

## High Colour Saturation LED

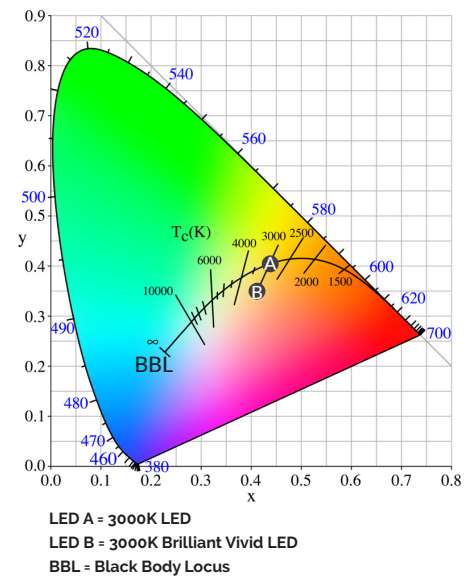
Introducing the latest generation of Citizen Brilliant Vivid LED range. It provides beautiful and enriched high colour quality light for colour sensitive applications such as high end retail stores.

### Correlated Colour Temperature (CCT)

The CCT rating for a lamp, luminaire or fixture is a general indication of its colour appearance (warm or cool). Light sources rating below 3000K are classified as "warm", while those with a rating above 4000K are classified as "cool" in appearance. The graphic on the right shows how LED A and B can have the same CCT (3000K) but a different colour appearance. LED A appears yellowish while LED B appears whiter.

#### What is new in Brilliant Vivid LED

Brilliant Vivid LED performs under the Black Body Locus (B.B.L) line so the appearance of colours are more whiter and more saturated, as shown on the graphic (LED B).



### Colour Rendering Index (CRI)

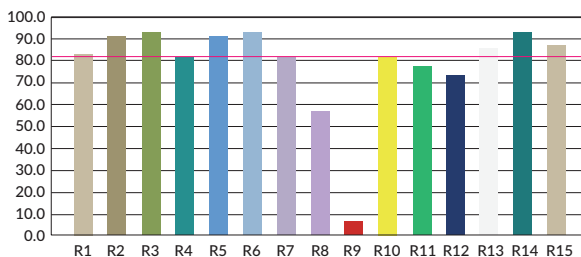
The CRI (Colour Rendering Index) measures a light sources ability to faithfully show the colour of an object in comparison to daylight. The higher the CRI number, the more accurately it can display colours.

#### What is new in Brilliant Vivid LED

The Citizen new Generation Brilliant Vivid LED Chip has high CRI 95 typical, which provides excellent colour rendering that is true to life.

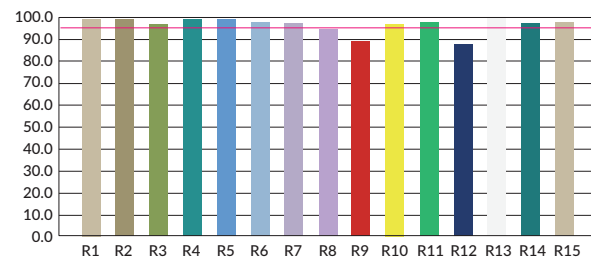
#### Colour Rendering Index (CRI)

Standard LED 3000K CRI 80



#### Colour Rendering Index (CRI)

Brilliant Vivid LED 3000K CRI 95



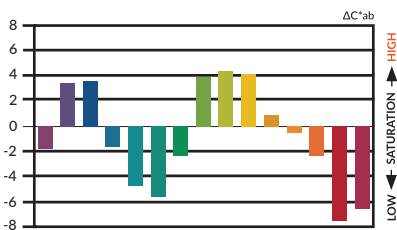
## Colour Quality Scale (CQS)

The CQS is a new fidelity metric that integrates different dimensions of colour quality such as saturation, hue and lightness. The CQS score works to represent the overall colour quality of products for all types of light sources. CQS addresses the limitations of CRI which were identified when measuring LED. For example CRI can give high scores to light sources that render some saturated object colours very poorly.

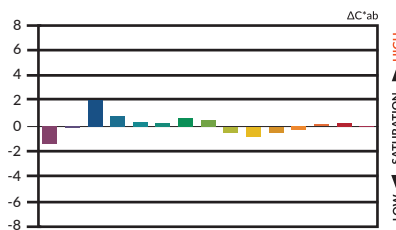
### What is new in Brilliant Vivid LED

In addition to the high color rendering, Citizen Vivid LEDs were designed to make the hue, lightness and saturation of objects more faithful. They can represent a full range of fine, natural colour gradation in comparison with a standard LED. With the greater range of colours and contrasts, the texture and detail of a product is more apparent. Citizen Brilliant Vivid LEDs were developed based on CQS so that an illuminated object appears more accurately.

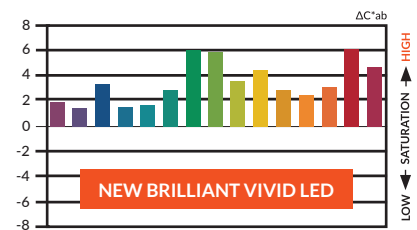
**Standard LED**  
3000K CRI 80



**Super High CRI LED**  
3000K CRI 97



**Brilliant Vivid LED**  
3000K CRI 97



## Why Use Vivid LED

Aglo focus on quality LED products that will suit almost all applications, but for a premium store where colour is most important this special range of LED should be considered. The LEDs can be fitted into our extensive range of downlights, track spots and shop lights. Citizen Brilliant Vivid LED is available in 2700K - 5000K colour temperatures and several intensity options.

Contact Aglo Systems for a customised live demonstration to suit your particular illumination needs and lighting design.

## New generation Brilliant Vivid LED

### Standard LED 3000K CRI 80

No highlighting of colours. Reds, blues and greens are not very accurately presented. Whites appear yellowish.



### Brilliant Vivid LED 3000K CRI 97

Brilliant Vivid LED is able to create beautiful saturated colors which represent a full range of fine colour gradation in comparison with a standard LED.

