



## FOR IMMEDIATE RELEASE

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# NEWS

## **Architectural Area Lighting's Designer SSL Series Obtains DLC Approvals** *-New Purchases Could Qualify for Regional Rebate Programs-*

CITY OF INDUSTRY, CALIF. (Nov. 16, 2010) — Select products from Architectural Area Lighting's (AAL) Designer SSL Series, which features high-performance light emitting diode (LED) versions of the company's most popular fixtures, have been added to the DesignLights Consortium's (DLC) Qualified Products List. AAL's Designer SSL Series Providence®, Largent™, Universe®, Flex™, and Promenade™ Series (Type 3 and Type 5, 5100K) are now on the list and may qualify for regional rebate programs.

"We strive to consistently provide high performance, elegantly styled LED products for our customers" said MJ Paul, AAL's vice president, brand management. "Furthermore, we also want to provide greater financial benefits when possible, and we believe by having AAL's Designer SSL Series' products DLC listed we are doing just that."

DLC's Qualified Products List is regularly used as a reference guide by utility program administrators to determine if specific LED fixtures qualify for possible utility rebates. The organization's goal is to have high-quality, energy-efficient lighting, like LEDs, become standard in the commercial lighting market by requiring manufacturers to meet a rigorous set of evaluation criteria including: luminaire efficacy rated, wattage measured, light output rated, power factor rated, color temperature rated, CRI rated and measured, and zonal lumens.

The Qualified Products List addresses product categories that are not currently covered by the Department of Energy's Energy Star™ program. DLC expects products on the Qualified Products List to eventually be incorporated into the Energy Star™ program. To learn more about DesignLights Consortium, the Qualified Products List, or for a list of participating utility companies, please visit [www.designlights.org/solidstate.sponsors.php](http://www.designlights.org/solidstate.sponsors.php).

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## Page 2/Designer SSL Series' Fixtures Receive DLC Approval

Details About Designer SSL Series' Fixtures on the DLC's Qualified Products List:

- *Providence LED* is the first *truly* elegant LED luminaire on the market today. Its distinctive styling and high performance sets it apart from all others, and one look is all it takes to discern that Providence LED is the epitome of quality and beauty.
- *Universe LED* is the first customizable, decorative LED luminaire with styling that transcends architectural styles past and present. The wide variety of options available includes five different luminous elements, five stylish hood choices as well as a selection of colors and material options. The modular system of Universe ensures a look that is in harmony with the architecture it is illuminating.
- *Largent*, the first MicroEmitter LED post top luminaire, features clean contemporary styling that stands the test of time and perfectly complements both modern and traditional architectural styles.
- *Promenade*, a classic, traditional luminaire with powerful LED technology. Featuring three distinctive styles, elegant options, and various mounting choices to meet the needs of any project.
- *Flex*, featuring a sleek contemporary design which incorporates powerful LED technology. A wide variety of arm and mounting configurations, including single, twin, triple and quad, make Flex one of the most versatile LED products on the market.

Architectural Area Lighting (AAL), headquartered in City of Industry, Calif., is a leading provider of architectural outdoor fixtures for the commercial, municipal and institutional building markets. AAL products are designed and manufactured to meet both the elegant aesthetic and superior performance needs of its audiences. Featuring a broad range of decorative outdoor luminaires, in both contemporary as well as traditional styles, the company's assortment of lighting products can be specified and installed for use in mixed-use retail, commercial and educational applications; as well as municipal and downtown renovations, and residential developments. AAL is one of the brands of the Hubbell Lighting family. For additional information, visit [www.aal.net](http://www.aal.net).

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NOTE: To obtain additional information such as brochures, specification sheets, sell sheets and product images, visit <http://www.aal.net/led/productinfo.php>.