



## FOR IMMEDIATE RELEASE

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## BetaLED® Introduces Essentia™ Interior LED Lighting Series

*New architectural interior luminaires offer unique benefits*

Sturtevant, Wis., May 12, 2010—BetaLED, a division of Ruud Lighting Inc., expands its industry-leading LED luminaire portfolio with a new line of interior architectural downlights, linear and cove lighting luminaires for commercial and high-end residential use. The Essentia product series combines a breakthrough in lighting performance and control with a replaceable light source that accommodates evolving LED technology and promotes sustainability. Commercial spaces can now be brilliantly illuminated and realize tremendous energy savings.

The complete Essentia product line of recessed downlights features multiple distributions, adjustable and wall wash optics, plus linear, and cove lighting luminaires. The Essentia product line debuts at LIGHTFAIR® International, an industry tradeshow held at the Las Vegas Convention Center May 12 through 14 in BetaLED booth 1031.

“We merged our best practices in renowned BetaLED product benefits with years of innovation from our Kramer interior luminaires to develop the best and most complete line of interior LED luminaires,” said Christopher Ruud, president of Ruud Lighting. “The Essentia product brings to market what customers want out of an ideal interior LED light source. Essentia delivers advantages that we haven’t seen offered in the commercial industry.”

The entire series of luminaires can be easily upgraded as LED technology advances with a replaceable light engine and optics. The complete line includes an unbeatable LED performance package and is designed with exceptional features:

- Standard 0-10V dimming control
- 4-, 6- and 8-inch square and round apertures
- 1,200 to 5,000 lumens delivered
- Multiple color temperatures
- Narrow, medium and wide distribution patterns
- 45 degree cut-off
- Over 50,000 hours of operation

– More –

Since 2007, BetaLED has ushered in LED development and set industry milestones with a commitment to reduce energy use and improve lighting performance through the advancement of LED luminaires. BetaLED continues to raise the bar for design and performance excellence as technology and product lines grow and expand.

The new Essentia interior luminaire series joins the successful BetaLED product family of well-known exterior brands THE EDGE area luminaires, LEDway streetlights, and 304 Series canopy luminaires for interior and exterior use.

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**About Ruud Lighting, Inc.**

Since 1982, companies and divisions of Ruud Lighting have developed, manufactured and sold a range of products through various channels for residential, commercial and industrial lighting applications. Ruud Lighting products are sold internationally through Ruud Lighting Europe (Florence, Italy) and Ruud Lighting Canada (Toronto). Other sales partner offices are located in Australia, New Zealand, Singapore and the Middle East.

**About BetaLED**

BetaLED is recognized throughout the world for advanced engineering, innovative design and excellence in manufacturing LED lighting solutions. As an industry-leader, BetaLED has proven performance with thousands of successful installations in over 1,000 cities worldwide. BetaLED is the industry's leading manufacturer of specification grade LED luminaires. Capitalizing on our extensive in-market success, BetaLED luminaires have consistently proven their performance over traditional lamp sources and other LED products.

BetaLED luminaires deliver an environmentally friendly solution while bringing proven performance in efficiency, performance, longevity, and style. For more information visit [www.BetaLED.com](http://www.BetaLED.com).