



2009 ADEX Award Winner

NEWS RELEASE

For Immediate Release

Berkeley Lamp II Wins *Design Journal's* 2009 ADEX Award

The Award for Design Excellence Honors the Berkeley Lamp II

JACKSON, MI – July 23, 2009 – *Design Journal* presents the 2009 Award for Design Excellence (ADEX) to Full Spectrum Solutions, Inc. for the Berkeley Lamp II. The ADEX Award is “the largest and most prestigious awards program for product design of furniture, fixtures and finishes marketed to the design trade.”¹ Sponsored by *Design Journal*, the international trade publication for interior designers, architects and facility managers, ADEX Award recipients are recognized for superior product design.

Receiving a 2009 ADEX Award among 2,000 other innovative product nominations, the patented Berkeley Lamp II proved to impress the judges. Chosen by an anonymous panel of professionals, the ADEX Award represents the best product designs of the year in the opinion of those who reside at the top of their specialty, in this case, the lighting design experts.

Developed by Full Spectrum Solutions in partnership with the California Lighting Technology Center (CLTC) at the University of California, Davis, and with support from local California utilities and funding from the California Energy Commission's PIER program and the U.S. Department of Energy, the Berkeley Lamp II improves on its original design with increased optics, performance and reliability.

“We are pleased to see the Berkeley Lamp II receive the 2009 ADEX Award,” says Professor Michael Siminovitch, director of the CLTC at UC Davis and co-creator of the Berkeley lamp. “Everyone likes a lot of control, a lot of light and great color. We simply appeal to what consumers want most—a light that provides energy-efficiency, visual comfort and total control to ease the burden of today’s demanding lifestyle. The bonus just happens to be that it’s attractive,” he explained.

The bright, clear light produced by the Berkeley Lamp II provides optimal vision for detailed tasks, making it an ideal light source for artists, interior designers, office workers, architects, graphic designers, and creative professionals who need to brighten and customize the light in their work spaces. The Berkeley Lamp II provides the highest quality, full spectrum lighting that alleviates eye strain. A bonus 120 volt power outlet at the base of the lamp can be used to power up any electronic device.

Designers are raving about the versatility of the Berkeley Lamp II. Bulbs can be mixed and matched (5500K & 3500K) while the shade can be customized to match any décor. Featuring two independent, fully dimmable light bulbs, the Berkeley Lamp II offers two discreet dimming controls at the base of the lamp to adjust each bulb to the desired setting. Dimming controls provide glare-free lighting for upward ambient, downward task or combined lighting. The Berkeley Lamp II also cuts energy consumption to 50 percent by allowing overhead lighting to be turned off or down. Engineered as two lamps in one, the patented lighting system features Energy Star approved, BlueMax™ fluorescent bulbs that increase visual comfort by simulating all intensities of natural light, from sunset (warmer) to full spectrum (cooler).

For more information on the Berkeley Lamp II visit www.berkeleylamp.com, phone 888-574-7014, or email joelle@berkeleylamp.com. For further information on the California Lighting Technology Center (CLTC) visit www.cltc.ucdavis.edu. For press inquiries, contact Jimmy Ta at Christie Communications by phone at 805-962-1347, or email jta@christiecomm.com.

¹http://www.adexawards.com/index.php?pd=msz_applicationsz_actionqz_cms_docspz_msz_applicationsz_modeqz_getdocpz_msz_applicationsz_typeqz_about_adexpz_msz_applicationsz_leftmenueqz_about_adexpz