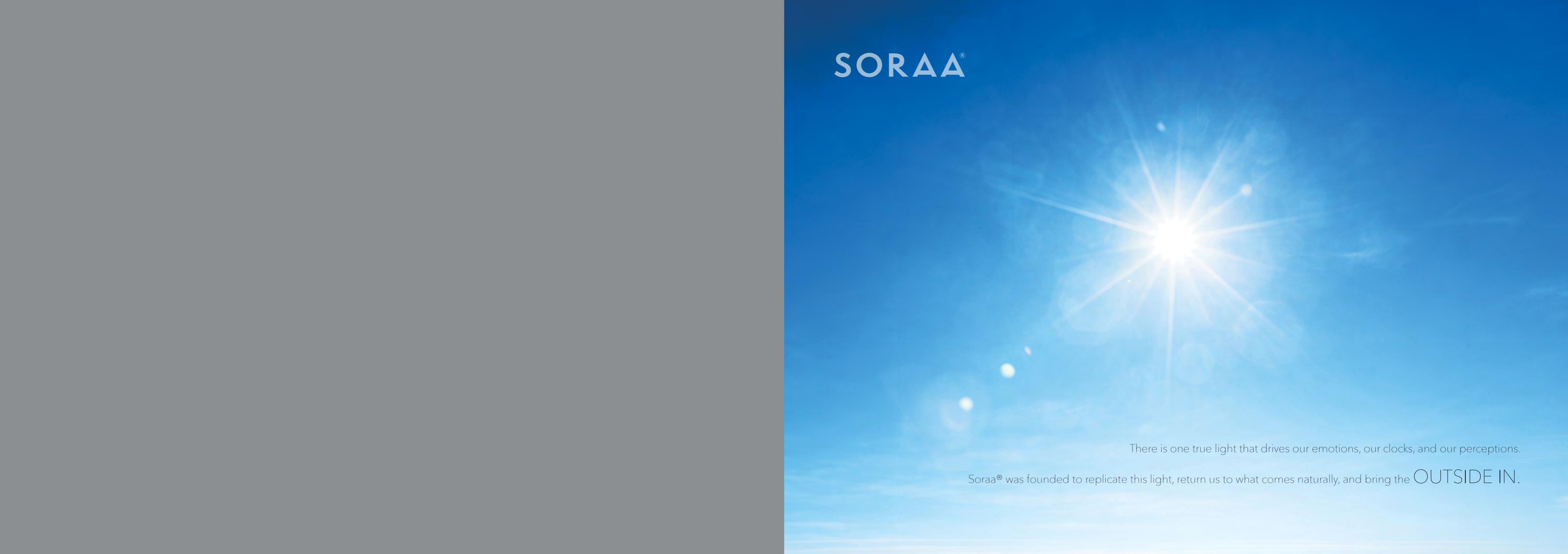


SORAA®



coco
LIGHTING

www.cocolighting.com



SORAA®

There is one true light that drives our emotions, our clocks, and our perceptions.

Soraa® was founded to replicate this light, return us to what comes naturally, and bring the OUTSIDE IN.

"It is very satisfying to see my dream of LED lighting has become a reality."

- Shuji Nakamura, Founder of Soraa Inc.



LIGHT, AND VISION.



Soraa®, has been leading the way in innovative LED lighting technology since its

founding by Nobel Prize winning scientist, Shuji Nakamura, in 2008. Soraa's unique

approach to LED design and meticulous construction are focused on one primary

goal: perfect rendering of white and all colors of the visible spectrum, just as nature

intended them to be seen.



LIFE IS THE CANVAS. LIGHT IS THE BRUSH. RENDER THEM SPEECHLESS.

SORAA®

QUALITY OF LIGHT MATTERS.

Soraa pioneered full spectrum color rendering LED light, the heart of which is our proprietary LED technology manufactured in California, a technological breakthrough

that we further enhance by focusing on every aspect of producing the most natural light possible.



Color.

SORAA VIVID COLOR™

Behaviors, emotions, well-being and human interactions depend on seeing colors as they were meant to be. Since natural light starts at violet and ends at red, the accurate rendering of color requires light to have the right amount of spectral content in every wavelength from 400nm to 700nm.



VISIBLE SPECTRUM

HARMFUL UV

WASTEFUL IR

NANOMETERS

400 500 600 700

Soraa harnesses cutting-edge color science, as the only LED that spans the visible spectrum from violet through deep red (R9) along with the state-of-the-art TM-30 color rendition method, revealing a natural saturation and precise rendering of specific colors.



