

# SORAA 4000K and 5000K LED LAMPS



## SORAA IS A BRILLIANT CHOICE FOR GEMSTONE JEWELRY

Just like natural light, **SORAA LIGHT CONTAINS EVERY COLOR IN THE VISIBLE SPECTRUM**, revealing the true, vivid color and sparkle in your gold and gemstones. Don't settle for "good-enough" light quality. SORAA's energy-efficient lighting means settling for **NOTHING LESS THAN THE BEST**.

## THE SORAA DIFFERENCE

### YOUR JEWELRY IN FULL LIVING COLOR

Soraa light is the closest thing to displaying your jewelry in sunlight at noon. Unlike any other LED lamp, Soraa 4000K and 5000K lamps produce **beautiful full-visible-spectrum light** which reveals the true colors in gold and gems.



### BRIGHT WHITES ACCENTUATE YOUR DISPLAY

SORAA's ability to provide violet light from the full spectrum—unique to the lighting industry—**brings out the whiteness** in your displays perfectly, highlighting contrasts. Your jewelry will stand out as the star of the show.

### NATURAL SKIN TONES ENHANCE RADIANT GEMS

Soraa's 4000K and 5000K, CRI-95, R9-90 lamps **bring out the warm, natural radiance of skin**, perfectly complementing the sparkling radiance of diamonds. By contrast, skin looks pallid and unattractive under conventional LEDs.

### BRING OUT SPARKLE WITH SORAA'S SINGLE SOURCE

Soraa makes its lamps with the **smallest brightest LED**, and **sophisticated optical control**. This luminous point source creates reflection and refraction which brings out the sparkle in precious gems.

### SORAA'S LIGHT IS WORRY-FREE

Soraa's unique LED technology creates **lamps that run cool and emit no harmful UV light**. You will not have to worry about displays yellowing and degrading with heat, or your UV sensitive gems losing their color over time.

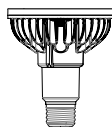
## 2014 PRODUCT OFFERING



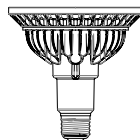
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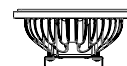
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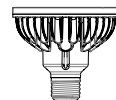
PAR30 LN  
Available Q2 2014



PAR38  
Available Q2 2014



AR11  
Available Q2 2014



PAR30 SN  
Available Q2 2014