

SONARAY

DASCOM LED LIGHTING SOLUTIONS



PROLOGUE

The world we are living in is constantly evolving. Our concerns are changes about our market and economy, our living environment and most importantly how our society is using up natural resources. Scholars have been examining these transformations over the decade and trying to come up with innovative solution to cope with these issues. This leads us an era of prospect on alternative inventions to change our ways of saving energy and illuminate our lives.

SONARAY LED Lighting is playing a leading role in this culture of innovation. We strive to provide the world our new LED lighting inventions that are engineered to enhance lighting performance, reduce energy consumption, lower maintenance costs and eliminate the use of hazardous materials.

At SONARAY, our dream relies on changing the way the world experiences lighting. Through collaboration with industry leading partners, SONARAY engineers the future of lightings that is brighter, and greener ever.

The SONARAY logo is displayed vertically in a large, bold, white sans-serif font against a solid dark blue background. The letters are stacked from bottom to top: S, O, N, A, R, A, Y.



SONARAY LED Lighting, located in Jiangmen, China, is an all in one Lighting specialist and supplier by Dascom Group. Our work of scope consists of R&D specializing in lighting and EMC system designs and technology, LED chipsets and fixtures production, as well as direct sales distribution.

Our Chipsets production, is partnering with Citizen MicroHumanTech, where SONARAY is the official manufacturer, meanwhile packaging of Citizen's LED chips and components. Citizen, the Japanese brand remains one of the top quality LED Lighting chips suppliers in the industry. Having the best quality LED chipsets, our R &D team has been focusing on design and production of high quality LED lighting and fixtures. Our R & D team work mainly at pin pointing the weaknesses and problems on conventional LED lightings from leading suppliers in the market, and place our effort together with various labs to come up with enhanced lighting goods bearing our name Dascom.

Product Standardization

From different industry, we work with leading companies and learn about their different applications. Then we customize the next generation lighting system for them and become the pioneer of LED Lighting Appliance in the captioned industry.

After Sale Service

With a global reach serving nearly 200 countries our advanced solutions help businesses around the world or just around the corner maximize their office efficiency.



Unique LED Lighting Architect

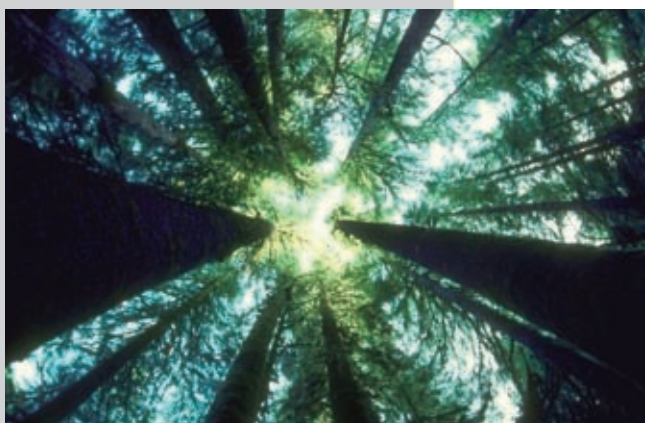
Unlike other suppliers, we never convince our clients to stick with the only 'Off the shelves' products on the project. On each and every of your different applications, SONARAY will closely look into your applications, requirements and the effects a uniquely designed illuminating fixture will deliver upon your expectation. Once acknowledged the above, our lighting specialist will design the perfect fittings to fulfill the results, sourcing from the large range of SONARAY's Product.

In any case, SONARAY is ecstatic to custom make the absolute illumination dedicated relevantly.



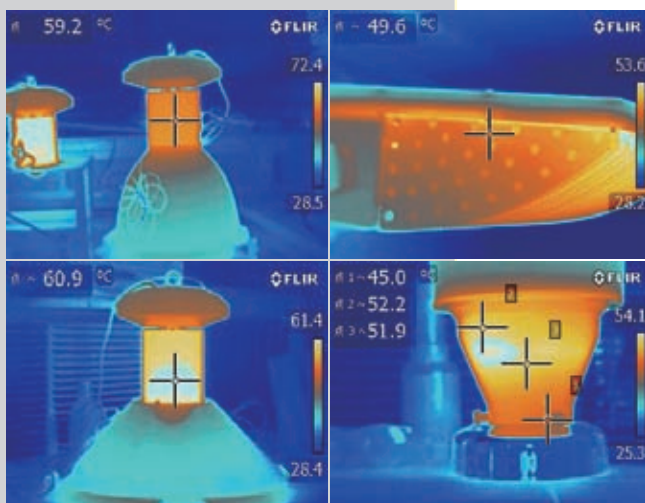
ENERGY SAVING

Our advanced LED technology saves energy ranging from 40% to as much as 80% compared to conventional lighting.