White.

SORAA NATURAL WHITE™

Color scientists have long known that violet light plays an important role in our perception of another color—white. The myriad shades of white are ubiquitous in our environment, conveying emotions of clarity, brightness and space. Manufacturers and marketers strive to create ever whiter whites with fluorescing brightening agents. But the color of light that allows us to see true whites is violet.

As the only LED that spans the violet spectrum, Soraa is leading innovation in this field, having developed its own calculation method to render white tones faithfully. This is the foundation for Soraa's Natural White technology, carefully optimizing these techniques to result in infinite shades of white—just as found in natural light.



Red.

HIGH R9 VALUE

From violet through deep red with an R9 rating nearly identical to the Sun, Soraa Vivid™ makes every color come alive.

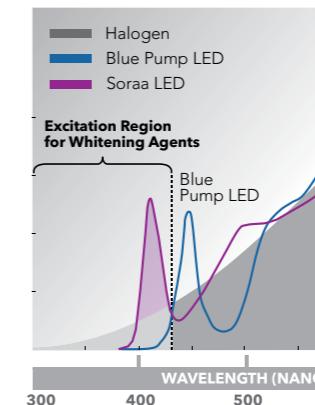
The color rendering index (CRI) is based on eight pastel colors, and none of them red. So a bright red tone (R9) was added. A high CRI without a strong R9 can mean lifeless skin tones and reds, without the vibrancy that comes from this critical color. R9 values range from -100 to the +100 of natural sunlight. Soraa Vivid has an R9 value of +95, among the highest available anywhere. So reds come alive and saturate the senses.



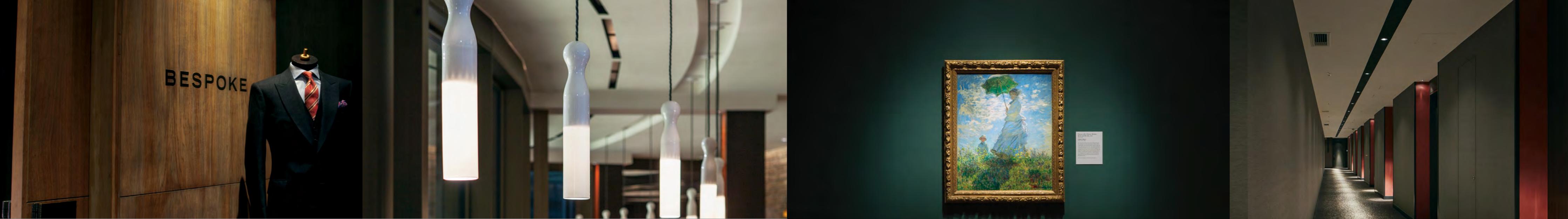
Optics.

BEAM AND SHADOW

The superior light spectrum created by Soraa technology goes hand-in-hand with uncompromising optical quality. Whether the precision-cut prismatic lenses in our lamps, or the highly engineered, optical light guides in our ambient fixtures, the light we produce is characterized by uniformity, and crispness. So, while our light begins by rendering colors, whites, and reds perfectly, it completes the scene by finishing in sharp, clean shadows and beams.



WAVELENGTH (NANOMETERS)



EYES ON.

If you have never heard of Soraa before, there's a good chance we have inspired you in your favorite museum, store, hotel or restaurant. Professionals choose our products for their unmatched quality of light, bringing atmosphere and emotion to the amazing spaces they design.

"Soraa has transformed our paintings and sculptures and patrons' experience and reactions to them, which is something that has really given us an advantage."

- Marc Langlois, Lighting Designer, Detroit Institute of Arts





SORAA Snap System™

BE THE MASTER OF PERCEPTION.



