

# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## **Ushio America Introduces New 90+CRI LED BR Lamps Certified for California Title 20**

Cypress, California (January 2019) — Ushio America, Inc. introduces a new line of LED R20, LED BR30 and LED BR40 lamps that are certified for California Title 20. The Uphoria™ PRO Gold LED BR lamps are a direct replacement for Incandescent R/BR lamps offering smooth, quiet dimming (down to 10%). Designed with a wide, soft beam to reduce glare, these high-efficient lamps feature high color rendering (90+ CRI) and save up to 93% in operating costs!

Ushio America is proud to stand behind these 25,000 hour rated Uphoria PRO Gold LED BR lamps with a 5-year limited warranty. For more information on the Uphoria PRO Gold LED BR or any of the other lighting-edge technologies from Ushio America, Inc., visit [www.USHIO.com](http://www.USHIO.com) or call 800.838.7446.

### **About Ushio America, Inc.**

Ushio America, Inc. is a vertically integrated solutions company for lighting systems and components utilizing xenon short arc, lasers, ultra-high-pressure UV, excimer, metal halide, LEDs (specialty sensing and architectural lighting), halogen, fluorescent, and miniature incandescent lamps serving semiconductor, printed circuit, video projection, cinema, medical, life sciences, UV curing, germicidal, horticulture, landscaping, graphic arts, flashlight, scientific, medical, infra-red heating, lamp and laser drivers, systems and services, and numerous other applications. Established in 1967 as a subsidiary of Ushio Inc., in Tokyo, Japan, Ushio America offers a full spectrum of over 2,500 products and services to its customers. For more information, visit [www.ushio.com](http://www.ushio.com).

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