

## ▶ Press Release



**xoolum™**  
red dot: best of the best



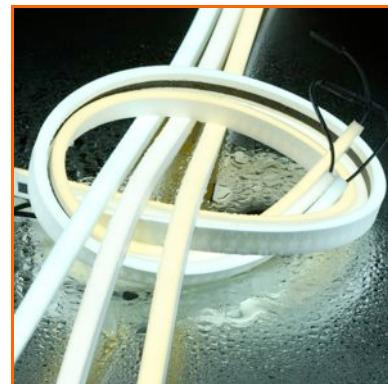
reddot design award  
best of the best 2012



**VarioLED™ OCEANOS**  
red dot award: product  
design 2012



reddot design award  
winner 2012



**VarioLED™ Flex VENUS**  
red dot award: product  
design 2012



reddot design award  
winner 2012

### red dot design award: Shining products of LED Linear GmbH win triply the OSCAR among Design Prices

*Three times rewarded with the OSCAR among the Design Prices. The outstanding design of the LED Linear products persuaded red dot Design Award. The product xoolum™ gains the award „best of the best“. The products VarioLED™ Flex VENUS und VarioLED™ OCEANOS were recognized with “red dot award: product design 2012”.*

**LED-Linear GmbH, Neukirchen-Vluyn** – There is a large interest in the quality seal for aesthetic forms. With more than 14,000 entries from over 70 countries the red dot award is more prestigious than any other design price. Just for the red dot award: product design 2012 approximately 1,800 companies and designer filed 4,515 prevailing products. The participants had to convince the international 30-man team of experts of their ideas.

LED Linear GmbH is pleased to gain the treasured price three times. With the red dot: best of the best it gets the most honourable award of the largest design competition of the world for the luminaire system xoolum™.

The LED inground lighting fixture VarioLED™ OCEANOS and the flexible luminaire VarioLED™ Flex VENUS convinced the jury with their exceptional product design and their efficient lighting technology.

Business organisations have understood that investment in design creates a substantial surplus value. In the end the design of a product is the most important criterion for bargain,

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explains Prof. Dr. Peter Zec, initiator and CEO of the red dot design award. "The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury. The experts thoroughly examined, tested and evaluated each individual entry applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality but they also showed that design is an integral part of innovative product solutions."

### xoolum™ - Lighting fixture

The LED linear lighting fixture xoolum™ is a perfect fit for recessed, wall mounted or pendant lighting applications. As well it is ideal for wall washing, cove, display case or under cabinet lighting guaranteeing high quality and homogeneous illumination over the entire lighting surface. Xoolum™ is designed as a versatile two piece linear lighting fixture to offer hundreds of installation options. It comes with a small form factor maintaining an appealing look even in spacious architectural environments. The lighting head, 45° adjustable, keeps a continuous flat surface in the rotated position based on the octagonal shape of the light head. However it is utilized it always has a harmonic and sophisticated appearance - which is why it is honoured with the best of the best award.

### VarioLED™ OCEANOS - inground lighting fixture

The linear inground lighting fixture VarioLED™ OCEANOS is a full encapsulated LED luminaire made of stainless steel, suited for installation in ground indoor and outdoor as well as submerged. It is suitable for installation into roads and parking lots to EN 60598-2-13, to be walked on and traversed by vehicles with air filled tires. Throughout this it convinces by high qualitative and homogeneous light all over the surface and from luminaire to luminaire.

### VarioLED™ Flex VENUS – Flexible fluorescent bulbs

It is above all the astonishing uniformity of the light in combination with its small cross section and great flexibility that makes the VarioLED™ Flex VENUS a special and innovative product. In principle it is a semi-finished product in terms of design, and yet is without doubt a finished unit. And it is precisely this property of the luminaire that accounts for its fascination. Since the luminaires are available in varying lengths of up to 7.5 meters as a cast, protected profile, there are hardly any restrictions to its use. The luminaire scores high as regards eco-friendliness - delivering low energy consumption levels, and the LEDs function for 50,000 hours!

Luminaires from LED Linear base on the demand to offer best light for people and environment and the knowledge that the starting point for successful design are the possibilities of application and the requirements of user. To be honoured with the red dot awards emphasizes once more the innovation and design quality of the linear luminaires of LED Linear.

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### red dot design award

The red dot design award is seen internationally as one of the most prestigious design competitions. Its award, the "red dot", has itself internationally established as a premium quality seal. This year 1,800 producer and designer from 70 countries with in total 4,515 products applied for the red dot. On 2 July 2012 this success will be celebrated on the occasion of the red dot gala in the Aalto-Theater in Essen with more than thousand international guests from the design world, industry, society and the media.

### About LED Linear



*LED Linear Lamps and Fixtures from 4,5W/m (250lm/m) up to 42W/m (3150lm/m)*



*LED Linear Lamps and fixtures from IP00 up to IP68*



*LED Linear Applications for Indoor and Outdoor use from mood to general lighting*

LED Linear develops and manufactures high quality linear lighting systems based on LED for technically sophisticated interior and exterior lighting. Main products are linear and scalable lighting modules and systems based on LED and with an ingress protection from IP00 up to IP68. The product portfolio consists of various lighting systems, which have been nominated and granted prestigious international design awards. On the basis of the modular LED tool kit more than 2,5 million lighting fixtures can be build. Thus specific and individual custom solutions can be generated. LED Linear lighting systems are used in applications varying from mood lighting to general lighting in office spaces, from under cabinet lighting up to façade lighting in 300 meter heights. The use of high quality and long living components warranty energy saving and sustainable lighting solutions with a long life time of over 50.000hrs. LED Linear products are lead free soldered and RoHS compliant. VarioLED™, xolum™, xoolux™, xoolight™ and TjAway™ are LED Linear trade marks. LED Linear products are sold at many locations worldwide, such as USA, Canada, Singapore, France, UK and in the Middle East.

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