LAMPS



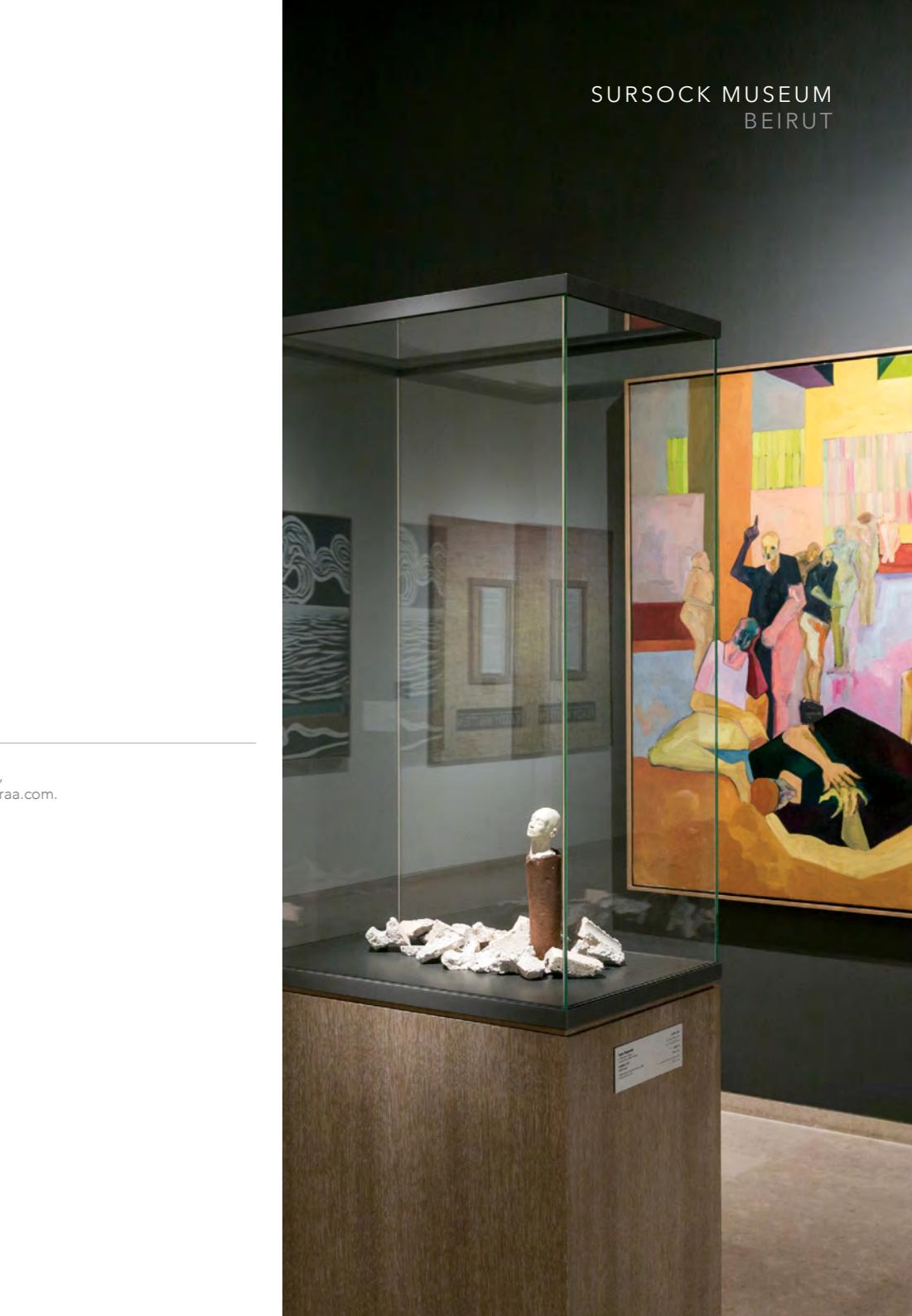
SORAA vivid™ SORAA brilliant™

From inception, Soraa lamps have been unique in the world of LEDs. The proprietary GaN on GaN technology that we employ allows us to create LED light with a spectrum that spans violet through deep red, mimicking the natural range of sunlight. Coupled with Point Source Optics for crisp, defined shadows, and a highly efficient design, they are easy on power without sacrificing the light quality that was previously the domain of halogens.

And, in addition to the look of light, we have addressed and innovated around noise, flicker, deep dimming, and health.

Unmatched quality of light is our standard. And to achieve this, we have created unmatched quality in LED lamps... that are anything but standard.

