



SORAA[®]
Simply Perfect Light[™]

SUMMER 2014



Cover Photo Lighting: DHA Designs / Victoria and Albert Museum—London
Photo: Joel Barhamand Lighting: Building Hero; Wiedenbach Brown / Haute Hippie—New York, NY

A PASSION FOR PERFECTION

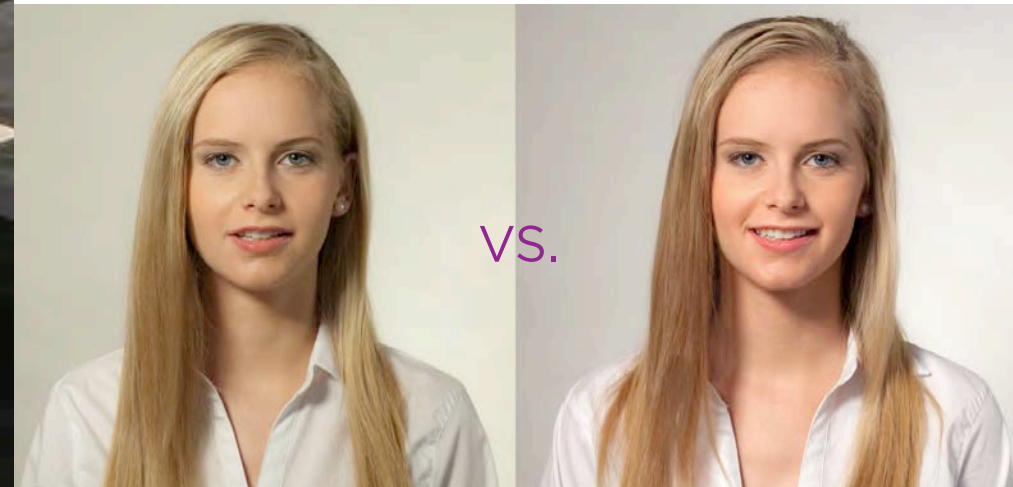
SORAA was founded by passionate people. This team of experts in the world of engineering and semiconductors defied conventional wisdom to create GaN on GaN™ LEDs with PERFECT crystalline structures. And because it's perfect, the LED they created attains a quality of light unmatched by any other: full-visible-spectrum light with unprecedented rendering of colors and whites. With these exceptional LEDs, SORAA makes lamps with perfect color and perfect beams.

SORAA IS PERFECT LIGHT

Like the sun, SORAA light contains every color in the visible spectrum, revealing the true, vivid colors in your environment. You no longer need to settle for “good-enough” light quality or spectral tricks. SORAA’s energy-efficient lighting means settling for nothing less than the best.

SPECIFIABLE SOLUTIONS

- Violet-emission 3-Phosphor (or VP₃) technology for full-visible-spectrum light
- VP₃ NATURAL WHITE ensures true and accurate rendering of whites
- VP₃ VIVID COLOR for 95 CRI and VIVID rendering of reds
- POINT SOURCE OPTICS provide uniform beams of high intensity, and clear single shadows
- Robust, safe operation in indoor and outdoor enclosed fixtures
- Tried and tested dimming compatibility
- Award winning SNAP SYSTEM™ opens up endless design possibilities



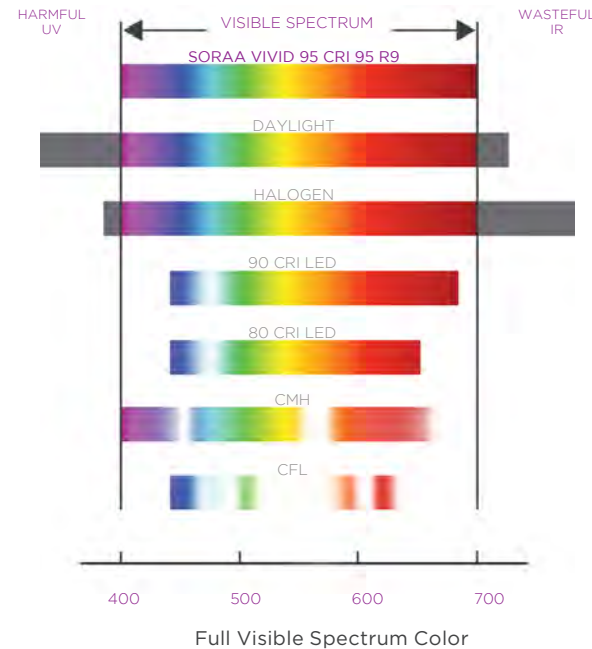
SEE TRUE
COLORS WITH
SORAA VIVID

Left Photo: Other LEDs
Right Photo: SORAA LEDs

THE SORAA DIFFERENCE

IT'S THE TECHNOLOGY

All SORAA GaN on GaN™ LED lamps feature our unique VP₃ and POINT SOURCE OPTICS technology. VP₃ (Violet-emission with 3-Phosphors) technology leads to full-visible-spectrum light, which reveals the magic of whiteness and colors in every environment. POINT SOURCE OPTICS gives you beautiful, uniform beams of high intensity.



