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## **MEDIA ADVISORY**

### **Optronics Reveals New LED SuperLamp Technology at 2015 TMC**

*Optronics significantly boosts resilience and performance by reengineering electrical components and developing a remarkable chemical- and UV-resistant coating for its new competitively priced LED SuperLamp.*

NASHVILLE, Tenn., USA (Feb. 15, 2015) — [Optronics International](#), America's largest offshore vehicle lighting manufacturer, announced that it has completed development and testing of its new LED SuperLamp Technology during a press conference at the 2015 Technology & Maintenance Council (TMC) Annual Meeting in Nashville, Tennessee.

Optronics' new SuperLamp Technology is the culmination of more than two years of research and development and sets a new standard for strength and durability within the vehicle lighting arena. Optronics engineers designed the new lamp to resist a variety of environmental factors that would severely compromise other lamps or render them completely inoperable.

“With the introduction of our LED SuperLamp Technology, we've created a new category of super-tough, super-long-lasting vehicle lamps and we've done it at a lower cost than other premium lighting products,” Brett Johnson, president and CEO of Optronics International, said. “We believe that the industry deserves better than just small, incremental advancements to lighting, and this represents the type of quantum leap we are committed to delivering.”

The new lamp's unique performance characteristics are the result of rigorous design parameters established by Optronics back in 2012, coupled with equally stringent testing protocols that have followed every step in the process. The four-inch round LED SuperLamp stop/tail/turn lamp has been designed to withstand assaults on its internal electrical components, while a specially formulated coating and bonding system protects its exterior lens and housing.

The electronic circuitry within today's LED lamps is vulnerable, and a variety of circumstances can cause irreversible damage. Optronics' new LED SuperLamps have been redesigned to be immune from the crippling effects of [transient voltage](#), electromagnetic interference (EMI) and electrostatic discharge (ESD). The lamps also feature solid-state, surface-mount device (SMD) technology that will allow the LEDs to continue to function even if the unprotected circuit board is completely submerged in water.

Regular LED lenses and lamp housings can also degrade and fail when exposed to the array of caustic chemicals that are common in today's commercial vehicle environment. To battle chemical-related degradation, Optronics engineered a revolutionary coating that it applies to the entire lamp, which has been specially designed to accept and bond with the coating. The coating is engineered to be highly resistant to petroleum distillates such as coolant ethylene and coolant propylene, as well as diesel fuel, battery fluid, brake fluid, transmission fluid, organic solvents, methanol, detergents, cleaners and urea.

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The new LED SuperLamp has also been demonstrated to be highly resilient in tests involving UV exposure, flammability, vibration, temperature cycling, accelerated aging, high-velocity water spray, free-fall drops, humidity, salt fog corrosion, dust, thermal shock and gravel bombardment.

Testing of the new LED SuperLamp was conducted, in part, by [Intertek](#), a global leader in auditing, inspection, testing, training, advisory, quality assurance and certification. With more than 1,000 laboratories and offices worldwide, Intertek is accredited by the American Association for Laboratory Accreditation (A2LA) to test automotive lighting to [Federal Motor Vehicle Safety Standard \(FMVSS\) 108](#), which covers automotive headlamps, tail lamps, brake lights, reflective devices and associated equipment.

“Our new LED SuperLamp is designed to take on the worst of what the commercial vehicle environment has to throw at it,” Johnson said. “This takes us as close to removing lamp failure from the equation as anyone has ever come before, and OEMs and fleets alike are going to benefit from reduced maintenance and warranty issues.”

Optronics’ LED SuperLamps will have a price point below that of other premium LED lamps on the market, and a final release date is pending. Johnson also noted that SuperLamp technology can be applied to other products that the company currently offers or has under development.

The LED SuperLamp meets all FMVSS 108 photometric requirements for visibility and safety, and each lamp will come with a lifetime warranty. Four-inch round grommet-mount red and amber lamps and six-inch oval red and amber lamps will be introduced first, followed by flange-mount versions. The lamps will initially be available with weather-tight termination.

Optronics products are available in the U.S. and Canada through the company’s extensive [distribution network](#) of more than 12,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons. For information on international sales and distribution of Optronics products, please contact Dorian Drake at +1 (914) 697-9800, or visit <http://doriandrake.com>.

To access high-resolution product images of the four-inch round LED SuperLamp stop/tail/turn lamps, please visit:

<http://www.optronicsinc.com/RESOURCES/ImageGalleries/SuperLampGallery.aspx>

To view an LED SuperLamp video, please visit:

<http://www.optronicsinc.com/theater.html>

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### **About Optronics**

As America’s largest offshore vehicle lighting manufacturer, Optronics is a trustworthy, high-quality, widely available alternative to domestic lighting manufacturers and import houses. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED, incandescent and fluorescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma, with manufacturing facilities in Annan District, Tainan, Taiwan, and Muskogee, Oklahoma. The company has distribution facilities in Goshen, Indiana and Ontario, Canada. Learn more at <http://www.optronicsinc.com>.