LAMPS



DIRECTIONAL FIXTURES



DIRECTIONAL



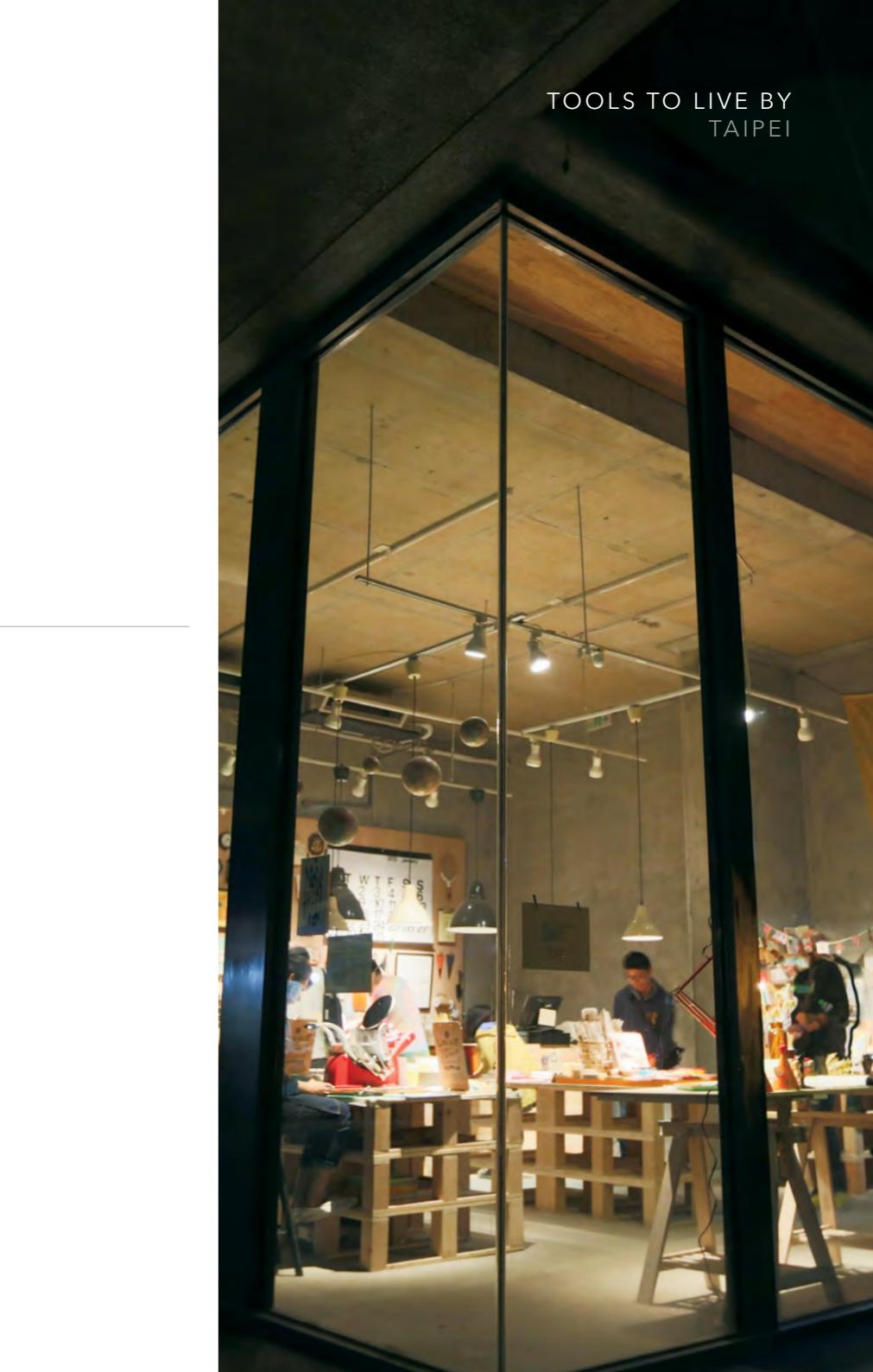
SORAA arc™

With the introduction of Soraa Arc™, Stunning form follows remarkable function in fixtures engineered around an ultra thin profile die-cast heat sink. Optimized for superior thermal management and endowed with Soraa's signature quality of light, they feature rich colors, perfectly rendered whites, and clean, crisp beams. Soraa Arc fixtures are available in multiple mounting styles and finishes, and feature our unique Snap™ system for total control over lighting design. For a wide range of applications, from museums and hospitality to retail and residential, this is lighting at the top of the curve.

The synthesis of perfect light and inspired design creates a new trajectory in directional lighting fixtures.

For specifications, photometrics, and compatibility details visit soraa.com.

Soraa Arc product info: quotes@soraa.com





AMBIENT FIXTURES



Quality of light contributes to the quality of your day. And now, the natural beauty of Soraa light in ambient settings such as premium offices, healthcare, retail, sports and public spaces is here.

