



FOR IMMEDIATE RELEASE

## LIGHTFAIR INNOVATION AWARDS HIGHLIGHT THE BEST AND THE BRIGHTEST AT LIGHTFAIR 2021 TRADE SHOW

**NEW YORK – October 26, 2021** – LightFair today announced winners of the 2021 LightFair Innovation Awards (LIAs) with three of the 14 lighting category winners – Lazer Line by PureEdge Lighting, TruTrack by PureEdge Lighting and Infinity by Edison Price Lighting -- receiving special overall excellence distinctions: **Most Innovative Product of the Year, Technical Innovation and Design Excellence** awards. The 2021 LightFair Conference & Trade Show runs Wednesday through Friday at New York City's Jacob K. Javits Convention Center.

"The LIA winners are those companies that raise the bar for lighting innovation and design every year," said Dan Darby, show director. "Our 2021 winners have highlighted current needs in the market and designed new ways to utilize lighting. There is no end to the upward trajectory in which our award winners are launching the lighting industry."

The 2021 awards recognize the most innovative products across 14 categories introduced in the past 12 months and were judged by an independent panel of lighting professionals: **Jim Levy; Sarah Snodgrass;** and **Howard Wolfman** of Illuminating Engineering Society (IES), and **Michael Marvin** and **Diane McNabb Rodriguez** of International Association of Lighting Designers (IALD). Judging criteria included the product's clarity of purpose, versatility, adaptability, sustainability, ease of use, design efficiency and aspects that enhanced human wellbeing, among others.

Winners were announced online via a video presentation. Trade show attendees can take part in the LightFair Innovation Award Tour, led by Mark Roush of Experience Light LLC, on October 27 from 10:30 – 11:30 a.m. The 14 categories, and winning products and companies are:

**Most Innovative Product of the Year – the program's highest award, recognizing the most innovative new product** – Lazer Line by PureEdge Lighting, Booth 1647

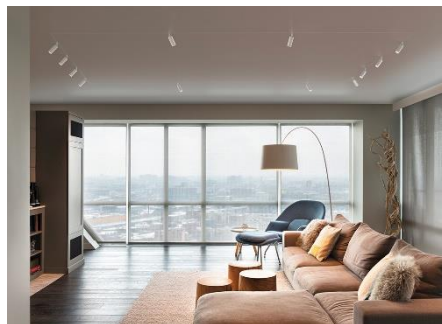
**Dynamic Color, Theatrical, Cove, Strips & Tape** – Lazer Line by PureEdge Lighting, Booth 1647



Lazer Line creates a paradigm shift with how we use lighting design within the environment. Lazer Line, an LED lighting system, connects wall-to-wall or wall-to-ceiling, up to 60 ft. before refeeding, with no visible pixilation. It utilizes heatsink tape which is fastened and tightened by turnbuckles plastered into the wall or ceiling for a seamless look. it allows the light to go up, down, or both, achieving ambient uplight and also functional lighting. It enhances any space with pleasant soft light and delivers designer quality color rendering, creating a space that is visually spectacular.

**Technical Innovation Award - recognizing the most forward-thinking advancement in lighting technology** – TruTrack by PureEdge Lighting, Booth 1647

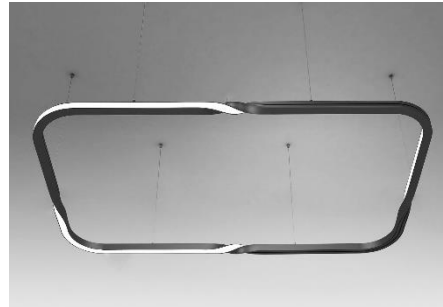
**Track, Display, Undercabinet & Shelf** – TruTrack by PureEdge Lighting, Booth 1647



TruTrack is a patented, recessed track lighting system that installs cleanly into the ceiling, achieving a truly flawless finish. The innovative system easily installs into 5/8" thick drywall, eliminating the need for joist modification. TruTrack can incorporate an integral LED strip which is field cuttable for customized lengths. Adding minimal architectural track heads make TruTrack perfect for residential and commercial applications. TruTrack lighting is available in Warm Dim to promote relaxation and wellness, as well as standard static white and multiple color temperatures.

**Design Excellence Award – recognizing outstanding achievement in design** – Infinity by Edison Price Lighting, Booth 1947

**Indoor Decorative – Infinity by Edison Price Lighting, Booth 1947**



Infinity is the first linear/curve lighting system with limitless design possibilities. Any length or degrees can be configured, in any combo of linear, curved or twisted models. Infinity can be suspended, recessed, surface or wall mounted. Form shapes include interlocking loops, half moons, linear waves, and architectural swirls. Each model is available in different light source directions, achieving multi-directional lighting when combining models for a luminaire that doubles as an architectural element and a powerful source of illumination.

