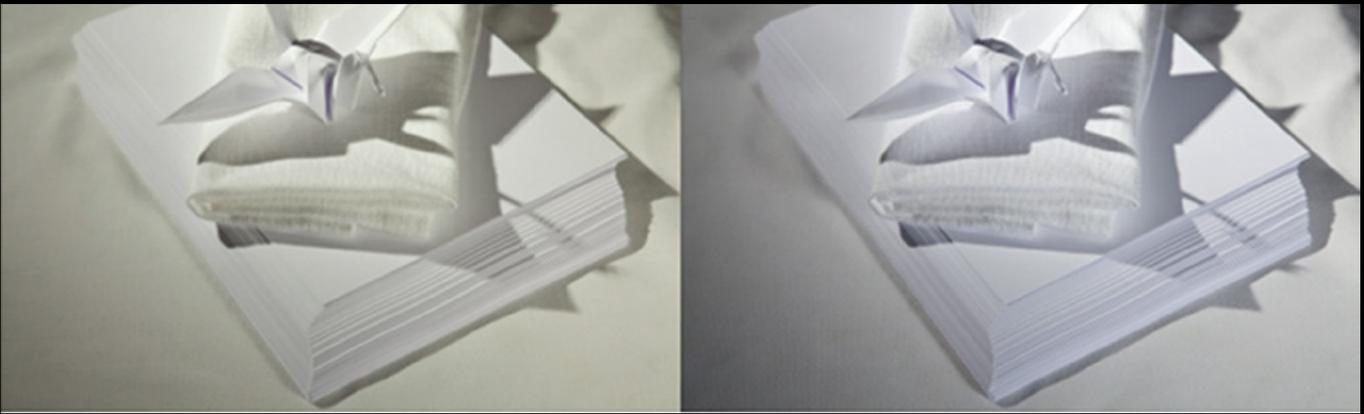


QNTO THE LIGHT





Some 135 years after Thomas Edison carbonized a piece of sewing thread to create the light bulb three Japanese scientists have won the Nobel Prize in Physics for their revolutionary development of the next generation of electric light.

Isamu Akasaki, Hiroshi Amano and Shuji Nakamura first produced bright blue light beams from semi-conductors in the early 1990s and triggered a fundamental transformation of lighting technology with the low-energy blue light-emitting diode (LED)

Red and green diodes had been around for a long time but without blue light, white lamps could not be created. Despite considerable efforts, both in the scientific community and in industry, the blue LED remained a challenge for three decades until Akasaki, Amano and Nakamura succeeded where everyone else had failed.

White LED lamps emit a bright white light, are long-lasting and

energy-efficient.

About 25 percent of the world's electricity consumption is used for lighting purposes so LEDs will play a major role in helping to save the Earth's resources and could eventually cut the amount of electricity needed to just 4 percent. The amount of manufacturing

materials is also reduced. LEDs last up to 100,000 hours and don't contain mercury like fluorescent lights that burn for up to 10,000 hours. Incandescent bulbs have a life of just 1,000 hours.

In the spirit of Alfred Nobel, the wealthy Swedish industrialist who invented dynamite, the three men





will receive their honours In December as a reward for an invention of greatest benefit to mankind. The LED lamp holds great promise for increasing the quality of life for over 1.5 billion people

around the world who lack access to electricity grids. Due to low energy requirements it can be operated by cheap local solar power.

Akasaki, 85, is a professor at Meijo University and distinguished professor at Nagoya University. Amano, 54, is also a professor at Nagoya University, while the 60-year-old Nakamura is a





professor at the University of California, Santa Barbara and the founder of Soraa, a specialist in LED lighting and creator of the revolutionary GaN technology capable of producing 100 percent of light in the visible spectrum.

“Soraa is setting new benchmarks for light quality,” said Mark Sait, managing director of SaveMoneyCutCarbon.com, a full-service efficiency partner to businesses and consumers who want to save energy and water while cutting ever-increasing utility bills.

“SaveMoneyCutCarbon is privileged to be Soraa’s Master Distributor in the UK. We provide an extensive range on our website

and can consult and supply any Soraa product.

“It’s great to be working with such a pioneering manufacturer. With an expanding range, we will be providing a portfolio of larger form factors essential for tourism, hospitality, retail, and residential applications.”

Soraa LED lamps are perfect for use in the tourism sector, particularly in art galleries, museums, the hospitality industry and high-end retail.

For spotlighting over products, Soraa’s 95 Colour Render Index (CRI) GaN on GaN technology shows a true representation of colours with crisp shadows and

exquisite detail.

Soraa’s full visible spectrum light delivers unprecedented colour rendering that surpasses even halogen sources. Soraa’s LED lamps run cooler and have no IR or UV radiation, reducing heat and emissions that can compromise sensitive materials.

“GaN technology LEDs are perfect for older building, fabric or lounge areas in 5 Star hotels or retail businesses which are deploying these in ever increasing numbers,” said Mr Sait.

“What started off as an energy saving measure has turned into much more as businesses realise how effective first class lighting can be in creating a mood or showing of a product at its best.”

In the last eight years SaveMoneyCutCarbon, has helped numerous organisations and home owners looking to reduce energy, water and carbon to improve sustainability. Clients include major hotel groups such as Carlson Rezidor, UK groups such as Puma Hotels’ Collection as well as independent hotels, bed and breakfasts and destinations.



Mark Sait