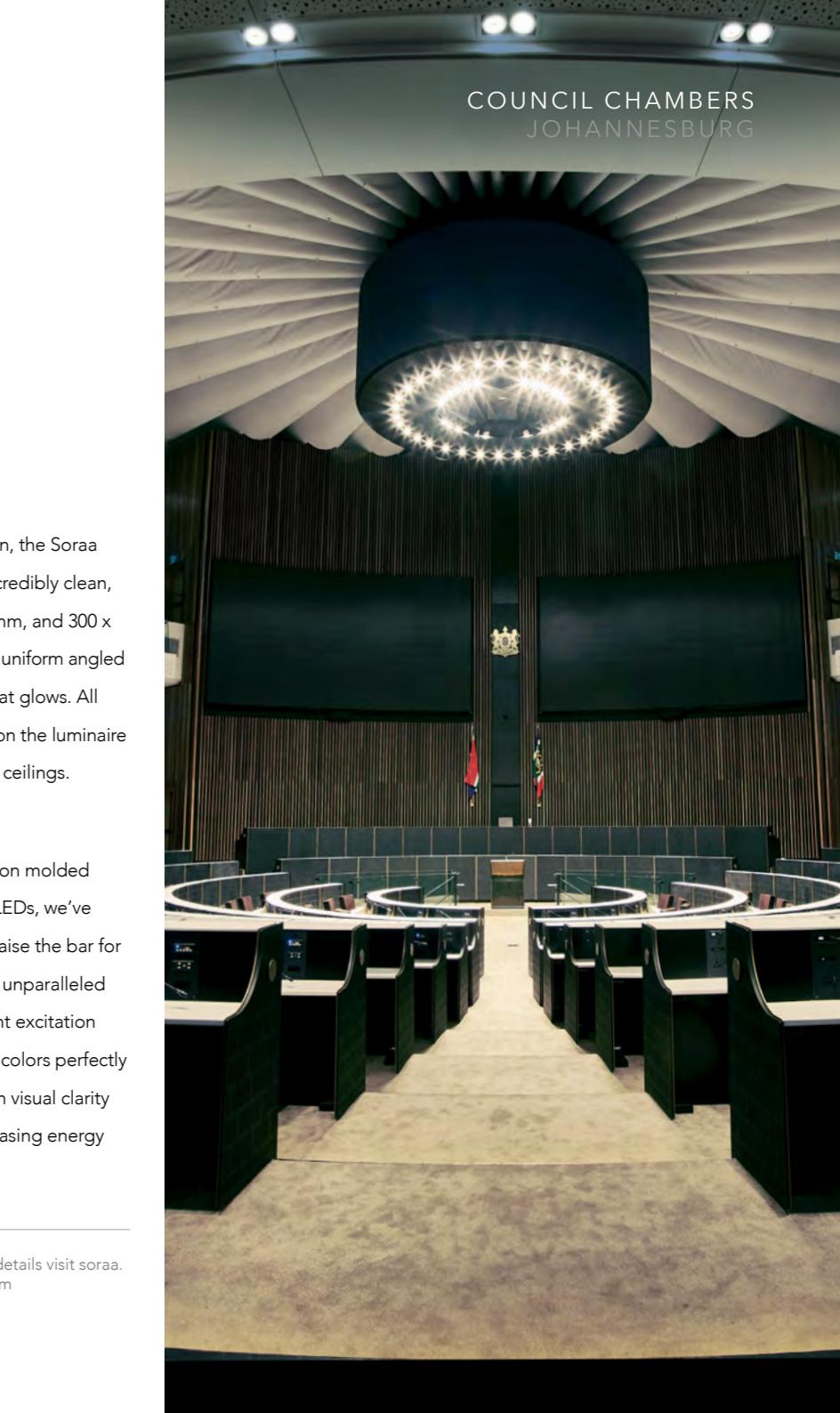
SORAA gable™

Redefining traditional ambient luminaire design, the Soraa Gable series appears frameless, giving it an incredibly clean, contemporary aesthetic available in 600 x 600mm, and 300 x 1200mm size options. Beautifully luminous, two uniform angled lenses gable up into a center spine element that glows. All mechanical details are thoughtfully concealed on the luminaire and are designed for lay-in and gypsum board ceilings.