**Non-Luminous – Research, Publications, Lighting Software & Specialty Hardware – The Lighting Library by Illuminating Engineering Society (IES), Booth 1776**



The Lighting Library is a comprehensive set of Illuminating Engineering Society standards plus Handbook content updated for 2020 in an online, subscription-based service. It contains nearly 100 annotatable standards and includes two exclusive features: the Reference Retriever for finding links to the references themselves, and the Interactive Illuminance Selector that allows users to quickly find lighting criteria that can be saved in an unlimited, user-defined project library. The Lighting Library is the first globally accessible online platform for continuously updated lighting standards.

**Lamps – Conventional, Retrofit & Replacement – Color Select Power Select HID LED Replacement Lamps by Keystone Technologies, Booth 1804**



Keystone's Color and Power Selectable LED HID Replacement Lamps feature energy-saving LED technology and are an ideal replacement for conventional metal halide lamps. More importantly, Keystone's Power Select and Color Select technologies allow users in the field to quickly select from three lumen output and three color temperature options with the flick of switches located on the lamp housing – a versatile feature that allows substantial SKU reduction for distributors.

**LED/OLED – Chips & Modules – H6 Series by Nichia America Corporation, Booth 2148**



Nichia's H6 series takes advantage of a unique narrow band red phosphor technology to develop LEDs which achieve a color quality better than traditional 90 CRI LEDs with R9 content greater than 50, while maintaining an efficacy as good as 80 CRI LEDs.

**Ballasts, Transformers, Drivers, Systems & Kits – Smart Current Drivers by Keystone Technologies, Booth 1804**



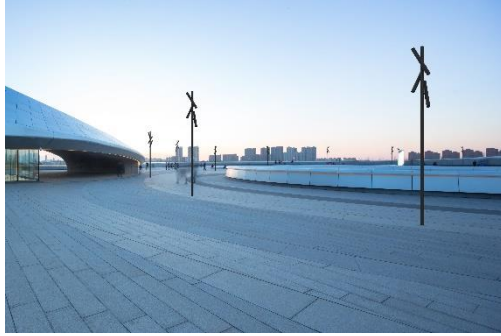
Keystone Technologies' Smart Current LED Drivers can be adjusted by simply connecting to a smart phone or computer with a USB cable, making installation simple. This feature makes the driver even more convenient to install in the field, since there's no need for computers or special software. It's available in multiple output power options, features a dim-to-off mode -- enabling dimming to 1% -- for precise tuning of output current, and includes a 12Vdc/200mA max auxiliary power output.

**Recessed Downlights, Wall Washers & Multiples** – M2 Recessed Downlights by Nora Lighting, Booth 1824



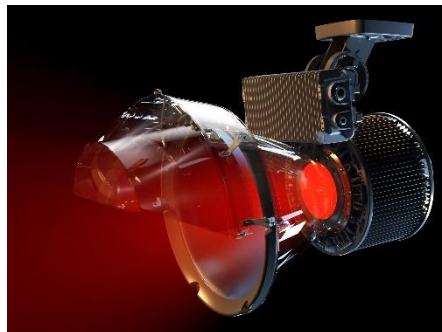
Nora's M2 Mini offers an array of exclusive features in a small aperture package without the need for a housing. M2 luminaires come ready to install with a pre-wired junction box and quick connects. The M2 Mini delivers up to 850 lumens per luminaire in round or square apertures with numerous accessories for multiple appearances, available in 2700K or 3000K at 90+ CRI, and modular system accepts accessories for greater customization. Trim options include open downlight, recessed or adjustable gimbal, elbow, lensed downlight and multiple lighting systems.

**Parking, Roadway & Area Luminaries** – Nebula by Neri North America, Booth 2010



NEBULA by NERI - designed in collaboration with Architects Skidmore, Owings & Merrill - provides pole and ground mounted, high performance lighting solutions including numerous beam patterns for architectural effects lighting as well as area/site lighting. Source illumination choices include dimmable, remote controllable, warm white LED, tunable white LED, RGBW LED and "turtle friendly" LED illumination. Non-lighting functions can include speakers, cameras, WiFi, distress stations, planters, banner arms and motion/proximity sensors. Sleeve and core pole system delivers strength and flexibility.

**Sports, Step, Landscape, Pool & Fountain Luminaries** – Chromabeams LED 900 by Sportsbeams LED Lighting, Booth 1922



Chromabeams' advanced technology allows facility owners to light their venues as they would a stage. Powerful color can saturate the facility, evoking emotions and excitement like never before. These same fixtures also provide the highest quality of glare-free lighting available for any activity. Combining both attributes in one affordable fixture is changing the way that sports and events are presented.

