



(Left to right) Rajiv Makhni, Puneet Dhawan, Rakesh Khanna, Dr Harbansh Lal and Srihari Madhava Rao

Check the invisible flicker in your LED lights

LED lights may be bright, energy efficient, long-lasting and cost-effective as compared to other conventional light sources. Per contra, a major issue plaguing the LED lighting industry today is the flicker, which is harmful for the human eye and overall health.

One can 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 in the form of striations or sometimes just as a strong flicker.

Studies have revealed that prolonged exposure to flicker emitted by LED lights (with a flicker percentage above 30%) can lead to negative health impacts such as eye strain, headache, blurred vision, fatigue, apparent slowing of motion, reduced visual task performance and in some cases, neurological problems.

Hence, with the intent to provide Indian consumers with a healthier option, **Orient Electric**, one of the leading consumer electrical brands in the country, expanded its LED lighting portfolio with the launch of the EyeLuv series LED Lights range. The new

range has flicker-control technology which reduces the harmful invisible flicker in LED lights.

At the launch, **Puneet Dhawan**, executive vice-president, Orient Electric said, "We conducted researches in an NABL-accredited lab and the findings indicated that the invisible LED flicker has many adverse health implications and as a responsible brand, we wanted to address the issue."

He added, "I am delighted to share that our new EyeLuv series LED Lights with flicker-control technology checks the invisible LED flicker, thus making it safer and better for the overall health of the eye."

Also present at the event were **Rakesh Khanna**, MD and CEO, Orient Electric, and **Srihari Madhava Rao**, its chief innovation officer, who participated in a panel discussion on the impact of the flicker on eye health, with **Dr Harbansh Lal**, senior consultant at Sir Ganga Ram Hospital and tech guru **Rajiv Makhni**.

Orient EyeLUV series LED lights also received a certificate of recommendation from Indian Medical Academy For Preventive Health. **HTC**



Puneet Dhawan, executive vice-president, Orient Electric, and tech guru Rajiv Makhni