



Aurea Lighting Debuts Game-Changing Healthy LED Lighting That Improves Alertness and Productivity Without Sacrificing Energy Efficiency

Dr. Satish Agrawal, CTO and former Polaroid executive, to discuss biofriendly lighting, May 22nd at LIGHTFAIR International

Lowell, MA & Philadelphia, PA, May 1, 2019 – Aurea Lighting, an innovator of high efficiency, healthy LED lighting solutions, today unveiled the world's first high-efficiency, truly healthy LED that eliminates unintended health drawbacks of traditional LED lighting and improves alertness, productivity and overall health. This new line, available in volume later this year, will include tunable daytime and nighttime panels, on display at Aurea's booth #5907 at LIGHTFAIR® International, May 21-23 at the Pennsylvania Convention Center.

Experts and consumers are increasingly aware that light from LED fixtures can affect sleep patterns and long-term health. There are two types of light: beyond the kind we can see (image-forming), the kind we *can't* (non-image forming) can still impact the body's circadian rhythms, causing other biological problems.

Current industry efforts – such as changing the visible appearance of the light through color temperature – do not address biological needs. Others use multi-colored LEDs, which compromises energy efficiency. Instead, Aurea uses a patented dye film to convert traditional low cost high-efficiency blue LED light into a light that syncs with the body's psychological and biological needs – without sacrificing energy efficiency or light quality.

“By enhancing biological and emotional well-being, Aurea's healthy lighting will create a revolution in the lighting marketplace. Unlike other solutions, our tunable daytime and nighttime lighting can deliver energy efficient lighting in a way that enhances the body's natural circadian rhythms,” said Robb J. Osinski, Chairman of Aurea Lighting. “Use of our lighting means that students will be more alert, workers will be more productive, and patients will recover faster. Our lighting will also support melatonin production, which is an important agent for fighting cancer.”

Satish Agrawal to Discuss the Role of Tunable Lighting to Optimize Physiology

Satish Agrawal, Ph.D., CTO of Bambu Global, the parent of Aurea Lighting, will present, “The Role of Tunable Lighting in Optimizing Human Physiology,” with Shadab A. Rahman, Ph.D., M.P.H., of Harvard Medical School. One of six in LFI's Light & Health Forum, the talk, scheduled from 10:00-11:00 AM on Wed., May 22, discusses how aberrant light exposure has become epidemic in modern society plus how advancements in lighting technology can address this health concern.

About Aurea Lighting

Aurea Lighting is a pioneer in creating highly efficient, healthy LED lighting. This patented technology doesn't filter light like other solutions – it converts traditional high efficiency blue LED light into a light that is in sync with our body's biological needs, while maintaining high efficiency and light quality. Aurea's lighting solutions can be used in commercial, educational, health care,

and horticultural settings to improve worker productivity, student alertness, patient outcome, and plant yields. [Aurea Lighting](#) is a subsidiary of Lowell, MA-based [Bambu Global](#).

About Satish Agrawal, Ph.D.

Dr. Agrawal is the CTO of Bambu Global, the parent company of Aurea Lighting. During his 14 year tenure, Dr. Agrawal has led a team of scientists and engineers to create technology platforms for multiple products for a variety of industries. Prior to this, Dr. Agrawal spent 30 years at Polaroid as Group Vice President and Chief Technology Officer.

About Shadab Rahman, Ph.D., M.P.H.

Dr. Rahman is an Instructor in Medicine and a member of the Division of Sleep Medicine at Harvard Medical School and a researcher in Brigham and Women's Division of Sleep and Circadian Disorders. His research interests are in basic and applied circadian photobiology, as well as peripheral rhythms including metabolic, immune, and reproductive rhythms and the impact of light exposure on these rhythms.

Contact

Beth Pfefferle

+1-978-459-4500

bpfefferle@bambuglobal.com