VP₃ VIVID COLOR

Violet-emission with 3-Phosphors makes SORAA's spectrum complete and continuous, with no gaps in red or cyan. This is VP₃ VIVID COLOR, with 95-CRI and 95-R9. It enables a TRUE rendering of the myriad colors in our world. No surprises—the colors you see are the colors you get.

VP₃ NATURAL WHITE

SORAA's VP₃ NATURAL WHITE technology uses violet light to fill in the visible spectrum from 400nm to 440nm, which is unique in the industry. Clothing, cosmetics, paper, appliances and even people's teeth need violet light to perfectly render the infinite range of shades that we call "white".

POINT SOURCE OPTICS

The ability to control light is a powerful tool. Combining SORAA's unique point source with sophisticated folded optics ensures very high peak intensity, sharp single shadows, uniform color across the beam, and soft shouldered beams.

WORKS EVERYWHERE

Toughness is built right into the crystal structure of the GaN on GaN™ LED, so it drives hard and keeps going in heat, cold, dry and damp. You can use it in enclosed fixtures, in damp locations, and outdoors. It's dimmable, and works with a wide range of dimmers and transformers which you can find at www.SORAA.com.

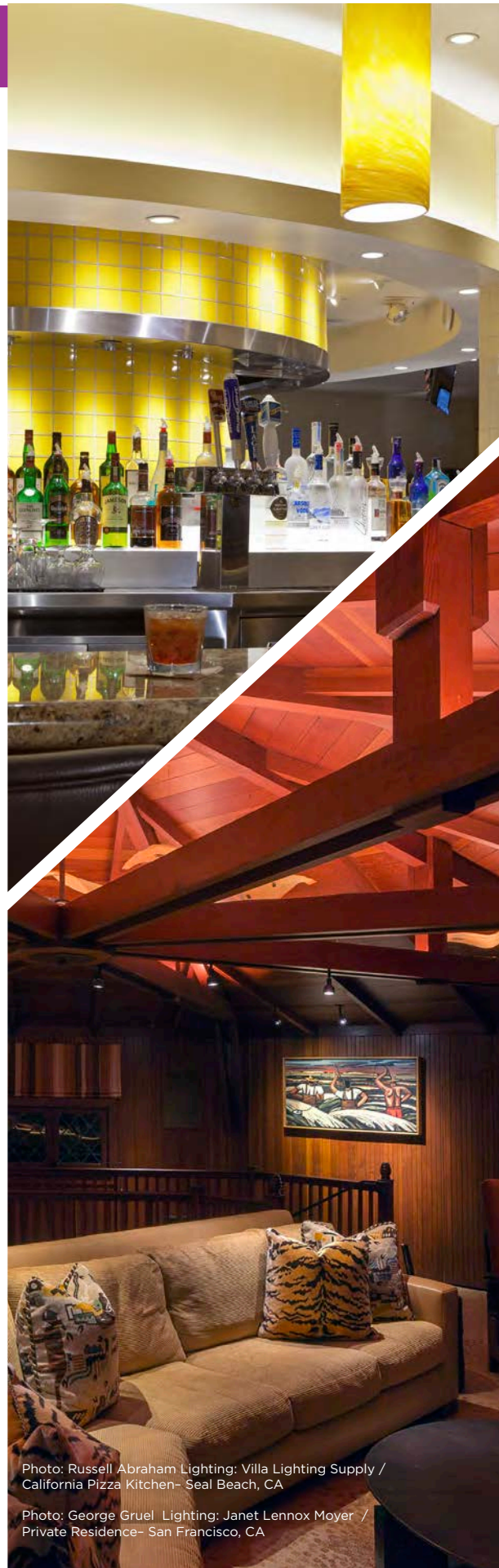


Photo: Russell Abraham Lighting: Villa Lighting Supply / California Pizza Kitchen— Seal Beach, CA

Photo: George Gruel Lighting: Janet Lennox Moyer / Private Residence— San Francisco, CA

2014 PRODUCT OFFERING

SORAA's gorgeous full-visible-spectrum color comes in a wide range of sizes, color temperatures and beam angles. This abundance of options allows you to create any environment—from romantic candlelight, to impactful retail lighting, to energizing daylight.

MR16

The lamp that changed everything. Designed for those who demand the highest quality light on the planet, SORAA MR16s are available in the 12V GU5.3 version as well as the 120V and 230V GU10 versions. The only LED MR16 featuring VP₃ and POINT SOURCE OPTICS technology.



PAR30

Perfect just got larger! SORAA offers a full range of 120V LED PAR 30Ls and PAR 30Ss powered by its GaN on GaN™ LEDs. Like all SORAA lamps, they employ VP₃ and POINT SOURCE OPTICS technology for perfect light in retail, hospitality and residential applications.



