



## **Oree to Showcase LED Planar Lighting Technology at LIGHTFAIR International Courtesy of Future Lighting Solutions**

*LightCell™ Products, Prototypes and Reference Designs will be on Display in Booth 2110*

**Ramat Gan, Israel, May 16, 2011** – [Oree](#) will showcase its new LED planar lighting technology at [LIGHTFAIR](#) International, May 17-19, in Philadelphia, Penn. Oree will be exhibiting in **Booth 2110** with Future Lighting Solutions (FLS), Oree's exclusive sales partner for its LightCell™ products.

The Oree LightCell is a thin, flat and uniform solid-state light source – with an illuminated surface measuring 50 by 50 mm – ideally suited for decorative and architectural lighting applications. The LightCell is the world's first planar lighting solution utilizing proven solid-state lighting technology and optical packaging to eliminate the tradeoff between thickness, uniformity and efficiency.

At LIGHTFAIR, Oree will demonstrate its color LightCell, as well as its tunable white version. Reference designs and prototype fixtures will also be on display, giving designers the opportunity to see the full range of design possibilities enabled by Oree's thin, flat, uniform light source.

Oree will also conduct in-depth sessions for anyone interested in learning more about planar lighting and Oree's LightCell products. The sessions will take place on May 17 and May 18 from 2:00-3:00pm, in Room 307 at the Marriott Hotel.

To arrange a briefing with Oree executives at LIGHTFAIR International, please contact Candice Perodeau at [cperodeau@rainierco.com](mailto:cperodeau@rainierco.com).

### **About Oree**

Oree develops, manufactures and sells an innovative LED planar light source, the LightCell™. Oree's technology addresses the needs of the general lighting market, enabling thin and efficient illumination of large areas. Oree's patented technology allows general lighting manufacturers to significantly increase system efficiency and dramatically reduces the cost of LED-based systems. For more information visit: [www.oree-inc.com](http://www.oree-inc.com).



## **About Future Lighting Solutions**

Future Lighting Solutions is a leading provider of LED lighting components and support services for solid-state lighting products and installations, including engineering expertise, concept development, full system solutions and online tools that accelerate quality application development. The company is a division of Future Electronics. For more information visit: [www.FutureLightingSolutions.com](http://www.FutureLightingSolutions.com).

## **Media Contact**

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