



900 Broadway Fifth Floor
New York, NY 10003 (USA)
+1 212 989 7373 Tel
+1 212 989 7381 Fax
info@eccoid.com
www.eccoid.com

MEDIA CONTACT:
Carol VanderKloot
carol@cmmediapr.com
917/670-8898

SLEEK, ULTRA-ENERGY EFFICIENT RIBBON LAMP by
ECCO DESIGN for **TOP BRILLIANT TECHNOLOGY**
PREMIERES at **ICFF 2009** in **NEW YORK CITY**



NEW YORK, NY—May 2009—ECCO Design Inc., one of New York City's premier product innovation design firms headed by Eric Chan, introduces the **Ribbon Lamp**, a product commissioned for Top Brilliant Technology (TBT). This is the first task lamp to feature Cold Cathode Fluorescent Lighting (CCFL) which offers dimming and color change capabilities in one product. By incorporating the DynamicLux™ pioneering CCFL, an existing technology used primarily to backlight flat screen televisions, the Ribbon Lamp will last for approximately 15,000 hours—twice the life span of the current CFL (Compact Fluorescent Light) and 15 times as long as incandescent bulbs. The Ribbon Lamp is a long lasting, ecological option that provides superior ambient lighting exceeding the quality of similar products currently on the market, including LED and CFL, and will be offered at a modest price point.

The Ribbon Lamp premieres to the public at the **International Contemporary Furniture Fair (ICFF) in New York City, May 16-19, 2009 at booth #1357**. The Ribbon Lamp is designed by ECCO Design, powered by DynamicLux™, distributed by Nu-Lite Technologies, and will be sold via the internet and select retailers starting in mid- 2009.



THE DESIGN

The design, which capitalizes on the product's flexibility, emits a direct light when the arm is fully extended and bends to offer soft ambient lighting. Cool to the touch, the product is perfectly suited for the home or professional office. Its versatility makes it a great fit for the study or living room, as well as active areas like a conference room or lobby. And, unlike high-priced LED (Light Emitting Diode) light sources, CCFL technology is roughly half the cost of LED. ECCO pioneered the innovative shape and design of the Ribbon Lamp and incorporated TBT's patented CCFL technology.

In addition to designing the product, ECCO consulted on the design and manufacturing of the CCFL bulb. Ultra thin, the bulb measures 8" long by 1½" wide and is fully encased in the lamp's arm. The Ribbon Lamp is currently available in White and Graphite with additional colors to follow.

LIGHTING CONTROL

The Ribbon Lamp offers control far beyond that of existing task lighting. Using the intuitive four-way control pad, lighting can be adjusted in two different ways--by brightness and by color warmth. This is a true departure as the user is able to adjust light accordingly—spanning from Daylight White (6500 Kelvin), ideal for working, crafts or reading--to Warm White (2700 Kelvin), which is perfect for accent lighting or general purposes. Versatile in its function and capabilities, the Ribbon Lamp's ability to control lighting temperature and serve as a task or an atmospheric ambient light is a key point of differentiation from other products offered on the market.

LIGHTING TECHNOLOGY

The Ribbon Lamp is the first task lamp to incorporate DynamicLux™ CCFL (Cold Cathode Fluorescent) technology. Top Brilliant Technology, an innovator in electronics lighting technology, has patented the CCFL as DynamicLux™ and plans to make the technology accessible to a broad audience.

Key facts regarding DynamicLux™ CCFL:

- DynamicLux™ bulb lasts approximately 15,000 hours--this is nearly twice as long as CFL and 15 times as long as incandescent bulbs
- DynamicLux™ allows a smooth and linear brightness from 12% to 100%
- DynamicLux™ CCLF bulb lasts approximately 2 times longer than a dimmable CFL bulb and unlike CFL, it works well with sensors
- DynamicLux™ is available at an affordable price point--the cost is an estimated 50% less than LED. In addition, it has the ability to be dimmed and change colors
- DynamicLux™ bulbs emit a steady intensity of light even at a distance

BENEFITS THE USER AND THE ENVIRONMENT

The Ribbon Lamp has been approved by the Underwriter's Laboratory and has received the official (UL) safety standard. Due to the energy efficient DynamicLux™ bulb, the lamp will use less electricity over its lifetime, saving hundreds of dollars in electricity use.



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In addition to saving energy, 85% of the material the lamp is made of is recyclable, ensuring that it will not clutter landfills and help to improve the environment. The following table illustrates the advantages of the DynamicLux™ CCFL as compared to incandescent and CFL (Compact Fluorescent Light) light sources.

