



COLOR
THAT MOVES YOU

SORAA[®]



We always start with Soraa LED lamps and fixtures simply because of their color and violet light emission—both of which are important to us from a color rendering and health perspective.

—John Fox, President of
Fox & Fox Design LLC

THE QUALITY OF LIGHT MATTERS

Psychologists, color experts and even historians have long since studied color and its effects on the human mind. Bright reds arouse energy and romance, yellows stimulate optimism and laughter, purples promote sophistication and wisdom, and blues inspire serenity and truthfulness.

These colors and their effects on the human experience become even more complex when each shade is rendered as nature intended.

Light adds new dimension to colors as we know them. Lighting designers, architects and specifiers seek to employ quality lighting across spaces, from restaurants to hotels, to bring out each color's unique personality. As a result, paintings appear more vibrant, meals appear more appetizing and skin tones appear more healthy and natural.

Since its founding by Nobel Prize-winning scientist Shuji Nakamura in 2008, Soraa remains at the forefront of innovative LED design and technology. Our industry-leading LED lamps reflect our firm belief in the perfect rendering of all colors of the visible spectrum.

A pioneer in the realm of color, Soraa takes a balanced approach to more accurately measure color and redefine the way industry leaders evaluate light sources by combining TM-30, CRI, R9 and Rw (white rendering).

Learn more at: www.soraa.com/color

Objects illuminated with conventional LEDs



Objects as they would appear with Soraa VIVID COLOR™ technology



COLOR SO BOLD
YOU CAN TASTE IT

color

rendering

capabilities

COLOR

SORAA VIVID COLOR™

Behaviors, emotions, well-being and human interactions depend on seeing colors accurately. Since natural light starts at violet and ends at red, the accurate rendering of color requires the right amount of spectral content in every wavelength from 400nm to 700nm.

As the only LED that spans the visible spectrum from violet through deep red, Soraa harnesses the latest techniques in color science to achieve a natural saturation and precise rendering of specific colors. Soraa also uses the cutting-edge TM-30 color rendition method to perfect Soraa VIVID COLOR technology and render all colors as they are meant to be seen.

Illuminating spaces with Soraa VIVID COLOR technology reinvigorates objects and people within them. By showcasing the most nuanced of colors as nature intended, Soraa lamps allow clothing, artwork, fabrics, food, beverages and people to look and feel their best. Conversely, LEDs lacking true full spectrum light leave objects with subdued appearances.

