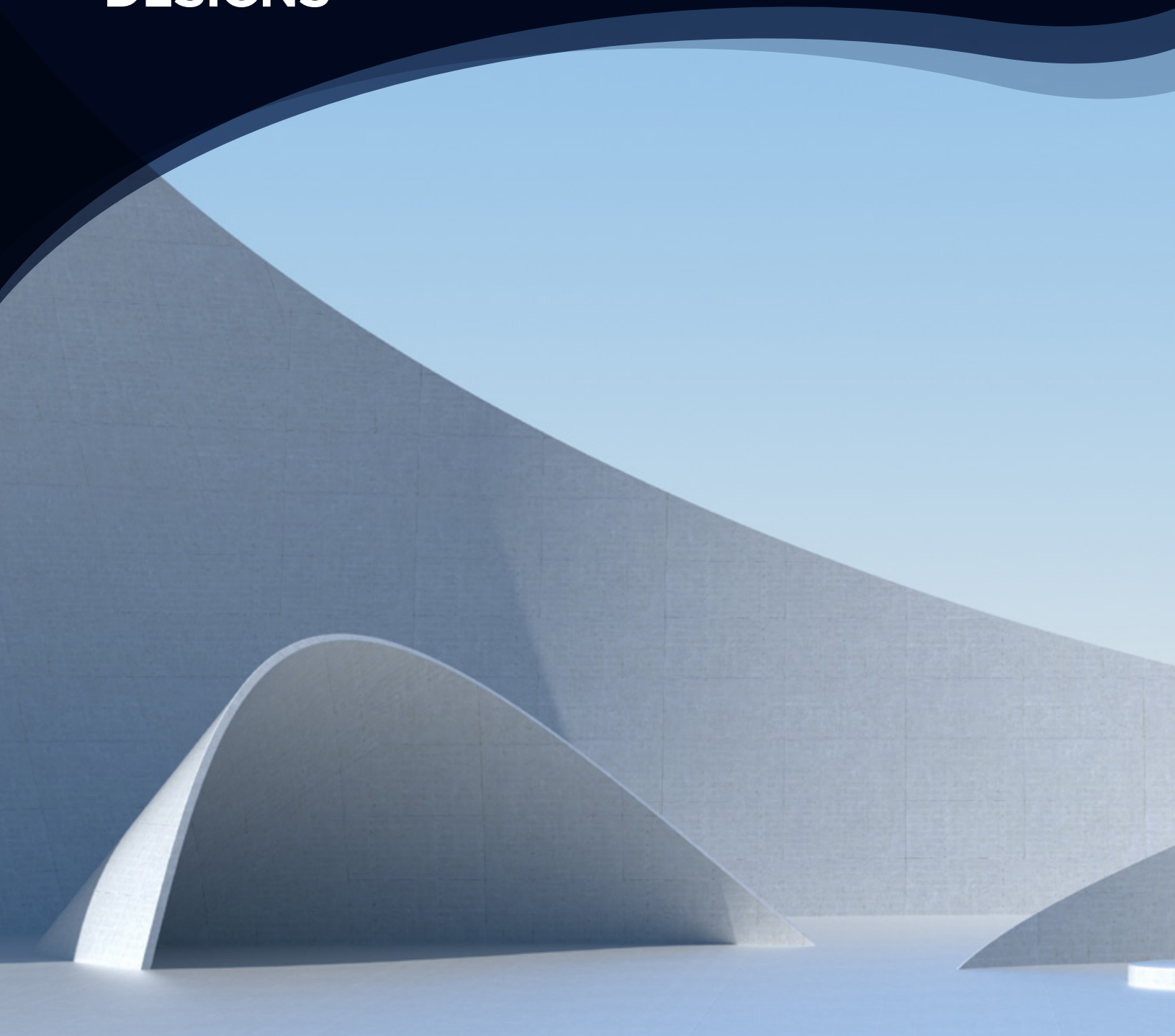
AMERICAN BRIGHT

CASE STUDY

AMERICAN BRIGHT IS LIGHTING THE WAY FOR HIGH-END ARCHITECTURAL DESIGNS



THE AC LED MODULES ARE KEY FOR CREATING INTERIOR LIGHTING WITH WARMTH AND ATMOSPHERE.

