

LEDVANCE.ASIA



NATURAL LIGHT
FOR NATURAL LIFE

ILLUMINATING YOUR
WORLD, NATURALLY



LEDVANCE is licensee of product trademark
OSRAM for lamps products in general lighting.





WHAT IS NATURAL LIGHTING?

Natural lighting refers to artificial lighting that is specifically designed to replicate full-spectrum daylight. Natural lighting improves our sense of well-being and the accuracy of the objects we perceived. On-going studies show that natural lighting is beneficial for reading. It improves our concentration as well as alertness at school and at work.

WE NEED NATURAL LIGHT

There is no life without light – since the early evolution of humans, we have had an intrinsic affinity to natural sunlight. On a nice day, we like to step out and soak in the sun. We try to imagine what our clothes or makeup would really look like in natural light. In short, our lives revolve around Natural Light.

THE IMPORTANCE OF NATURAL LIGHT

Ever since the advent of artificial light, we have gotten used to compromising on what is normal or natural. LEDVANCE TruWave Technology™ offers a natural lighting solution that brings in the comfort of natural lighting that makes us feel warm, safe, relaxed, content, happy and energised, so you no longer have to compromise with unnatural artificial lighting.



LIVING

Life needs Natural Lighting even after sunset or indoors. It helps keep our internal clock running smoothly, no matter the time.



EMOTION

Life needs Natural Lighting to combat the blues during rainy days, lifting our mood even through the gloomiest days.



WORK

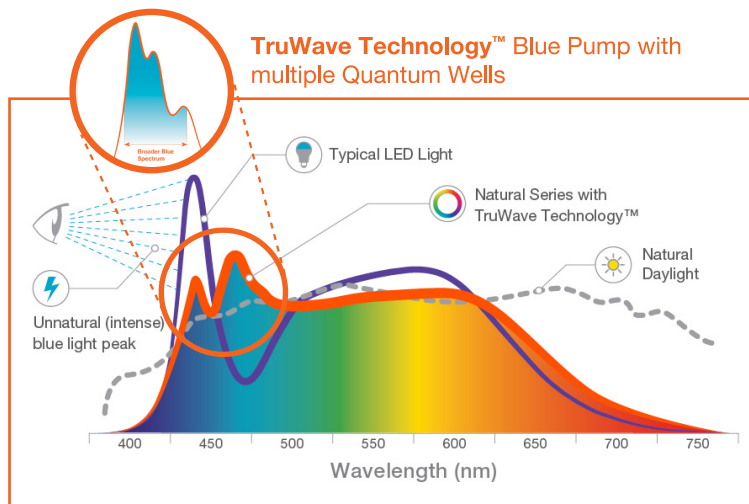
Work needs Natural Lighting to keep night-time workers focused on their tasks, keeping them going through the night.

NATURAL LIGHTING WITH TruWave Technology™

TruWave Technology™ is a new LED technology that provides light closer to Natural Light. Implementable anywhere to improve comfort and overall well-being, long even after the sun has set, this innovative technology brings natural light indoors for natural living.

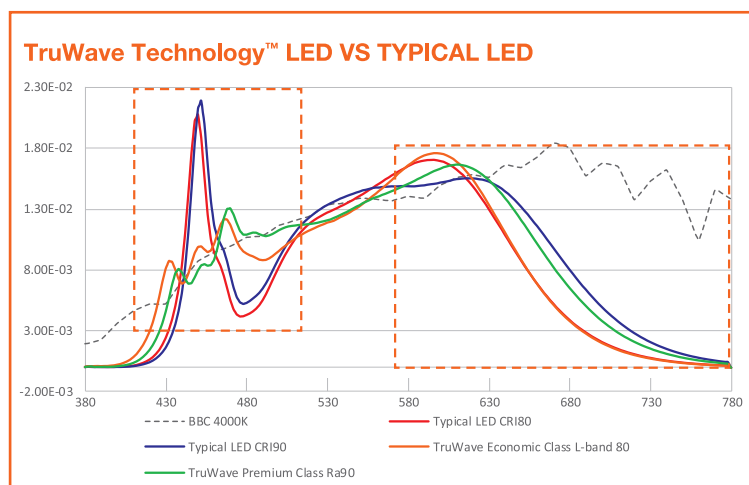
WHAT IS TruWave Technology™

TruWave Technology™ mimics the natural daylight spectrum through delivering the full spectrum of light, while simultaneously delivering the comforting qualities of natural daylight. Some of these comforting qualities are achieved by avoiding the typical flaws of artificial lighting systems.



HOW DOES TruWave Technology™ WORK?

TruWave Technology™ emits artificial light closer to natural light by combining unique chip, phosphor and packaging technology. Using a different approach with multiple quantum wells, the short wavelength blue energy is spread across three less-intense peaks, resulting in a broader, less intense blue emission which matches the natural light spectrum.



