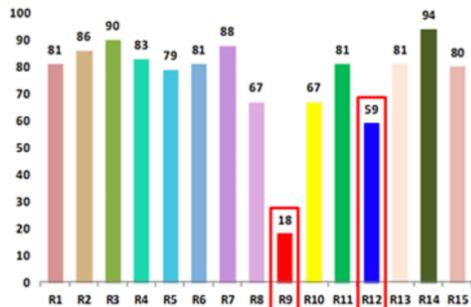


# Wavelength Comparison

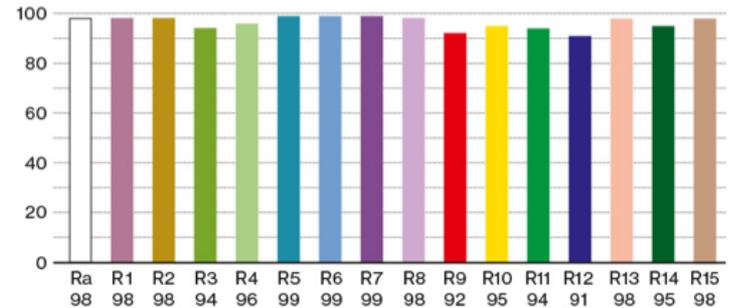


4000K product and  
Conventional, 80 CRI LED & Solistic

# General LED VS Natural Blue R Values



General White LED CRI Values



Mimics the natural appearance of sunlight without the “blue spike” seen in most commercial LED products

- balanced R values



- T8 Type A (1,854) & Type B LED Tubes (1,924) - NOW
- Starlight - NOW (1,047)
- Table Lamp – NOW (415)
- A19 – July
- BR30 – July
- PARs - July
- DT series – July