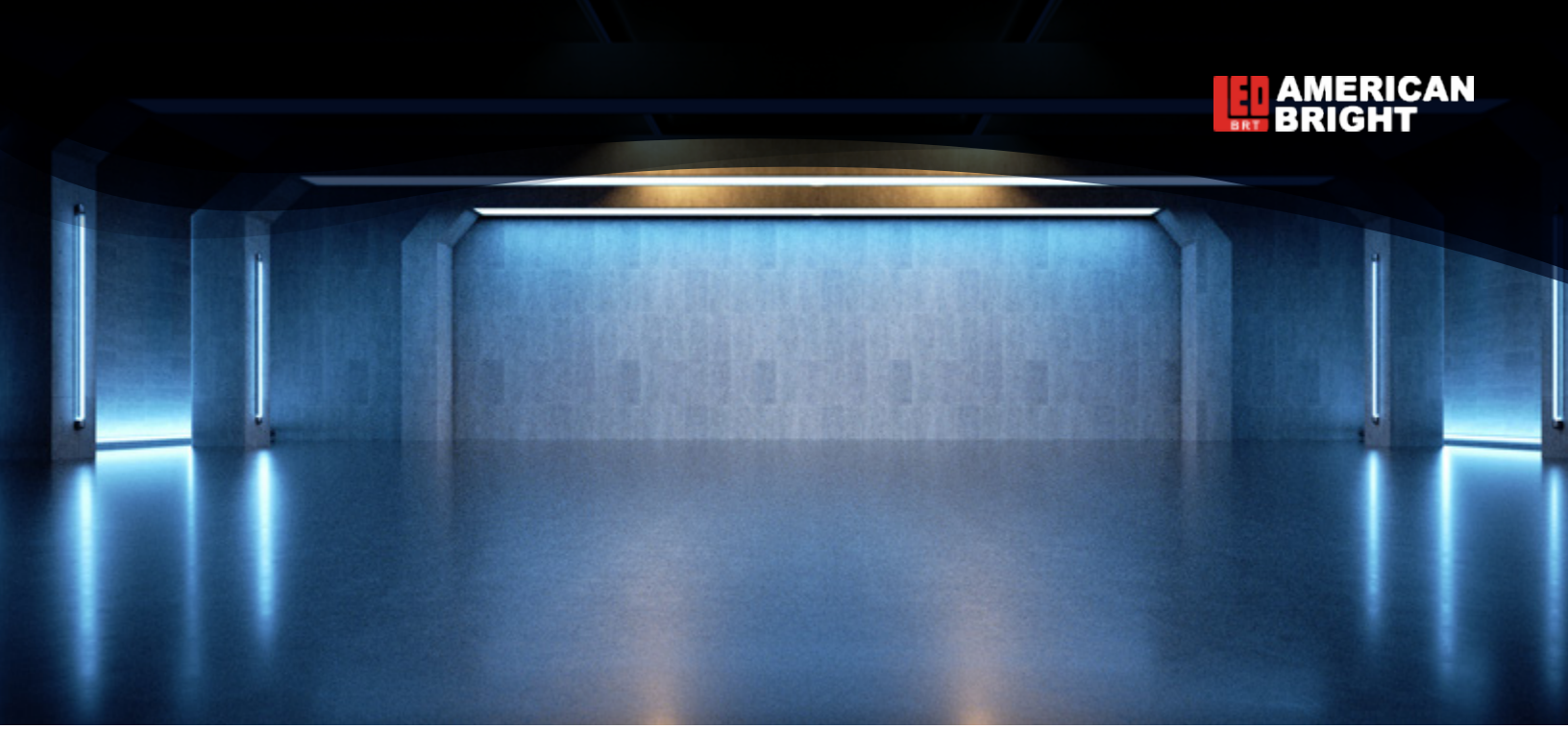
INTRODUCTION

When a high-end lighting fixture design company based in New York City was faced with the prospect of purchasing thousands of LED components to develop their upscale interior lighting fixtures, they knew that they needed to work with a company that had profound understanding of Line (or High) Voltage AC technologies, extensive selections of LED correlated color temperature (CCT) choices ranging from warm to cool white, wattages, different printed circuit board (PCB) shapes and dimensions, and low minimum order quantity (MOQ) for each type. This led them to partner with American Bright.