PROLONGED PRODUCT

SONARAY's illuminating products are designed to withhold an average usage of 35,000 hours to 70% of lumen maintenance of continuous usage.



COOLING CONTROLS

All the LED lighting products on the market emit a rather low heat radiation to the working environment. At SONARAY, we take a step further and pin point the direction of how this heat is vapor off the source. The means of that is to ensure the heat being emitted does not radiate towards the light beam, where in most case the product is being showcased. With this sense, we avoid any negative influences to the show pieces that may be sensitive to heat.



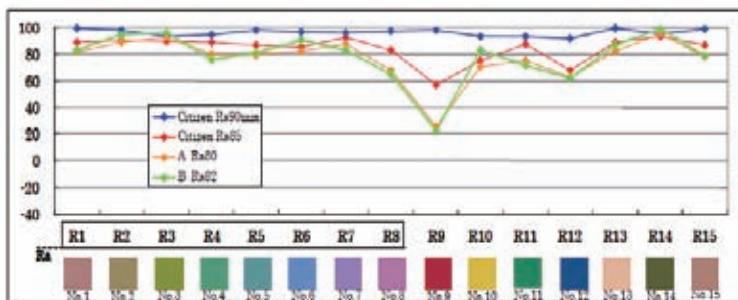
SPLENDID COLOR TEMPERATURE

Temperature chromaticity defines incandescent light source colour in Kelvins (K). As objects get hotter and start to give off light (become incandescent), the colour of the emitted light goes from deep red, red, to yellow, to white, to blue-white and this can be measured on Kelvin temperature scale as chromaticity. The quality of light affects the mood of an environment. With SONARAY's high quality LED chipsets, we offer a wide range of different color temperatures (2700k to 6000k) to your matching needs.

INTENSIVE COLOR RENDERING

The color rendering index (CRI) (sometimes called color rendition index), is a quantitative measure of the ability of a light source to reproduce the colors of various objects faithfully in comparison with an ideal or natural light source. Light sources with a high CRI are desirable in color-critical applications such as High End Retail Brand shops' display, fine gallery, photography and cinematography.

Nowadays, LED is capable to reproduce these colors effectively like Halogen Lightings. Among all the different LED supplies on the market, SONARAY's Japanese LED has scored the top on color rendering level. Most of the LED including well known brands only achieve with around an 80% of CRI. Where Dascom's high quality LED chips illustrate a much more genuine range of color up to 95% of CRI, close to natural day light.