**Control Components & Hardware** – Smart Interface Control (SI C) Series by LTF Technology, Booth 2142

## SI-C2 Wireless smart interface for LED Tapes



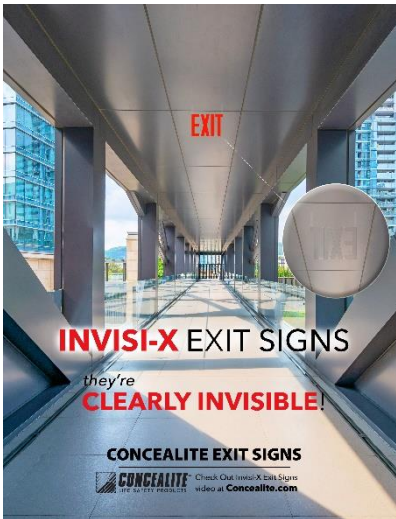
SI C series are unique and easy to install wireless control devices for IoT applications with a high power density of 30W / Cubic Inch. SI C series can be added at the output of any standard constant voltage driver. Every standard LED driver can be converted to a Wifi/Bluetooth IoT device, enabling two-channel Color tuning, Dimming, Zone controls, Scheduling, Google Voice control, Alexa and RGB controls via Bluetooth or Wifi protocols.

### Commercial Indoor – Troffers, Suspended & Surface Mounted – NatureConnect by Signify, Booth 1447



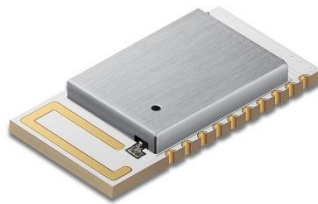
NatureConnect is a lighting innovation inspired by nature to make people feel happier and healthier. The system is built on biophilic design principles, which use elements of nature in interior spaces to create healthy, engaging and inspiring environments. NatureConnect combines various LED luminaires -- Daylight, Skylight and Lightscape -- with intuitive control to create lighting scenes tailored to people's needs based on proven and valued natural experiences such as mimicking the rhythm of the sun, providing a view to the sky, mimicking the colors and dynamics of natural environments.

### Industrial, Disinfection, Vandal, Emergency & Exit – Invisi-X Exit Sign by Concealite Life Safety Products, Booth 2213



Invisi-X Exit Signs offer a new invisible solution for building directional egress signage which illuminates only the visible EXIT of the Code-required directional signage. It features a patented, cloaking design which causes the remaining signage to disappear from view. Multiple mounting options for blending into wall and ceiling materials including gypsum board, marble, granite, brick, concrete and sloped ceilings. Features long-life, illuminated, flat screen directional image and smart emergency power technology.

**Control-Enabling Technology, Connectivity & Software – ITM by Samsung Electronics, Booth 1538**



Only for LightFair 2021 Innovation Awards, Samsung Electronics, ITM

Samsung ITM is a compact dual-protocol wireless IoT module that provides fast and easy lighting conversion to smart luminaire in residences, representing the best of smart home connectivity such as ZigBee and BLE. ITM has an embedded firmware that supports flexible onboarding via SmartThings App either with or without a hub. ITM also has a native functionality to enable connectivity to ZigBee speakers from Amazon or BLE speakers from Google. ITM is unique in that it supports the highest level of smart home lighting connectivity and functionality at the module level for luminaire makers.

All 2021 submissions, winners, product information and images can be found



at <https://www.lightfair.com/lightfair-innovation-awards/#/> and in the [virtual awards directory](#). The video presentation will also be displayed in the LightFair Innovation Awards lounge for the duration of the LightFair trade show.

For more information on the process for submitting to the LightFair Innovation Awards, please visit <https://www.lightfair.com/lightfair-innovation-awards-submissions>.

The trade show floor will showcase more than 230 lighting exhibitors through October 29. Trade show access, as well as LightFair's 45+ exhibit floor events, is complimentary for the 2021 edition. Registration is available at [Lightfair.com/registration](https://www.lightfair.com/registration).

Admission to the LightFair Conference, which runs through October 29 in the Jacob K Javits Convention Center 1E meeting rooms, ranges in price from \$90 to \$1,495. Registration and full conference information and pricing is available at <https://www.lightfair.com/conference>.

#### **Safer Floor. Safer Show.**

LightFair 2021 has adapted to allow safer product exploration and education as outlined in its "Safer Floor. Safer Show." guidelines. Per the latest mandates from New York City and the Javits Center, ALL participants will be required to show digital or physical proof of vaccination at entry and wear masks. The full "Safer Floor. Safer Show." protocols are at [LightFair.com/attend/safety-protocols](https://www.lightfair.com/attend/safety-protocols). For further information on LightFair's 2021 show and conference, visit [LightFair.com](https://www.lightfair.com).

#### **About LightFair**

LightFair, the world's largest annual architectural and commercial lighting trade show and conference, is owned by the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The event is produced and managed by International Market Centers. For more information, please visit LIGHTFAIR.COM. Join the #LightFair2021 conversation on Facebook, Twitter @lightfair, Instagram @lightfair\_international, LinkedIn and YouTube.

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