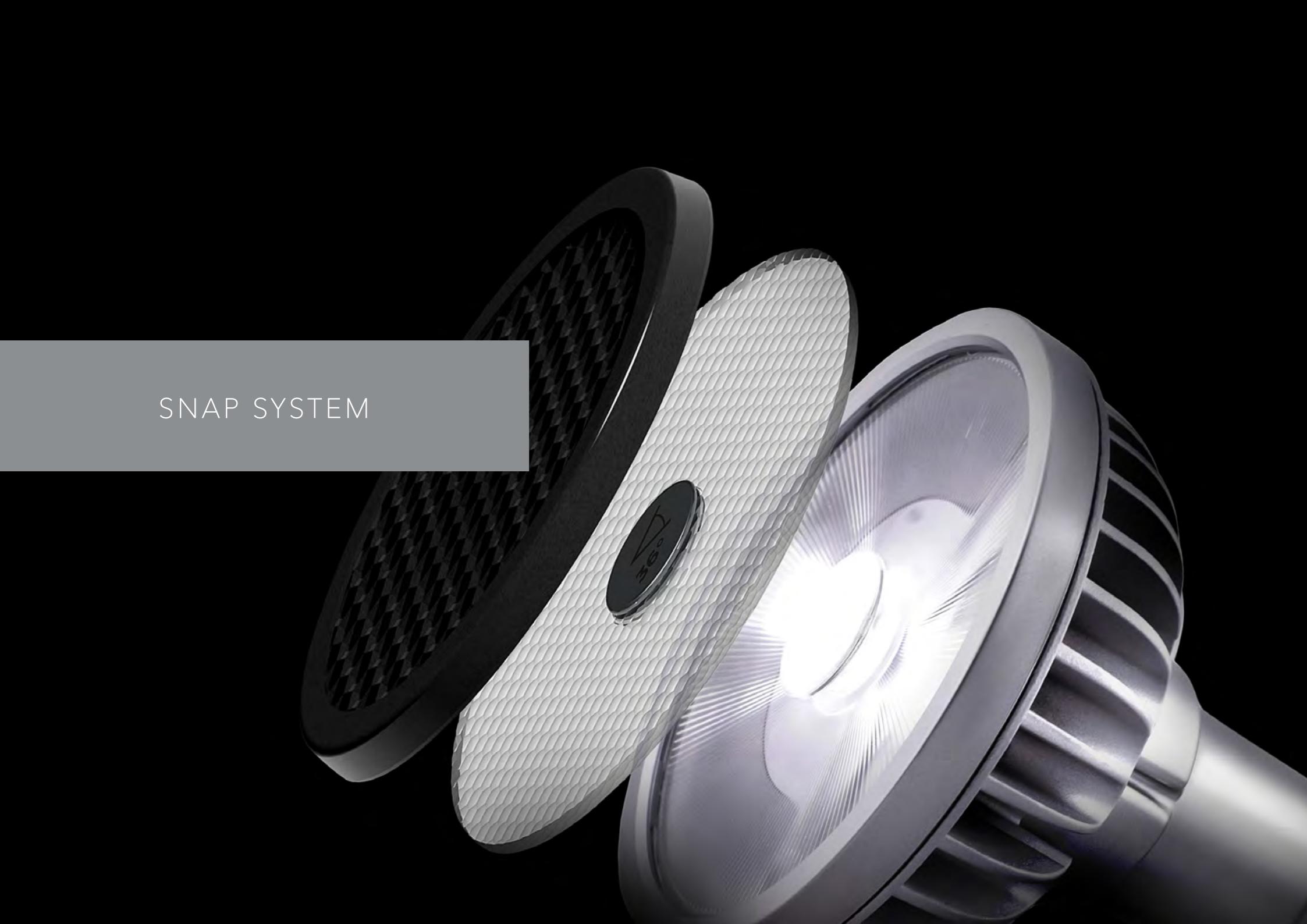
Soraa Wave Guide

By edge lighting our highly engineered, injection molded optical light guides with Soraa's full spectrum LEDs, we've been able to create glare free luminaires that raise the bar for ambient lighting. Soraa Barrel and Gable have unparalleled lens uniformity and deliver light with fluorescent excitation needed to discern shades of white and render colors perfectly giving lighting designers the ability to heighten visual clarity in spaces that require precise color, while increasing energy efficiency, when lighting large environments.