Learn more at:
www.soraa.com/products/snap_system

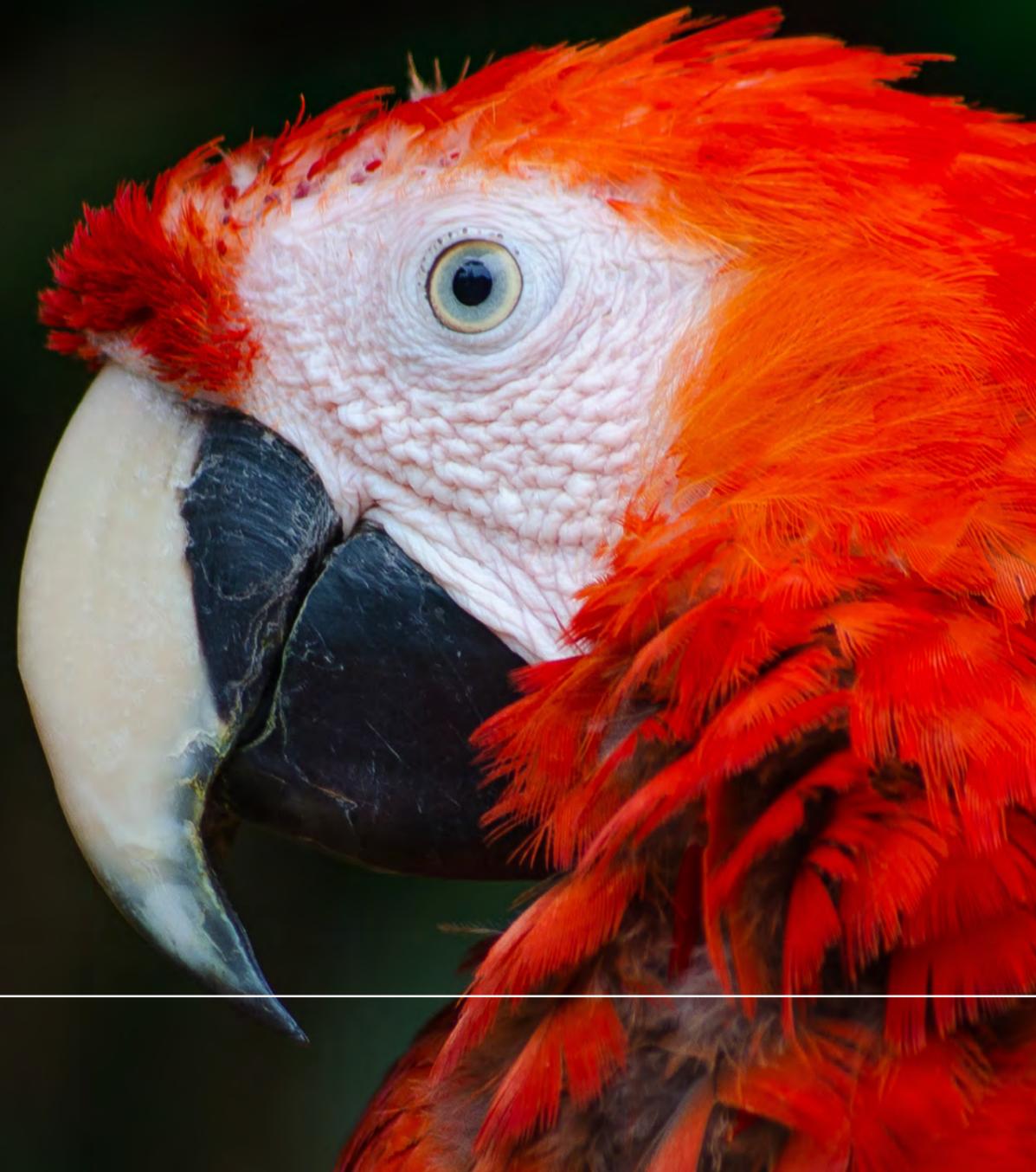


RED

THE VALUE OF R9

CRI (Color Rendering Index) includes eight standard colors (R1-R8), which means it doesn't factor in red, also known as R9. Creating a color point without considering R9 results in lackluster reds and lifeless skin tones. The Soraa VIVID™ portfolio, however, taps into the visual power of R9, resulting in vibrant, dramatic spaces with eye-popping appeal.

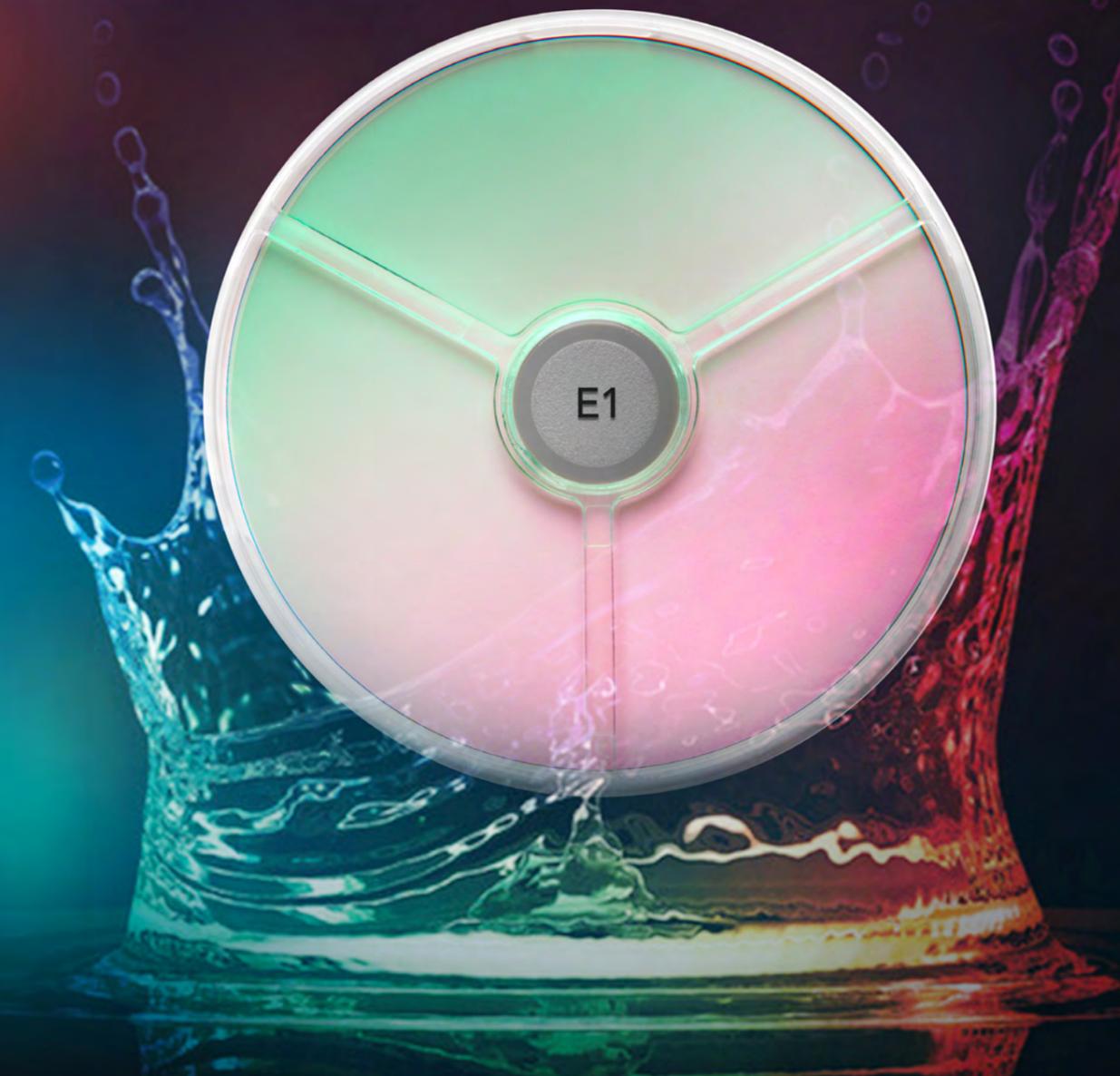
R9 values reach a maximum value of 100, which is similar to natural sunlight. Soraa VIVID has an R9 value of +95— among the highest available anywhere— thus saturating the senses.



