

Orient Electric Launches New Range of LED Lights in India

By ACE Team - July 1, 2019

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- Orient Electric is a part of the CK Birla Group



Rakesh Khanna, MD & CEO, Orient Electric Limited & Puneet Dhawan, Exec. VP, Orient Electric Limited (Left to Right)

Orient Electric Limited has announced the launch of EyeLuv LED lights in India. The company said that these lights come equipped with Flicker-Control technology which reduces the harmful invisible flicker present in LED light that causes various health complications.

Rakesh Khanna, MD and CEO, Orient Electric Ltd said, "Orient Electric has always been committed to pioneering innovation and we are happy to launch the "EyeLuv series" LED bulbs, battens and other popular LED luminaries which will directly benefit the society at large and take care of the problem of invisible flicker in normal LED lights which seriously impacts human health."

It is to be noted here that Orient Electric is a part of CK Birla Group. The company has launched LED bulbs, LED battens, commercial light panels and down-lighters under the EyeLuv series LED Lights range here.

Flicker control technology

Flicker, in layman language, is the rapid change in brightness of LED light, and it is of two types, visible and invisible. Visible flicker can be detected by eyes, and the frequency generally is below 100 hertz and hence is easier to avoid or control. The invisible flicker is the one that we all should be concerned about.

This flicker is a rapid fluctuation with frequency above 100 hertz that human eye cannot detect. However, one can easily experience this invisible LED flicker with the help of a smartphone by simply seeing the normal LED Lights in slow motion video mode of the smartphone camera. This flicker in the light is seen sometimes in form of striations and sometimes just as a strong flicker.

Puneet Dhawan, EVP, Orient Electric Limited said, "Invisible flicker in LED lights is a serious concern for eye health especially as people spend a considerable amount of time in artificial light. We conducted researches in NABL accredited lab to understand the implications of invisible flicker from LED lights. The research findings clearly indicated that LED flicker has many adverse health implications and as a responsible brand, we wanted to address the issue. Our R&D team worked for more than a year to find a solution to this problem. I am delighted to share that our new "EyeLuv series LED Lights" with Flicker-Control Technology control the invisible LED flicker thus making it safer and better for overall eye health."