For specifications, photometrics, and compatibility details visit soraa.com. Soraa Ambient product info: quotes@soraa.com



COUNCIL CHAMBERS
JOHANNESBURG



SNAP



SORAA snap system™

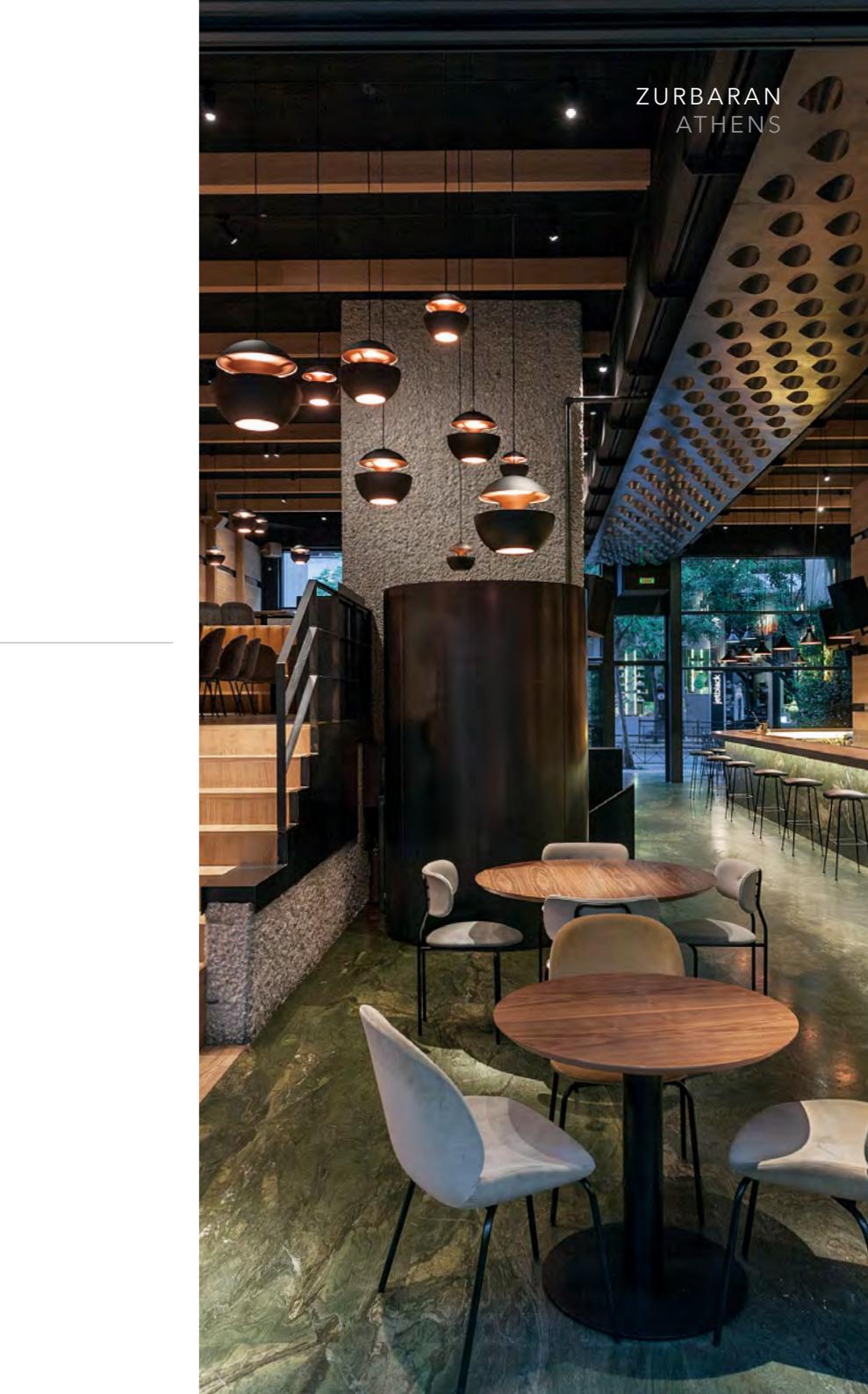
Snap accessories are meticulously crafted to work together with our narrow-beam LEDs. Combining single source GaN on GaN™ LED technology with an innovative set of magnetic attachment filters and lenses, they completely redefine flexibility and control in lighting design.