THE GOALS

Architects and interior designers often need something new and unique when specifying interior lighting systems for buildings. For these situations, they turn to the client for their needs. The client, in turn, provides these customers with aesthetic and energy efficient lighting fixtures based around LED components. These fixtures need to create atmosphere, be simple to install, and offer a wider selection of color temperatures than many other available products.

American Bright allows the client to meet these goals by providing AC LED modules that conform to all North American safety standards (UL). American Bright's product offerings include a wide selection of standard line voltage AC modules — but selecting the specific version that meets a client's needs requires technical expertise. American Bright's in-house LED specialists and engineers have state-of-the-art knowledge about the latest in LED technology and can use this knowledge to support a customer's lighting design requirements. Another advantage of working with American Bright is their ability to work with low-volume orders for mid-level manufacturers. The client can therefore obtain high-end components without the unnecessary expense that would be associated with a high minimum order requirement.



CHALLENGES AND SOLUTIONS

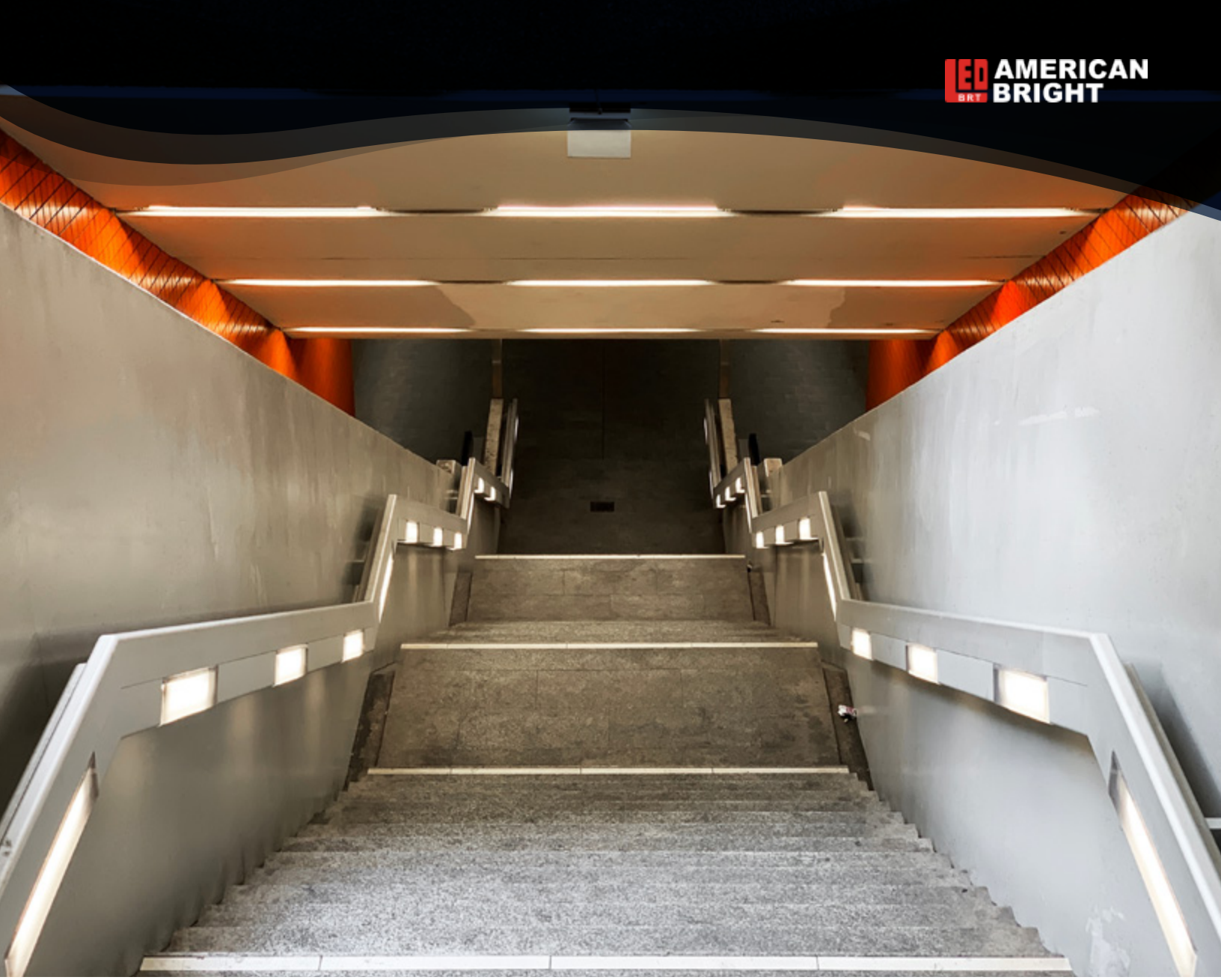
The client's compact, sleek, and aesthetic lighting fixtures have gained a reputation for elegance, quality, and versatility. By offering models that are easy to install and have a range of color temperatures, brightness levels, and sizes, these fixtures distinguish themselves in helping to create an environment that is suitable for use in residential, hotel, and office settings.

