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SEA GULL LIGHTING / AMBIANCE SHOWROOM: #TM-4826

NEW AMBIANCE® OFFERINGS MAKE ITS ENTIRE Lx CABLE SYSTEM AVAILABLE IN LED
New Products Deliver Impressive 80-90 CRI, High Lumen Outputs for Extraordinary Efficacy

Skokie, Ill., January 14, 2015—Ambiance Lighting Systems, a leading brand in easy-to-install line and low-voltage task, cove and display lighting for residential, commercial and architectural applications, will debut its newest, 2015 products at the Dallas Market Center, 2100 North Stemmons Freeway, in the Sea Gull Lighting Showroom #TM-4826. With this introduction, now there is an LED option for all Ambiance Lx system products.

According to Ambiance Lighting Systems Director Tom Nash, “Our Lx Cable System is the most flexible, energy-efficient, powerful and easiest to use in the marketplace. All our products are highly customizable, and our line- and low-voltage systems—many of which can be connected together on one transformer using our proprietary fused plug connector—are used in architectural, commercial and residential applications”

Ambiance Apse LED Cove Modules Place Light Where It’s Needed



The Apse LED Cove Modules with a 90 CRI make achieving the perfect cove or wall washing lighting effect much easier to install and use. Available in 6” and 12” lengths, these modules simply snap onto Ambiance’s Lx Cable and are aimed and repositioned without tools. With 20- or 60-degree beam spreads and a 30 degree adjustable rotation toward or away from the wall, they light spaces of all different shapes and sizes—including vertical surfaces such as vaulted ceilings:

Lengths	6”	12”
Available Finishes	Black or White	
Dimensions	L: 6” W: 1.3” H: 1.02”	L: 12” W: 1.3” H: 1.02”
Power Consumption	4.3 Watts	8.1 Watts
Beam Spreads	20° and 60°	
Max Adjustable Rotation	30 degrees toward or away from wall	
Lumens	200	400
Efficacy	47 lm/w	49 lm/w
Voltage	24V AC for AMBIANCE Lx Cable System	
Color Rendering Index	90 CRI	
Rated Average Life	50,000 hours to 70 percent	
Certification	cETL listed for Dry Locations	
Color Temperature	2700K, 3000K	
Dimmable	Yes, to 10 percent	

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Dell’arte Directional LED Module: A Punch of Light in a Small Package

Inspired by theater stage lights, the miniature Dell’arte Directional LED Module by Ambiance enables easily aimed light to emphasize certain areas or objects. With a 90 CRI, this module is a premium choice to draw attention to a piece of art or to provide directional light under a cabinet, highlighting granite or decorative tile work. The miniature heads simply snap on Ambiance’s Lx Cable System. “Dell’arte doesn’t require lamp holders as many lighting systems do,” said Nash.



Size	1.72” deep and 1.95” wide
Available Finishes	Black or White
Beam Spread	25° and 60°
Color Temperature	2700K or 3000K
Voltage	12v AC for Ambiance Lx Cable System
Lumens	65
Power Consumption	1.4 watts
Efficacy	46 lm/w
Color Rendering Index	>90 CRI
Rated Average Life	50,000 hours to 70 percent
Certification	cETL listed for Dry Locations
Color Temperature	2700°K and 3000°K
Dimmable	Yes, to 10 percent
Max Adjustable Rotation	90° front/back from center 40° right/left from center
Minimum Spacing	1”

Asterial LED High Output Tape Has High Light Output at 400 Lumens Per Foot



According to Nash, “The new Asterial LED High Output Tape by Ambiance is a superior quality product that’s durable, versatile, cost effective and easier to work with and specify than our competitors’. You can choose from 24 volt DC high output and RGB color-changing versions. Both conveniently come on a 40-foot reel that can be cut in the field and re-powered in strips as small as 6 inches—and continuous runs can be made up to 40 feet.”

The Asterial LED High Output Tape is engineered for a variety of applications, such as cove, in- and over-cabinet, on toe kicks, and under cabinets and counters. Both the High Output and RGB color changing versions are completely enclosed to be used for outdoor applications which are regularly exposed to the elements.

*Below are specification details about the **White light Asterial LED Output tape:***

Color Temperature	2700K or 3000K
Available Finishes	Black or White
Length	As small as 6” or as long as 40’
Voltage	24V DC
Lumens	400/ft
Power Consumption	5.5 watts/ft
Efficacy	73 lm/w
Color Rendering Index	80 CRI
Rated Average Life	50,000 to 70 percent
Certification	Indoor/Outdoor: cETL and IP-65 wet listed
Dimmable	Yes, to 10 percent

The Astial RGB Color Changing LED Tape is a versatile and fun accent lighting option for a home or commercial space. According to Nash, “The remarkable aspect is that you can easily program the tape to virtually any color.”

Below are specification details about the **Astial RGB Color Changing LED Tape**:

Length	40'
Volts	24V DC
Watts	2.5/foot
Face Color	White
Dimming	Down to 15 percent with required Ambiance Remote Control
Rating	Indoor/Outdoor: cETL and IP-65 wet listed



New Self-Contained Lighting: The Accluso

Ambiance’s new Accluso 120V LED Self-Contained Lighting System has an extremely high efficacy at 83 to 85 lumens per watt, depending on which of the four available lengths. The Accluso also offers multiple options for transformer-free, LED undercabinet lighting. With plug-in connectors for power and linking multiple units together, Nash said “installations are quick and free of hardwiring hassles.”

Lengths	7.5"	12"	18"	30"
Color Temperature	2700K or 3000K			
Lumens	400	650	975	1625
Power Consumption	4.8 watts	7.7 watts	11.5 watts	19.2 watts
Efficacy	83 lm/w	84 lm/w	85 lm/w	85 lm/w
Voltage	120V			
Color Rendering Index	>90 CRI			
Rated Average Life	50,000 hours to 70 percent			
Certification	cETL Listed for Dry Locations			
Dimmable	Yes, to 5 percent			
Finish	White or Antique Bronze			
Material	Low profile, self-cooling aluminum housing with local on/off switch, clear acrylic lens			

About Sea Gull Lighting, LLC and Ambiance

Sea Gull Lighting Products, LLC, is one of the leading manufacturers and suppliers of decorative and functional lighting for residential, commercial and architectural applications. Through its Sea Gull Lighting and Ambiance Lighting Systems brands, the company provides more than 3,500 product designs spanning 15 categories to a multi-national network of lighting showrooms, builders and electrical distributors. A two-time recipient of ENERGY STAR® Partner of the Year honors, a three-time winner of the ENERGY STAR Sustained Excellence Award plus winner of the 2012 ENERGY STAR Award for Excellence in ENERGY STAR Promotion, the company offers the industry's most expansive line of energy efficient products. For detailed product information, go to www.seagulllighting.com or www.ambiance-lighting.com.

About Generation Brands

As the parent company to Sea Gull Lighting, LLC, Generation Brands is one of America’s leading lighting and ceiling fan companies serving lighting retailers plus the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures, ceiling fans and decorative products which provide value and growth to its customers and end-users. The company’s success is derived from its ability to serve its customers and end-users with superior service, leading edge design, and outstanding quality.