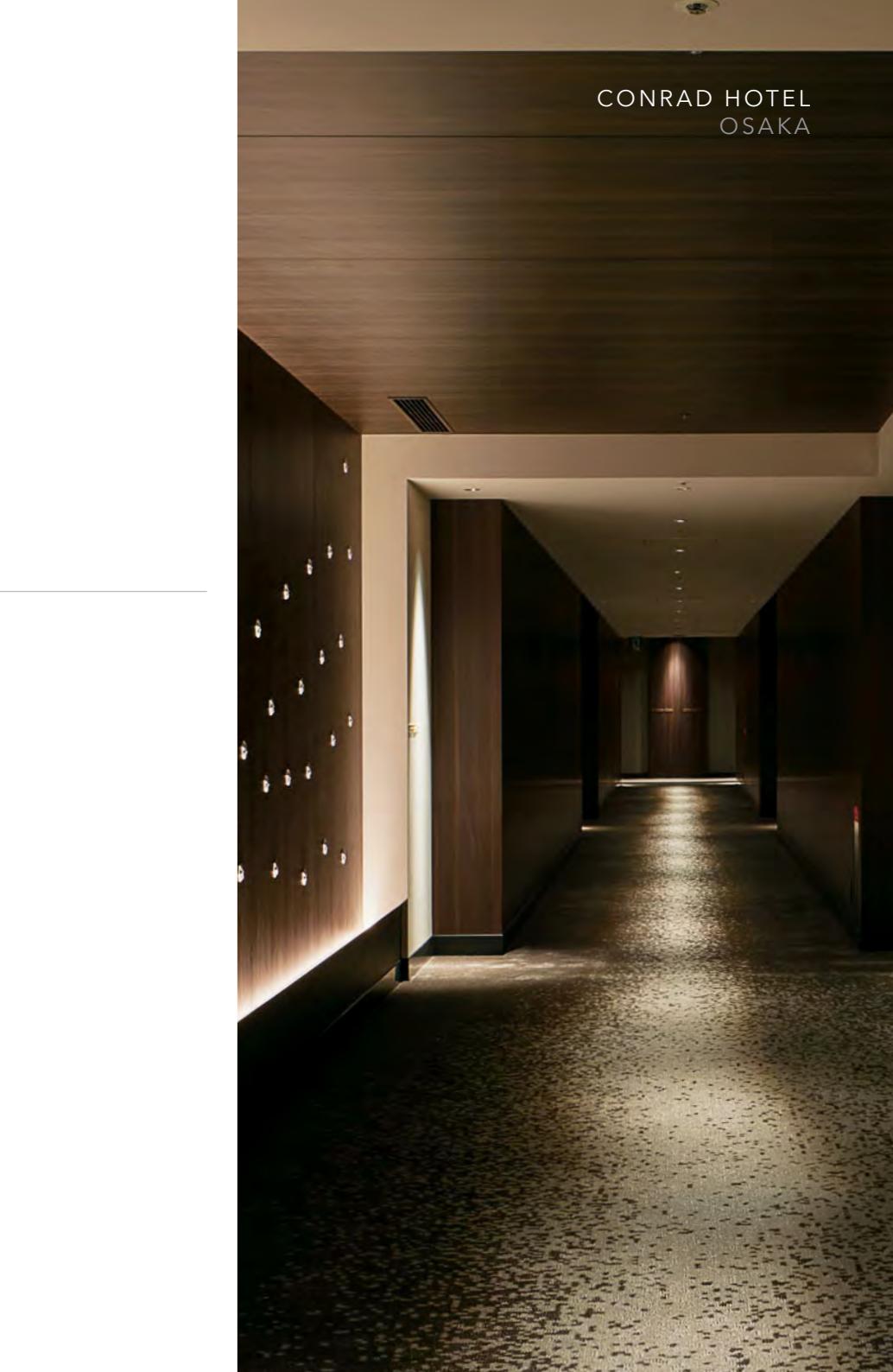
Beam Shaper lenses and CCT Shifter filters provide the freedom to adapt and modify any installation while specifying only one lamp.

Our simple louver snap eliminates high angle glare, making any light beam disappear in down-light applications.

Achieve total control of both color and beam shape, adding nuance, drama, and perfection to your design.

For specifications, photometrics, and compatibility details visit soraa.com.





LIGHT. SPEED.

Our most popular products, shipped within 48 hours. And now, up to 1,000 pieces.



www.soraa.com/quick_ship





WE ARE COMMITTED TO SETTING LIGHT APART.

INNOVATION

The inspiration that led to our products began as pure science.

And it is in that spirit that we support and conduct research

with the goal to develop insights, expertise, and discoveries

that might lead to further breakthroughs in the marketplace.

We are passionately curious about how light impacts human

well-being, productivity and emotion, and determined to

make light look better, run smarter, and feel great.



QUALITY OF LIGHT



DYNAMIC LIGHT



GaN ON GaN



INTERNET OF THINGS



S I M P L Y P E R F E C T L I G H T.™

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LIGHTING

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