

**For Immediate Release — July 7, 2003**

**OPTO TECHNOLOGY ANNOUNCES  
“ENDURA BRIGHT” LED-BASED MR-16 LAMPS**

WHEELING, IL- Opto Technology, Inc. is pleased to introduce the Endura Bright series of high performance LED-based MR-16 lamps. The Endura Bright MR-16 series utilizes the highest output LEDs available plus they can be used as a direct, pin-for-pin compatible replacement for tungsten halogen MR-16s in both retrofit or new fixture designs. In comparison to traditional MR-16 halogen lamps, the Endura Bright series offers all the advantages of LED technology: longer life, increased durability, energy savings and lower heat dissipation.

The basic Endura Bright product is comprised of a high brightness LED utilizing the Luxeon™ family of products, an optical lens system to direct the light, and an optimized thermal heat sink designed to handle the full range of outdoor temperatures (-40<sup>o</sup> - 70<sup>o</sup>C).

For direct replacement of 12V AC-low voltage applications, an electronic converter module is available that will mate directly up to the back of the Endura Bright MR-16 LED and supply a constant current to the LED for optimized performance.

The Endura Bright family of products offers up to 120 lumens of light, providing over 1800 candela of light output at an angle of 10 degrees. A full range of colors will be available (white, blue, green, red and amber). The Endura Bright LED will replace 50-100 typical 5mm white LEDs.

The Endura Bright MR-16 will be available in three versions: low, medium and high output. Basic unit prices will be \$65.10, \$40.04 and \$26.24 respectively for quantities of 100. The basic version is available immediately; the electronics module will be available in September.

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**OPTO ENDURA BRIGHT LED-BASED MR16s**

**ADD ONE**

For complete information on the new Endura Bright line of MR-16 LEDs, contact Opto Technology, Inc., 160 E. Marquardt Drive, Wheeling, IL. Phone: 847-537-4277 Fax: 847-537-4785 or visit our web page [www.optotech.com](http://www.optotech.com)

**ABOUT OPTO TECHNOLOGY, INC.**

Opto Technology Inc., is an LED based solutions provider specializing in the design and integration of high brightness LED sources with optics, thermal management and supporting electronics for the general lighting industry, marine, aerospace and medical market places. Founded in 1973, and headquartered in Wheeling Illinois, Opto Technology Inc. is a market leader in providing expertise for OEM customers pursuing LED technology.

\*Luxeon is a trademark of LumiLeds Lighting

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