



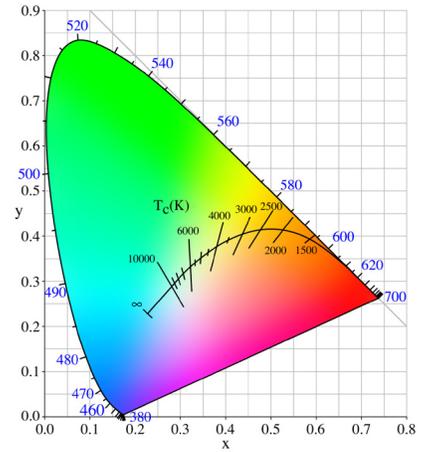
# THINKING BELOW THE CURVE

The latest in lighting technology and why you want to EGNITE™ your tape light.



## 1943

Dr. David MacAdams conducted a series of experiments in which he tested the ability of a person to distinguish very similar colors. These experiments resulted in the MacAdams Ellipses, which are defined as the regions on a chromaticity diagram that contain all the colors that are indistinguishable to the average human eye from the color at the center of the ellipse. The ellipses show that we are less sensitive to color differences along the black body line. For this reason, the black body locus has been the standard measure of color temperature in terms of lighting technology. And thus, this has been the norm for decades. Until now...



## 2016

New innovations in lighting technology have made it possible to capture light at a temperature that is slightly below the black body curve. This light is still characterized within a yellow to blue range of light (PreciseLED products typically range from 2200K-4000K). However, it also has a subtle hint of pink.

Why would anyone want a subtle hint of pink in their LED lights? EGNITE™ will cause certain colors to appear more vibrant, brighter, and bolder. **In fact, several recent studies \* have shown that in psychophysical experiments, subjects chose light sources below the black body curve as their preferred light source.** One example of a texture that would benefit from EGNITE™ is wood. The slight pink hue of the EGNITE™ light causes your wood to look much richer. Whereas, a 2700K temperature alone would cause certain wooden textures/finishes to look somewhat greenish in hue, the EGNITE™ attribute helps to correct this by adding a very subtle but highly elegant touch of pink.

\*Sources: Dikel EE, Burns GJ, Veitch JA, Mancini S, Newsham GR. 2014. Preferred chromaticity of color-tunable LED lighting. LEUKOS. 10(2): 101-115.

Ohno Y, Fein M. 2014. Vision experiment on acceptable and preferred white light chromaticity for lighting. In: Proceedings of CIE 2014 "Lighting Quality and Energy Efficiency"; 2014 Apr 23-26; Kuala Lumpur, Malaysia.

Egnite™ is now available in all of our Low Voltage Tape Light, in 3000K and below, found at:

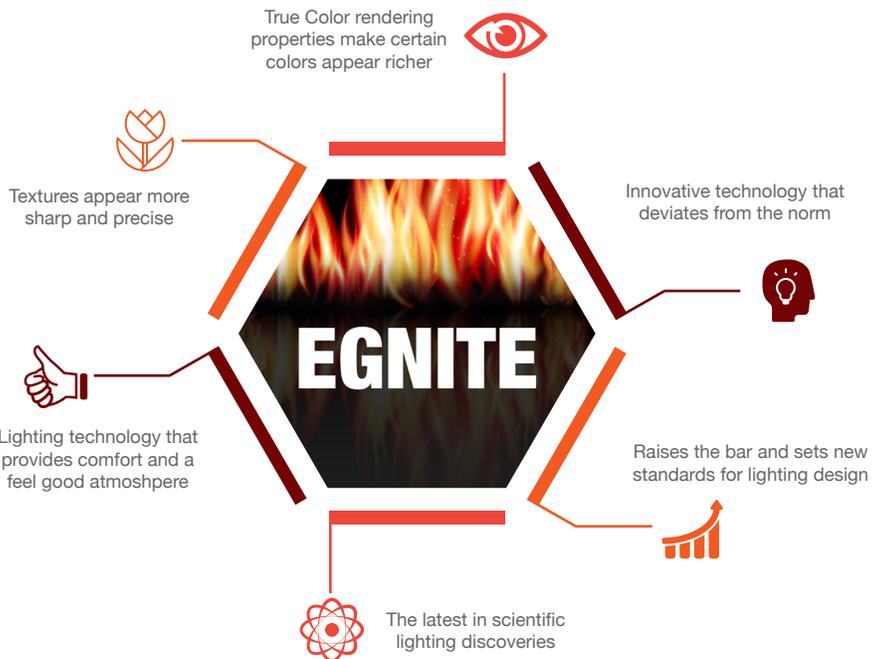
<http://preciseled.com/product-category/led-tape-light/>



3000K without EGNITE™



3000K with EGNITE™



Disclaimer: Egnite doesn't match ordinary color temps. (e.g. 2700K Egnite does not match 2700K regular) and may not be recommended for use right near actual sunlight.