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# NEWS

## **Architectural Area Lighting Takes Outdoor Lighting to New Level with Designer SSL Series** *- High Performance Area Luminaires in Unique Designer Packages-*

LA MIRADA, CALIF. (November 11, 2009) — Architectural Area Lighting (AAL), a leading provider of architectural outdoor fixtures for the commercial, architectural and municipal building markets, introduces the new Designer SSL Series, offering high performance LEDs in elegant, customizable, decorative luminaires. The Series consists of three of AAL's most popular fixtures: Providence®, Universe® and Largent™ – all featuring exclusive MicroEmitter™ LED Technology.

"The new Designer SSL Series is going to fill a tremendous void in the marketplace," said MJ Paul, AAL's vice president, brand manager. "There are very few, if any, highly styled fixture options featuring LED technology for those discerning individuals who want both beauty and performance. The luminaires in the Designer SSL Series are already our most popular lines, and we are confident demand will only increase with the introduction of high performance LED options."

### **MicroEmitter Technology and Beam Angle Design Provide Uniform, Low-Glare Illumination**

The Designer SSL Series features AAL's first LED luminaires with exclusive MicroEmitter LED technology. The technology is focused in the *EmitterDeck*, which consists of an array of replaceable MicroEmitter modules that tightly and precisely control each diode. A secondary perimeter reflector contained within the housing redirects any stray light. *The result is powerful, low glare, uniform illumination.*

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AAL's exclusive MicroEmitter control and beam angle design limits glare, while still maintaining wide pole spacing. The result is maximum throw with broad, uniform illumination. This unique precision aiming system ensures that even when looking directly at the luminaire, only one-half of the LEDs can be viewed at any given time. *This results in 50 percent less glare when compared to other exposed, uncontrolled LED systems currently on the market.*

**Product features of the Designer SSL Series:**

- **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.
- Upgrade kits are available for both Largent and Universe, including existing HID to LED retrofits. An entire EmitterDeck assembly, including drivers and 20 LED MicroEmitters (60 diodes), is provided.

Architectural Area Lighting (AAL), headquartered in La Mirada, 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).