	Incandescent	CFL	DynamicLux (CCFL)
Dimmable	✓	✗	✓
Energy Efficient	✗	✓	✓
Long Life (over 14,000 hours)	✗	✗	✓
Customizable Color Temperature	✗	✗	✓
Rapid On/Off Cycle	✓	✗	✓
Full Spectrum (simulates daylight)	✗	✓	✓

SPECIFICATIONS

Wattage	20W
Lumen output at the maximum brightness	1000 lumens
Lumen Efficacy	50 Lumen/W
Voltage/Supply Frequency	120V/60Hz
Adjustable Correlated Color Temperature	2700K to 6500K
Dimming Range	Down to 12%
Lifetime	15,000 hours
Replacement for incandescent bulb	100 Watts
Height	16 5/8"
Width (Lamp body)	2 1/2"
Depth (When folded)	2 3/8"
Base	7 5/8" Square
Reach	Maximum reach of 20" from base hinge
Tilt angles	Forward 15 degrees and backward 10 degrees
Open Angle (arm to lamp head)	100 degrees
Net Weight	5 lbs
Underwriters Laboratories	RoHS compliance
Sustainability	85% Material is recyclable



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Recycle instruction	www.recycle.com
Warranty	Limited Warranty 2 years

AVAILABILITY

The Ribbon Lamp is designed by ECCO Design, powered by DynamicLux™ for TBT and distributed by NuLite Technologies.

Starting mid- 2009, the Ribbon Lamp will be available to consumers at a special introductory price at select retailers and on the internet. The product will make a premiere appearance at the International Contemporary Furniture Fair (ICFF) in New York, May 16-19 at **booth #1357**.

The product will also be available for online purchase at www.nulitetechnologies.com.

RIBBON LAMP CONTRIBUTING PARTNERS:

ECCO Design Inc.

Founded in 1989 ECCO Design is a product design firm committed to innovation, located in New York City. ECCO Design consists of a team of designers, researchers, technologist and strategists who combine efforts to provide clients with customized concept vision and compelling user experiences. The firm's work spans the Consumer Electronics, Furniture, Medical Devices, Home Appliances, Consumer Products, and Automotive landscapes. ECCO works with major consumer brands including: Herman Miller, Virgin, Toyota, Panasonic, LG Electronics, Lenovo, and KEF.

ECCO Design has consistently won major international design citations including: the IDEA, Annual Design Review, Red Dot Award, Award of Design Excellence, Good Design Award, Design Plus Award, and the Premier Award. ECCO's work is found in permanent collections of the London Design Museum, Musee des Arts Decoratifs de Montreal, Israel Museum, Museum of Modern Art (MoMA), Cooper-Hewitt Museum, and the Smithsonian Institute.

Eric Chan is the founder of ECCO Design. He formed the firm in 1989 with the mission of bringing a meta-culture philosophy to the highest level of consulting through product identity and development. His work has been featured in numerous international publications and is exhibited in art and design museums worldwide, including the 2001 MOMA show "Workspheres." In 2007, Chan was named by Contract Magazine as one of the 10 most influential designers in the U.S.

For more information, visit: www.eccoid.com or <http://www.eccoid.com/blog>.

For interviews with Eric Chan or additional information about ECCO Design, contact: Carol VanderKloot at carol@cmmediapr.com or 917-670-8898.



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TOP BRILLIANT TECHNOLOGY

Established in April 2004, Top Brilliant Technology Limited (TBT) is a multinational lighting technology company. TBT's headquarters are in Hong Kong Science Park with R&D and Product Development facilities in Hong Kong, China and the U.S. Sales representatives are also located in both the United States and Europe. The company's factory and manufacturing partners are ISO-9001 certified to ensure that products fulfill international quality standards.

Top Brilliant Technology is the leader in CCFL technology for general lighting applications. TBT provides a new generation of energy efficient and cost effective lighting solutions that use the patented DynamicLux™ CCFL (Cold Cathode Fluorescent Lighting) Technology. Products include lighting modules with color temperature change, energy saving lamps and task lamps. With the capability of developing different watt light sources (3W - 100W), the DynamicLux™ CCFL technology can be used in a broad range of applications such as home, commercial and industrial lighting.

For more information, visit: <http://www.tbt.com.hk>

NULITE TECHNOLOGIES

NuLite Technologies, LLC is the authorized United States agent for Top Brilliant Technology, Ltd. (TBT) of Hong Kong and its proprietary CCFL Lighting technology branded as DynamicLux™. NuLite works with TBT to bring DynamicLux™ products to market in the United States and develop strategic-alliances with lighting designers, engineers, architects, developers and distributors for the development and release of DynamicLux™ lighting products which incorporate the proprietary technology known as DynamicLux™.

For marketing and technical information about the Ribbon Lamp, visit:
www.nulitetechnologies.com



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