PAR38

When it comes to Simply Perfect Light, bigger is better. Our 120V PAR38 lamps achieve 1000 lumen output with VP₃ VIVID COLOR and VP₃ NATURAL WHITE technology. SORAA now perfectly fits PAR38 fixtures.



AR111

You asked, we delivered. For those who demand perfect light in the low-profile AR111 form factor—we present the SORAA AR111. The AR111 is an important lamp for retail lighting, requiring narrow spots, crisp beam edges, and no glare. SORAA's 8° AR111 with VP₃ and POINT SOURCE OPTICS technology is the only LED product that matches halogen levels.

SNAP SYSTEM

Redesigning is a SNAP. The award-winning SORAA SNAP SYSTEM™ is the first LED lamp/accessory solution that is optimized to work as an integrated system. Based on high brightness single source GaN on GaN™ LED technology combined with an innovative set of magnetic filters and lens attachments, it completely redefines accessory application.



“We love the smart SNAP System that provides us lighting designers with endless possibilities and huge flexibility to change the spread and color temperature of our LED, without having to change our source. We are also looking forward to having Soraa’s AR111, especially for its high power performance, its dimmable aspect and of course the great flexibility of the SNAP System.”

Johan Sustrac,
CEO and lighting designer, Distylight, www.distylight.com

“Soraa is the first to deliver an LED MR16 product that meets and surpasses halogen sources in output and color rendering. This is an invaluable tool for designers, and opens up a whole new world of lighting for restaurants.”

Derry Berrigan,
Lighting designer, and founder of LightThink University



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For more information visit www.soraa.com

Information and specifications subject to change.
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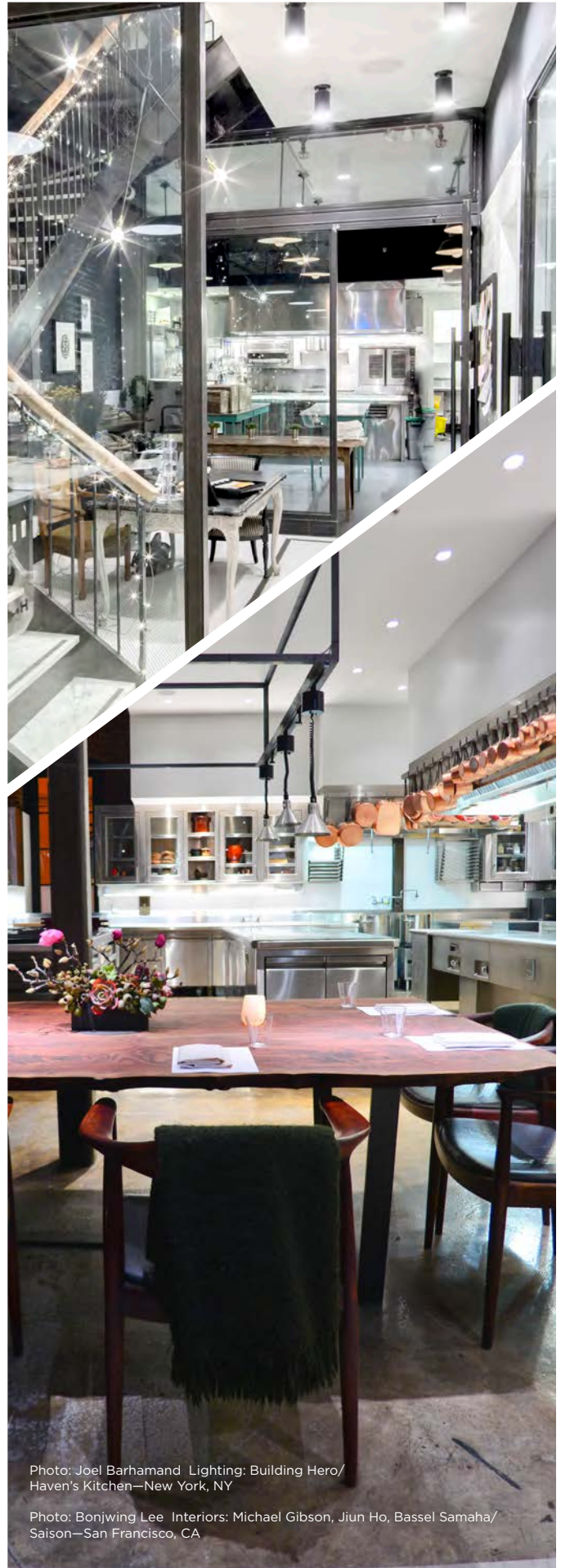


Photo: Joel Barhamand Lighting: Building Hero/
Haven's Kitchen—New York, NY

Photo: Bonjwing Lee Interiors: Michael Gibson, Jiun Ho, Bassel Samaha/
Saison—San Francisco, CA