

A new range of LED lights to say goodbye to the invisible flicker



Rakesh Khanna, MD & CEO, Orient Electric, and Rajiv Makhni at the launch event

There is an invisible flicker present in LED lights which is harmful for human eyes and health. Our eyes cannot detect this flicker as the frequency is above 100 hertz, but this can be checked with the help of a smartphone. You simply need to point your smartphone camera in slow motion video mode towards the LED light source and the flicker will be evident, sometimes in form of striations and sometimes just as a strong flicker. Studies have revealed that prolonged exposure to flicker emitted by LED lights with flicker percentage above 30% can lead to negative health impact such as eye strain, headaches, blurred vision, fatigue, apparent slowing or stopping of motion, reduced visual task performance and

in some cases, neurological problems. Our eyes are open for around 6,000 hours a year and most of it is under artificial light, so simply imagine the impact LED lights can have on our eyes and overall health. Children are most susceptible to these health hazards as they study for long hours under artificial lights.

Addressing the problem of invisible and harmful flicker of LED lights, Orient Electric, one of the leading consumer electricals brands in India, has launched its new EyeLuv series LED lights with Flicker Control technology, which reduces the invisible flicker present in normal LED lights, thus, making it safer and better for the overall eye health.

The LED lights have also been awarded a certificate of recom-

mendation by Indian Medical Academy For Preventive Health (IMAPH). The new range including lamps, battens, commercial light panels and downlighters, was unveiled at a recent launch conference held in Delhi. Present at the launch event were Rakesh Khanna, MD and CEO, Orient Electric, Puneet Dhawan, Executive VP and Business Head, Lighting, Orient Electric, and Rajiv Makhni.

Expressing his delight on the new development, Rakesh Khanna said, "We are happy to launch the EyeLuv series LED bulbs, battens and other LED luminaires, which will directly benefit the society at large, and take care of the problem of invisible flicker, which seriously impacts human health."