However, such small and sleek designs require that an LED module is embedded directly into the lighting fixture, without requiring a separate power supply adaptor. The power adaptor — a key component for allowing many common LED products to connect a standard wall electrical socket — is often a bulky component that takes up space and limits the utility of off-the-shelf DC LED products for use in smaller fixtures. As a result, the client requires an AC LED module which does not require a separate power supply adaptor.

These requirements are not a problem for the products of American Bright. Their AC LED modules fit directly into the client's lighting fixture, allowing for an integrated product that plugs directly into a wall socket. The company's line voltage AC LED Module is a simple and reliable solution for general lighting with 120 Voltage AC direct input (230 VAC is also available). It obviates the need for a bulky LED driver or power supply adaptor and simplifies the client's manufacturing process.

The line voltage AC LED module offers high efficiency and dimmable lighting capability packaged into a compact size, that offers uniformity and configurability in an all solid state package. It is available in 4- to 36-Watt modules with correlated color temperatures (CCTs) ranging from warm (3000K) to cool (6000K). American Bright also offers customized solutions to meet the client's requirements and can provide the LM-80 (6000 hours) completed reports that describe how the lumen output and color of the selected LED components change over time. The modules come in circular (0.87 to 12 inch diameter), square (3 inch sides), and linear (6, 11, and 22 inch length) shapes.

American Bright helps the client save time and money while ensuring that the entire lighting fixture meets industry health and safety regulations. Because the lighting system already meets the regulatory standards recognized by the USA and Canada (UL and cUL), the time required for approval of the completed lighting fixture is greatly reduced. Further, the AC LED Module is environmentally friendly: it is compliant with European hazardous material restrictions (RoHS) and chemical substance risk identification and management (REACH).



BUSINESS SUCCESS

The result has been a resounding success. American Bright worked with the client to find an AC LED Module solution that was perfect for their lighting fixture designs. The client praised American Bright's engineering support and expertise while selecting the right product. Additionally, the client loved the high quality of the components and the ease of doing business with the company. The standard American Bright product reduced the client's lead time for bringing the design to market and simplified the manufacturing process. The client intends to return to American Bright for future projects.

American Bright has again proven its ability to help high-end designers find the right solution for their lighting needs. With its extensive experience in engineering and helping clients to find a lighting solution from conception to creation, the company will continue to bring "bright ideas and brilliant solutions" to every industry worldwide. Make American Bright your first choice partner for creative, cost effective, and high tech lighting designs.

AMERICAN BRIGHT
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