CRI90



CRI65



CRI80



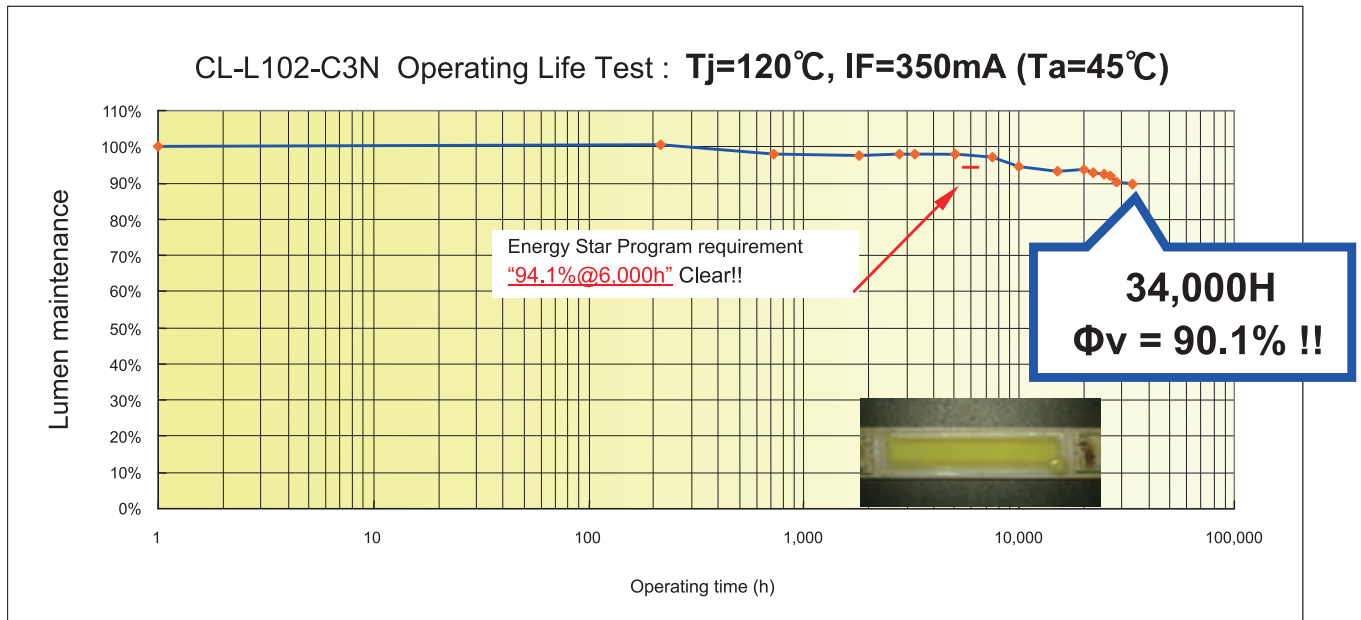
CRI60



DIMINISHING ULTRAVIOLET LIGHT

LED Lighting does not emit Ultraviolet Lights (UV), which can be harmful for many sensitive materials and substances. Hence, LED is the best choice especially for product showcase on luxurious items that are often made with sophisticated workmanship, dye, fragile textile and exotic natural blends for skin cares and human use.





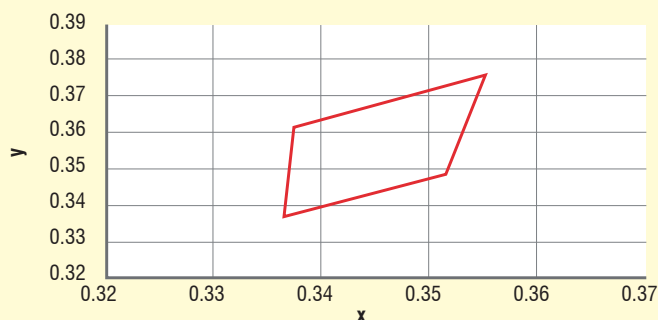
SONARAY STANDARD

While LED lighting is relatively new on the market and has only been broadly introduced recently, as more manufacturers and brands come into the market, products with variation in quality and standards are flooding the market where customers have no clues to determine which to choose from.

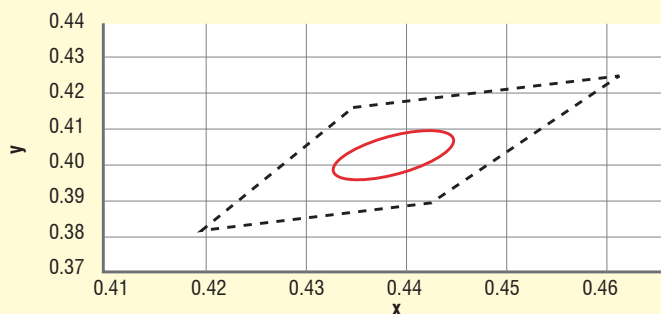
Dascom LED Lighting has the reputation of standing behind the products that bear our name. The lighting products we developed are all equipped with Citizen's LED Chipsets. To ensure the differences between the goods of undefined quality, all our Citizens LED chipsets used on Dascom LED Lighting comply with IES LM-80 standard, an official standard from the Illuminating Engineering Society of North America (IESNA).

The LM-80 is a common test to measure the lumen maintenance of LED light sources; throughout a usage of 6,000 of hours broken down into intervals not less than 1,000 hours, at different junction temperatures, to give the projection of Lumen maintenance after usage of 35,000 hours. Typical LED lumen maintenance is over 70% for 35,000+ hours-a marked improvement over traditional light sources.

