

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Ushio America Introduces New 3,000 Hour HPL Super Life Halogen

Cypress, California (October 2016) — Ushio America introduces a new member to the HPL lamp family. The HPL Super Life (SL) extends lamp life to 3,000 hours. That is 50% more life hours than the current long life versions on the market. The HPL Super Life lamps will allow smaller theatre venues and architectural applications to benefit from the additional life hours with a marginal difference in performance. For fixture installations where access requires lifts or scaffolding, the HPL Super Life can significantly reduce maintenance costs. The 575W HPL Super Life lamp operates on 115V and 120V with a 2950K color temperature.

With every purchase of an USHIO HPL Super Life lamp, a portion of the sales revenue will be donated to the non-profit charity "Behind the Scenes" which supports Entertainment technology professionals during times of need due to serious illness or injury.

Ushio America offers the largest selection of voltages and wattages of HPL lamps in the industry. Visit www.ushio.com to see our full lineup and choose between the highest output or longest life lamps to suit your individual needs.

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About Ushio America, Inc.

Ushio America, Inc. is a leading manufacturer of specialty lighting solutions based in Cypress, California. USHIO offers a series of LED fixtures and replacement LED lamps for the entertainment market. Traditionally in the theatrical lighting market, Ushio has provided the highest reliability in halogen and high pressure xenon lamp technology, a tradition that continues in the era of solid state lighting. For further information, visit www.USHIO.com.