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**Architectural Record Awards Lamina-Powered LED Reading Lamp**  
**Product of the Month**  
**The Mix reading lamp offers inspired design, low energy consumption**  
**and a 50,000 hour life**

**WESTAMPTON, NJ – May 14, 2007** – Lamina, developer of the brightest commercially available LEDs, today announced that Architectural Record has awarded the Mix reading lamp, powered by Lamina LEDs, its May 2007 *Product of the Month* award.

Milan-based engineer Alberto Meda and architect Paolo Rizzatto took a new approach to the traditional look of the electronic circuit board while designing the Mix reading lamp. “We tried to change the distribution of the components, as in urban planning,” says Meda, who is based in Milan along with Rizzatto. “In the end we had a circuit that looked like a garden city.”

To get the minimum thickness required for the design, they moved condensers and memory files toward the back “as if they were skyscrapers,” leaving more space on the circuit board for logic-based devices, which appear “like single-family homes.” This new arrangement allows for an ultra-slim head that houses the Lamina LEDs, a control lens, a heat sink, and a rotating filter that regulates color temperature. A graceful base holds a rigid conical tube and an attached flexible neck without “breaking the continuity of the cable,” says Meda.



Clockwise from top: The base is designed to be the right weight to balance the lamp; the designers rearranged the lamp's circuit board in order to emphasize the flatness of LEDs; the body of the lamp is both flexible and rigid.

“The Mix lamp from Luceplan is another stylish and innovative example of how Lamina’s LEDs are being designed into the work space” stated Frank M. Shinneman, president and CEO of Lamina. “This elegant lamp would be right at home next to your desktop computer, and delivers “an intense warm and pleasing light.” Available in a table and wall version the Mix is designed around Lamina’s chip-on-board packaging technology, which enables multiple LEDs to be clustered closely together, resulting in a high light output in a very small footprint. The Mix lamp only drinks up 5 watts of power and has a 50,000 hour life as compared to 2,000 hours for the average halogen bulb. The color of light can also be changed with an integrated filter. When turned off, the lamp continues to

make a statement, as its head softly glows with blue light. Adding to the sleek look is a flexible stem that extends from the satisfying S-curve base and provides the utility of directing the light where needed. The Mix reading lamp is available in aluminum or white finish at Luceplan USA in New York, or at [www.luceplanusa.com](http://www.luceplanusa.com).

### **About Lamina**

Lamina defines the state of lighting technology with the development and manufacture of high power LED light engines. Lamina's proprietary packaging technology provides unsurpassed thermal management and interconnectivity enabling the delivery of highly reliable and functional LED lighting solutions for a myriad of lighting applications.

Lamina continues to lead the transition from traditional lighting such as incandescent, halogen and mercury vapor fluorescent to solid-state solutions for general lighting with products like the new Lamina SōL™ MR16 LED replacement lamp. Designed as a direct, ready-to-plug-in retrofit for 20-watt MR-16 halogen and comparable compact fluorescent lamps (CFLs), this innovative design, which fits most existing fixtures, produces as much light as the 20-watt halogen bulb it replaces, but consumes less than 8 watts of electricity.

Lamina's investors include Morgenthaler Partners, Granite Global Ventures, Mellon Family Investments, Easton Capital Investment Group, Sarnoff Corporation, RedShift Ventures and CID Equity Capital. For more information, visit [www.laminaceramics.com](http://www.laminaceramics.com).

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