THE DIFFERENCES BETWEEN TruWave Technology™ LED AND TYPICAL LED

TruWave LED imitates the natural light spectrum and wavelength intensity by flattening the blue peak and filling up the blue valley. This unique technique creates a balance in the blue spectrum to achieve the natural light spectrum. TruWave Technology™ LED lights have light spectrum that matches the natural for a more natural light with rich color.

Through emitting a broad, balanced colour spectrum with lowered blue light intensity, TruWave Technology™ is thus capable of mimicking natural light and offers a balanced light spectrum.

WHY TruWave Technology™?

As a great alternative to natural light, TruWave Technology™ is able to bring about the benefits of natural light even indoors. Here are some of the ways this technology can benefit you.

TruWave Technology™ BENEFITS:



SUPPORTS BETTER SLEEP / WAKE CYCLE

Through mimicking the natural light spectrum, these lights can support the human circadian system and allow for a better sleep/wake cycle, perfect for areas where people spend most their time.



PROTECTS YOUR EYES

By removing the intense and unnatural blue light peaks, these lights can reduce both glare and eye strain, benefiting environments that require comfortable lighting over long period.



BOOSTS ATTENTION & ALERTNESS

As these LED lamps emit a balanced blue light, this helps with focus and attention during both daytime and night-time activities, making it suitable for professional settings.



IMPROVES MOOD AND LIFE QUALITY

Natural light can improve our sense of well-being and boost our mood, creating an uplifting environment no matter the weather, and helping room occupants to feel more at ease.

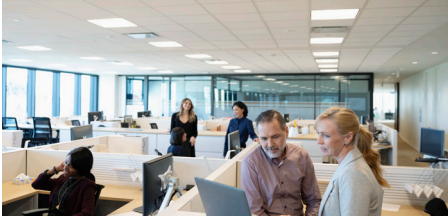
IMPROVING THE QUALITY OF LIGHT OVERALL

The multiple benefits of Natural Lighting make TruWave Technology™ suitable for just about any environments and settings, creating an overall improved quality of light.

IDEAL FOR SEVERAL APPLICATIONS

LEDVANCE TruWave Technology™ delivers great value in numerous applications with its innovative approach of closely matching natural light. TruWave Technology™ improves a sense of well-being and comfort, by offering light quality that humans generally prefer.

Today, 87% of normal routines are conducted indoors, with lack of exposure to natural light during the day. TruWave Technology™ products mimic the preferred human-centric spectrum of natural light to offer the most conducive ambience for various applications.



OFFICE

By mimicking the preferred human-centric spectrum of natural light, TruWave Technology™ products improve productivity and optimal visual comfort for the well-being of employees.



EDUCATION

TruWave Technology™ products can be beneficially installed in schools, classrooms and other learning areas to reduce eye strain and improve concentration of student for an optimal learning environment.



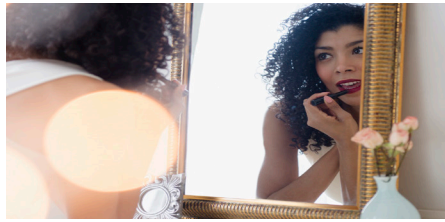
RETAIL

Through producing superior colour rendering with its natural light spectrum, these advanced LEDs provide standout presentations and offer visual comfort great for both people and businesses alike.



INDUSTRY

Attuned to both visual and non-visual benefits of natural light, TruWave Technology™ delivers a competitive performance advantage to modern supply chain.



RESIDENCES

The benefits of TruWave Technology™ full-spectrum natural light promote balance within our bodies' internal-clock, making it a perfect home lighting solution to illuminate us through our days and nights.



HOSPITALITY

TruWave Technology™ can be a great addition to any hospitality sector, with its capability to create a welcoming feeling and delivering emotional well-being that helps guests to relax, even in totally new environments.

LEDVANCE UNVEILS THE NEW PLASTIC-FREE PACKAGING*



LEDVANCE introduces a bold new eco-friendly packaging that elevates your shopping experience with us. Sporting eye-catching icons, colour coding for easy identification and product selection, the new packaging is made from 100% recyclable cardboard and is 100% plastic-free.

- 100% PLASTIC-FREE
- 100% RECYCLABLE CARDBOARD



*New product packaging will be launched in the 3rd quarter of 2021.

ABOUT LEDVANCE

With offices in more than 50 countries and business activities in more than 140 countries, LEDVANCE is one of the world's leading general lighting providers for professional users and end consumers. Having emerged from the general lighting business of OSRAM GmbH, LEDVANCE offers a wide-ranging assortment of LED luminaires for a broad spectrum of application areas, intelligent lighting products for Smart Homes and Buildings, one of the largest LED lamps portfolios in the industry as well as traditional light sources.



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