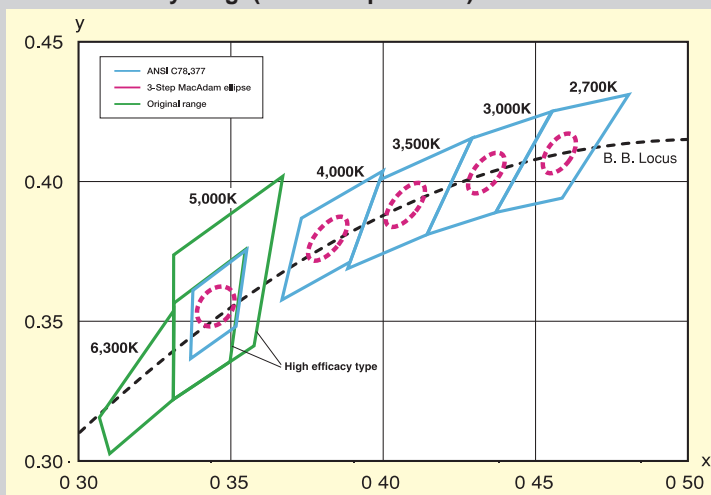
ENERGY STAR's standard



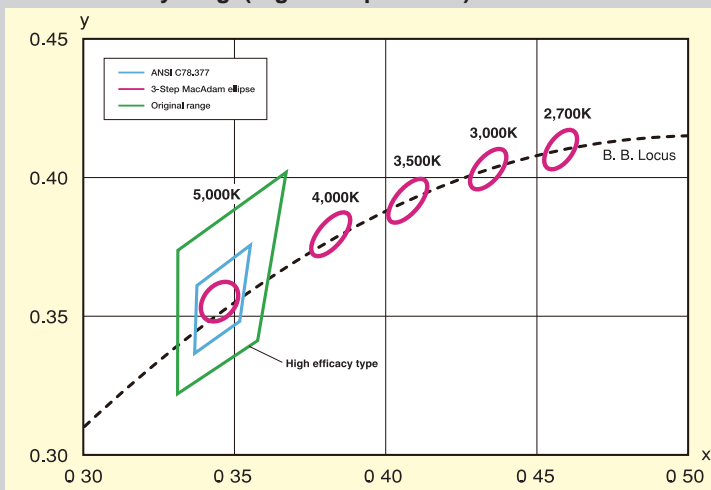
3-step MacAdam color ellipse



Chromaticity range(Low-watt products)



Chromaticity range(High-watt products)



CHROMATICITY RANGE

ANSI C78.377 is a standard 'energy star' for chromaticity specified by American National Standards Institute. Our chromaticity range complies with ANSI C78.377 and some products correspond to "3-steps Mac-Adam ellipses" which are the chromaticity ranges narrowed to about a ninth of that of the standard above. Therefore, when you choose SONARAY's LED Product from time to time, the customer will never find un-matching colors from each order, we guarantee the client won't see a difference with their naked eyes.

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Contact us

- **China**

Add.: No.399,Jinxing Road,Jianghai District,Jiangmen,
Guangdong,P.R.China
Tel.: 400-810-9998
800-810-9998

- **United States**

DASCOM AMERICAS CORPORATION
421 West Main Street
Waynesboro
Virginia 22980-3606
USA
Tel.: +1 877 434-1377

- **Germany**

DASCOM Europe GmbH
Heuweg 3, D-89079 Ulm
Tel.: +49(0)731.2075.543

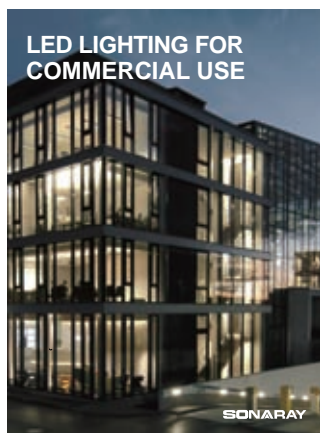
- **Hongkong**

Room 1811-1816A
Nan Fung Centre
264-298 Castle Peak Road
Tsuen Wan, New Territories, Hong Kong
Tel.: +852 2498 1507

- **Singapore**

DASCOM AP Pte. Ltd.
21 Bukit Batok Crescent
29-81 WCEGA Tower
Singapore 658065
Tel.: +65 6760.8833

For more information of SONARAY Products, Please read the catalogue of *LED LIGHTING FOR COMMERCIAL USE* and *LED LIGHTING FOR INDUSTRIAL USE*.





DASCOM LED LIGHTING (JIANGMEN) CO.,LTD.

Add.: No.399,Jinxing Road,Jianghai District,Jiangmen,
Guangdong,P.R.China

Tel.: 400-810-9998 800-810-9998

E-mail: info@dascomlighting.com

Website: <http://www.dascom.com/sonaray>