



FOR IMMEDIATE RELEASE

LIGHTFAIR EXHIBITORS TO FEATURE UV-C DISINFECTANT SOLUTIONS AT OCTOBER 2021 TRADE SHOW

NEW YORK – October 5, 2021 –LightFair will connect the lighting design industry with a full range of new technologies, including innovations in disinfectant lighting solutions which have become increasingly popular during the COVID-19 pandemic, at its 2021 trade show, October 27-29 at New York City’s Jacob K. Javits Convention Center. As an added benefit and to demonstrate the practical application of UV-C technology as a surface disinfectant, LightFair will sanitize exhibit hall surfaces each evening with disinfectant lighting as an extension of its “Safer Floor. Safer Show” protocols.

“LightFair continues to have its finger at the pulse of innovative solutions in the lighting-design industry,” said Dan Darby, show director. “Particularly timely are several of exhibitors showcasing disinfectant technology, such as UV-C lighting, that addresses current heightened market demand.”

UV-C light can be used in commercial and lifestyle spaces to kill more than 99% of viruses and bacteria on surfaces and in the air, making UV-C disinfection an increasingly important lighting category. Notable LightFair exhibitors, including **Energy Focus**, **Signify** and **The Lighting Quotient**, will present leading edge sanitizing UV-C light technology at the October 2021 trade show.

Energy Focus will debut **UV™ by Energy Focus**, featuring three affordable and immediate disinfectant lighting solutions: the **nUVo™ Traveler**, a personal space disinfectant for cars, homes and offices; the **nUVo™ Tower**, a free-standing, portable air disinfection device; and the **mUVe™**, a UV-C surface disinfection autonomous robot. www.energyfocus.com/uv-c-disinfection-solutions/.

Through a special partnership with LightFair, Energy Focus’ **mUVe™** UV-C surface disinfection robot will sanitize surfaces throughout the exhibit hall after hours. Once programmed with the show floor plan, the disinfection robot will move on its own around the exhibit hall at a speed of 18 inches-per-second using a powerful beam of UV light to disinfect all surfaces including the floor, within a one meter radius.

“This partnership has allowed us not only to showcase a cutting-edge lighting technology, but also to provide a second layer of disinfection to the LightFair exhibit hall,” added Darby.

Signify will be available to speak about its Alkco line of UV-C disinfection luminaires and equipment, featuring: **air disinfection solutions** – germicidal, indirect upper-air UV luminaires that mount to the wall or ceiling; **surface disinfection solutions** – germicidal, direct UV luminaires that mount to the ceiling and operate when people/animals are not present; and **object disinfection solutions** – UV-C disinfection chambers used for disinfecting objects and shared devices such as headsets and handheld scanners.

www.signify.com/uvc.

The Lighting Quotient will present the **Elliptipar G417** and **G51x** product family, which are suspended or mounted to walls and feature a proprietary louver system to direct UV-C emissions for disinfection of airborne microbes and viruses which circulate in upper portions of a room.

www.thelightingquotient.com.

The LightFair 2021 exhibitors present a broad range of lighting technology from design-driven installations to technical and health solutions. The full list of exhibitors is at

https://lf2021.mapyourshow.com/8_0/explore/exhibitor-alphalist.cfm/

LightFair 2021 will showcase the newest designs in commercial and industrial lighting, October 27-29, 2021 (Conference October 25-29) at the Jacob K. Javits Center in New York. Admission to the trade show floor is complimentary during LightFair's 2021 edition. To register or learn more about LightFair, visit LightFair.com.

Safer Floor. Safer Show.

LightFair 2021 will adapt to allow safer product exploration and education as outlined in its "Safer Floor. Safer Show." guidelines. LightFair is working closely with the Javits Center to stay up-to-date on recommendations and guidelines from the CDC and New York State. The full "Safer Floor. Safer Show." protocols are at LightFair.com/attend/safety-protocols.

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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