



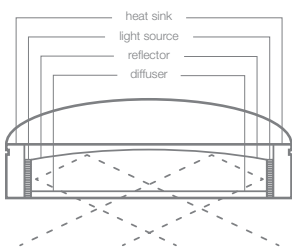
Seeing is believing.

dash: a technical comparison

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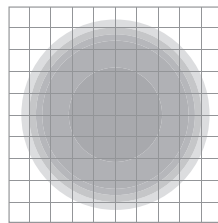
# All LED lighting is not equal.

Poor lighting produces insufficient light, improper contrast, glare, and inadequate distribution of light. The result can be years of eyestrain that lead to headaches and discomfort and minimize an employee's effectiveness in the workplace. dash provides a uniform pool of light, reducing contrast, minimizing glare and shadows, and improving worker comfort.



## Improved Optics

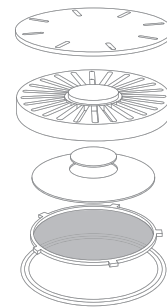
A goal for dash was a configuration comprised of light source, reflector and diffuser that would cast an even pool of light while allowing for effective heat management. Difficult-to-control light concentration and poor heat management proved to be obstacles in early design iterations. dash LED lighting is best served by a ring configuration characterized by a concave shape and a combination of direct and indirect light. Lamp placement is evenly distributed along the perimeter of the head, resulting in optimal light quality and heat management and allowing for a slim head design.



*dash*

## More Uniform and Usable Light

A light pool study was conducted in order to develop an LED lamp that casts even intensity across its light pool. Upon analysis, a number of lamp options were found to concentrate their intensity toward the center while falling off toward the perimeter. These characteristics create "hot spots," glare and excessive shadows leading to eyestrain. In contrast, dash provides a more consistent intensity across the light pool, reducing eyestrain and increasing productivity.



## Cool to the Touch

LED lamps create light volume equal to or greater than alternative sources. However, optimal design integrates an effective heat management system in order to maintain life span and color output. The dash lamp's head utilizes a convection airflow solution that minimizes heat transfer so as to avoid becoming overly hot to the touch. In addition, the dash lamp's 3500K color temperature is pleasing to the eye and consistent with the temperature of a majority of ambient lighting systems in use today.

**Competitor A LED**

- central hot spot
- narrow channel of usable light
- high contrast and shadowing

**Competitor B LED**

- unnatural color temperature
- uneven distribution of light

**dash**

- even, broad distribution of light
- pleasing color temperature
- no shadowing, natural contrast





#### Good for the Planet

The dash task light is the first freestanding LED task lamp to achieve BIFMA Level 1 certification. It is 97% recyclable and comprised of 32% recycled content. The dash LED is mercury-free and its fixture PVC-free. Drawing 8 watts of energy, dash uses up to 25% less energy than other lights while producing higher-quality light, which in turn lowers its cost of use.

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