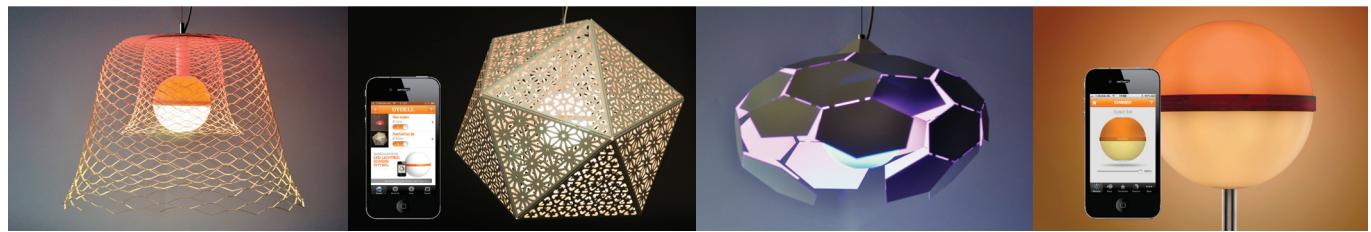


DYDELL presents an innovative LED-LIGHTING CONCEPT



In partnership with leading Dutch design labels Quasar Holland and Gispen, Dydell presents their innovative LED-light concept during Salone del Mobile 2013. The innovative concept consists of a stylish and durable LED-light bulb without the traditional light bulb fitting, which provides an atmospheric, even radiance with a long lamp life and a large radiance capacity. DYDELL has developed a LED-light bulb that is available in three different varieties; the basic LED light bulb, the premium LED light bulb and the ultimate LED light bulb. Operation of the LED-light bulb is conducted by means of an exclusive smartphone app or the attractively designed control unit.

The LED bulb has a diameter of 140 mm and consists of two half spheres that can be fitted independently with white and coloured light. The internal cooling provides the LED bulb with a stylishly warm, even radiance, and the LED bulb has a large radiance capacity of 1605 Lumen (comparable to a traditional 100 Watt light bulb) as well as a life time of up to 30 years.

UNIQUE: THE LED-LIFETIME PROTECTOR

The bulb is fitted with a unique LED-Lifetime Protector. Recent European research shows that the internal cooling system is both discerning and innovative. DYDELL will be granted a patent for this. Due to the internal cooling system being located in the centre of the bulb, the radiance is not hindered by the cooling system's housing. The cooling element sucks in cool air from the bottom and blows hot air out the top. There is no motor to wear out or influence the life time of the lamp. The LED-Lifetime Protector continuously measures the temperature of the lamp and, if the lamp gets too hot, the light will dim automatically, thereby reducing heat production.

FUNCTIONALITY

With the 'favourites' button on the DYDELL app, you can easily activate all kinds of preference settings. You can dim the LED light bulb between 100 % and 1%. With the 'composed colours' and the 'colour therapy' options you don't just choose a colour, but a colour experience that has been selected with

utmost care by a colour expert. The 'full concentration' button provides yellow lighting and makes for a pleasant background when reading black text. The 'vitamin z' option provides energy during dark days. All theme colours, lamp updates and new lighting functionalities are downloaded from Dydell's server and continuously updated. Customers receive an update when new colours are available. DYDELL adds new functionality and dimensions to the light with every app update.

With the 'energy consumption' option you can monitor your own energy consumption by entering the electricity rate of your supplier into your smartphone. The lamp continuously calculates your average energy consumption, showing how little energy the lamp consumes and is expressed as a saving in Euros.

TARGET GROUP

DYDELL focuses on the high-end market segment of the hospitality industry; hotels, restaurants, wellness centres and hospitals. DYDELL also targets 'early adopters' - those consumers prepared to pay a small premium for an innovative LED-lighting concept. The DYDELL protocol is freely accessible for domestic suppliers and the LED-light bulb can be integrated into a luminaire as a white label. The M10 inner thread tube is widely used in existing luminaires to screw fittings to. If the manufacturer removes this fitting, the LED-light bulb can be easily integrated into these lamps.

SPECTACULAR PRESENTATION

Discover this new LED-lighting concept in a spectacular way. The Salone Internazionale del Mobile 2013 is held in Milan from 9 to 14 April. You are welcome at the Gispen stand (Superstudio- Via Tortona 27-stand 8A) and Quasar Holland (Milan Fairgrounds, Rho-hall 9) to experience the LED-lighting concept in various design luminaires. Currently, only iPhone users can make use of the LED-lighting concept. In the near future, Android functionality will be added.

DYDELL BV

DYDELL BV was established in March 2011 and is the manufacturer of innovative LED-lighting. DYDELL stands for 'Dynamic Design LED Lights', developing design lamps into which the high quality and energy efficient LED-light bulb has been integrated. Kobbe Pas, general manager and designer, saw opportunities within LED-lighting and invented a LED light bulb with a unique internal cooling system. Kobbe studied Industrial Design Engineering in Delft and after that worked for seven years at a company that developed industrial applications with LED-lights. DYDELL BV is situated in Haarlem in the Netherlands and focuses on both Dutch and International markets. The in-house developed LED-lighting concept is produced in partnership with various renowned Dutch suppliers.

For more information see www.DYDELL.com

NOTE FOR THE PRESS

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