

# NEWS RELEASE

**USHIO America, Inc.**

5440 Cerritos Avenue, Cypress, CA 90630  
Tel: 714.236.8600, Fax: 714.229.3180  
www.ushio.com

**Contact:**

Denny Huang - Sr. Marketing Coordinator  
Tel: 714.229.3173, Email: [press@ushio.com](mailto:press@ushio.com)

**FOR IMMEDIATE RELEASE**

## **Ushio America Introduces the New Uphoria™ 3 LED PAR Lamps in PAR20, PAR30, PAR30LN and PAR38 Models with 90+ CRI**

Cypress, California (October 2016) — Ushio America introduces the new Uphoria™ 3 LED PAR lamps in PAR20, PAR30, PAR30LN and PAR38 models with a very high color rendering (90+). These LED PAR lamps combine the classic styling of traditional PAR lamps with the advanced technology of LEDs and custom designed optics. This provides a light-weight, energy saving LED lamp with the form, fit and function of a traditional halogen PAR lamp.

The dimmable Uphoria 3 LED PAR lamps are designed to replicate the shape and light output of halogen PAR lamps, but offer serious energy-saving benefits. These LED PAR lamps utilize tightly-binned, high color rendering LEDs and an advanced optical design with multi-faceted reflectors for superior beam control and reduced glare.

Uphoria 3 LED PAR lamps have a special thermal design that maintains proper thermal management of the LEDs. This maintains a quality light output while ensuring long life.

Ushio America is proud to stand behind these ENERGY STAR® certified LED lamps with a 5-year warranty. All Uphoria 3 LED PAR lamps operate on 120V with Soft White (2700K) and Warm White (3000K) color temperatures, and are available in Narrow Flood and Flood beam angles.

For more information on the Uphoria 3 LED PAR 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.

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**About Ushio America, Inc.**

Ushio America, Inc. is a leading manufacturer of Specialty and General Illumination lighting solutions based in Cypress, California. Established in 1967 as a subsidiary of Ushio Inc, in Tokyo, Japan, USHIO now carries over 3,500 General Lighting and Specialty products. These Lighting-Edge Technologies™ are provided to a variety of industries such as general illumination, audio-visual, photographic, stage, studio and television, semiconductor, printed circuit, video projection, cinema, UV curing, germicidal, horticulture, graphic arts, flashlight, scientific, medical, dental, ophthalmic, infra-red heating, and many others. For further information, visit [www.USHIO.com](http://www.USHIO.com).