MAKE A SPLASH

With Soraa SNAP ENHANCE™, reveal new dimensions of color that add 'wow' to any space.

Visit Soraa.com to learn more.







WHITE, REIMAGINED

SORAA



Soraa's white rendering generates the gentle, soft atmosphere of 'innocence' I desired for my exhibit. Soraa provides consistency, even when the lamps are dimmed, revealing dynamic surfaces and color throughout the entire space.

— Artist Ms. Mika Aoki

Glass art exhibit at the Pola Museum
Tokyo, Japan
Image by Hiromi Shinada

INFINITE SHADES

White is one of the most intricate and multifaceted colors, reflecting all wavelengths of the visible light spectrum. Powder white snow, delicate eggshells and ancient alabaster artifacts demonstrate the complexity of white in all facets of our lives.

With the proliferation of optical brighteners, we encounter even brighter shades of white in everyday products, including clothing, cosmetics, plastics and paper. Sunlight and incandescent lamps excite these brighteners, but many conventional LED lamps lack the technology required to unleash their full potential.

Soraa's violet LEDs are engineered to render white materials in the exact same way as natural light. The result? People see endless shades of white when interacting with fashion, cosmetics, artwork, fabrics and appliances. When these objects take on distinct white appearances under full spectrum light, common experiences—such as shopping or visiting an art museum—become extraordinary.

Learn more at: www.soraa.com/color





WHITES SO BRIGHT
YOU CAN FEEL THEM

white

rendering

capabilities

WHITE

SORAA NATURAL WHITE™

Soraa is leading innovation in white rendering by designing the only LED that spans the visible spectrum. Developing *R_w*, its own calculation method to render white tones faithfully, is the foundation for Soraa NATURAL WHITE technology. By carefully optimizing these techniques, Soraa makes it possible to render infinite shades of white—just like natural light. When illuminated with Soraa NATURAL WHITE technology, clothing, cosmetics, artwork, fabrics and appliances exhibit individual shades of white as expected.

Properly seeing shades of white helps enhance a person's emotional response to how they experience spaces and perceive objects. Lighting designers strive to create these experiences with artificial light sources while, at the same time, product manufacturers use optical brightening agents to intensify the color of white objects. Blue-based LEDs, even with a high CRI, blue-based LEDs cannot render white materials properly because they do not emit the short-wavelength light necessary to excite brightening agents found within these products. As a result, they leave white objects with a potentially dull or lifeless appearance.

Learn more at: www.soraa.com/white



A CONVERSATION OF INFINITE SHADES

With Soraa NATURAL WHITE™ technology, discover the power to reveal color *and* white in every application.

Visit Soraa.com to learn more.



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