

**FOR IMMEDIATE RELEASE, PUR021
AUGUST 30, 2016**

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PURILLUME LAUNCHES THE ORCHID LED LIGHTING SYSTEM

Now available for preorder on Kickstarter, the Orchid LED Lighting System combines classic aesthetics with contemporary technology to deliver unparalleled brightness, color fidelity, & flexibility, empowering users to create & enjoy superior, personalized lighting environments.

CARY, N.C. (August 30, 2016) – [PURillume™](#), a new lighting company committed to enabling superior, personalized lighting environments, has launched its first product, the Orchid™ LED Lighting System, now available for preorder on [Kickstarter](#). Delivering unparalleled brightness, color fidelity, and flexibility, the Orchid LED Lighting System, currently available in two table lamp models, allows users to quickly and easily customize both the brightness and color temperature of the integrated, omnidirectional LED light sources to suit individual preferences, moods, or activities. The Orchid LED Lighting System also boasts: an adjustable sleep timer that simulates a sunset; an alarm mode that simulates a sunrise; an away timer that activates at programmable presets for enhanced security and peace of mind; a night light; dual USB charging ports; and Bluetooth® capability for lamp control via a complimentary mobile app. Designed to enable beautiful, fully customizable lighting environments, Orchid LED table lamps combine classic aesthetics with contemporary technology, and are ideal for use in the residential, hospitality, and healthcare markets.

“I didn’t set out to create a new light bulb; I set out to create a new way to experience light, and the Orchid LED Lighting System achieves that,” said Neeraj Lal, president and CEO of PURillume. “We are actively working to further enhance and expand upon our revolutionary new lighting technology, and plan to introduce a floor lamp model in the near future.”

The Orchid LED Lighting System is currently offered in two table lamp models, the Orchid Master and Orchid Satellite, both of which feature a pyramidal, natural wooden base with dual USB charging ports, topped by an empire-style round, linen, low-glare shade. Each Orchid Master features an intuitive touchscreen that allows users to easily adjust both the brightness and color of the omnidirectional output, and customize the presets. Capable of tuning a network of Orchid Satellite lamps, Orchid Master lamps' touchscreen can also display the time and current setting, or be dimmed to flat black for a more classic appearance. Primarily designed for synchronized operation, but capable of individual adjustments, Orchid Satellite lamps feature rotary dials for independent color and brightness control.

When given a sneak peek at the Orchid LED Lighting System, Randall Whitehead — a venerable lighting designer who has been practicing his craft for more than 30 years, has authored seven books on the subject, has appeared as a guest lighting expert on The Discovery Channel, HGTV, and CNNfn, and is an active contributor to trade publications including Professional Lighting, Architectural Lighting, and Residential Lighting — proclaimed, “This lamp is like the Tesla of lighting!”

Each lamp contains two state-of-the-art LED light sources that work in tandem to provide personalized, uniform, omnidirectional lighting. At maximum intensity, a single Orchid lamp is brighter than three 60W incandescent bulbs, while consuming less energy than one. Each lamp delivers brightness spanning 3,250 lumens to less than 10 lumens, and correlated color temperatures (CCTs) spanning 5,000K (cool daylight) to 2,200K (warm). Orchid lamps also feature patented 3Five Lighting Technology™ and superior color rendering index (CRI) values — 90+ CRI from 5,000K to 2,700K and 80+ CRI down to 2,200K — which allows users to achieve brighter, truer, and more beautiful colors for 50,000 hours.

For more information about PURillume's new Orchid LED Lighting System, please visit www.purillume.com. To preorder Orchid Master and Orchid Satellite table lamps, and to help PURillume raise the remaining funds required for UL and FCC regulatory testing and product production, please visit its Kickstarter page at <http://ow.ly/pnhr303CGm8>. Everyone who pledges \$5 or more will receive a virtual shout-out and regular status updates about product

availability. Those who pledge between \$45 and \$449 will receive a virtual shout-out, status updates, and an attractive Orchid t-shirt. Preorders for Orchid Satellite and Orchid Master lamps begin at \$450 and \$525 for the first 40 people who pledge, and shift to \$500 and \$575 after that, please visit the Kickstarter page at <http://ow.ly/pnhr303CGm8>.

About PURillume

PURillume™ is a start-up LED lighting company committed to helping people create and enjoy superior, personalized lighting environments. Founded by a lighting industry veteran with more than 15 years of experience in the LED industry, the company is headquartered in Cary, North Carolina. For more information about PURillume and its revolutionary Orchid™ LED Lighting System, please visit www.purillume.com or connect with PURillume on [Facebook](#) or [Twitter](#).