



# EYE LIGHTING INTERNATIONAL OF NORTH AMERICA, INC.

A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

## FOR IMMEDIATE RELEASE

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## EYE LIGHTING INTERNATIONAL OF NORTH AMERICA, INC. INTRODUCES NEW HIGH SPEED PHOTOGRAPHIC LIGHTING SYSTEM

EYE Lighting International of North America, Inc., a wholly owned subsidiary of Iwasaki Electric Co., introduces a new 4000W High Speed Photography Lighting System.



Digital high speed photography requires lighting quality and lighting levels significantly higher than standard photography. It is critical that the lighting profile is uniform across the entire area of investigation. Iwasaki's proven high-efficiency systems provide unequalled lighting uniformity, optimum light performance and energy efficiency for high-speed photography. EYE / Iwasaki proprietary lighting systems deliver superior lumens per watt maximizing light output while

minimizing heat generation. EYE / Iwasaki's 4000W short arc metal halide system is the most recent extension of this technology. Significant benefits include:

- **High Power Output High-Efficiency Light Source:**  
High-efficiency lamp produces 95lm/W and 380,000lumens  
Reduced energy requirements in test facility
- **Optimum Light Performance for High Speed Filming:**  
White light with 5500K color temperature similar to natural sunlight  
Excellent color rendering; CRI=92
- **Flicker-Free Lighting for high speed photography:**  
Square wave inverter power supply ensures flicker-free lighting essential for clear photography at high frame speeds
- **High Performance Fixtures with 77% Efficiency Rate:**  
Fixtures, electronics and lamps are designed to function as an integrated system  
Compact positional light sources provide the ultimate in light system performance
- **Improved Operation with Quick Start:**  
Quick start lighting reduces setup time and improves productivity
- **1/5th Heat Transmission of Halogen Lamps:**  
Dramatically reduces heat transmission to test dummies  
Creates a more comfortable working environment for improved efficiency

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ISO 9001:2008 Certified  
ISO 14001:2004 Certified  
OHSAS 18001:2007 Certified  
ISO 17025:2005 Accredited



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*About EYE Lighting NA Applied Optics:*

EYE Lighting NA Applied Optics Group designs and manufactures the lighting source (lamps) and proprietary filters in addition to the complete system equipment. This integrated approach is unique in the marketplace. Any high speed photography lighting system is only as good as the lighting source. EYE systems are designed from inception around the proper lighting source for the particular application, from small development cell equipment to extremely large car-car crash facilities. EYE Lighting / Iwasaki develops and produces a complete range of lighting technology and optics equipment designed specifically for high speed photography applications.

*About EYE Lighting:*

EYE Lighting International of North America, located near Cleveland, Ohio, is a manufacturer and distributor of state-of-the-art High Intensity Discharge and Halogen lighting sources, lighting fixtures and light application system solutions.

EYE Lighting International of North America is a subsidiary of Iwasaki Electric Co. Ltd., a Tokyo based lighting technology company focused on designing and manufacturing lighting products and light-applied system solutions. From new commercial lighting products to UV water sterilization systems, our goal is to employ light technology to create a more comfortable society and sustainable environment.

The shared culture of Iwasaki Electric Company and EYE Lighting of North America represents a world class organization of lighting technology professionals committed to quality, new product development, and complete customer satisfaction. At Iwasaki, we are inspired by light, and the light we create tells our story.