

THE NEW LAMP

Better Light, Better Life



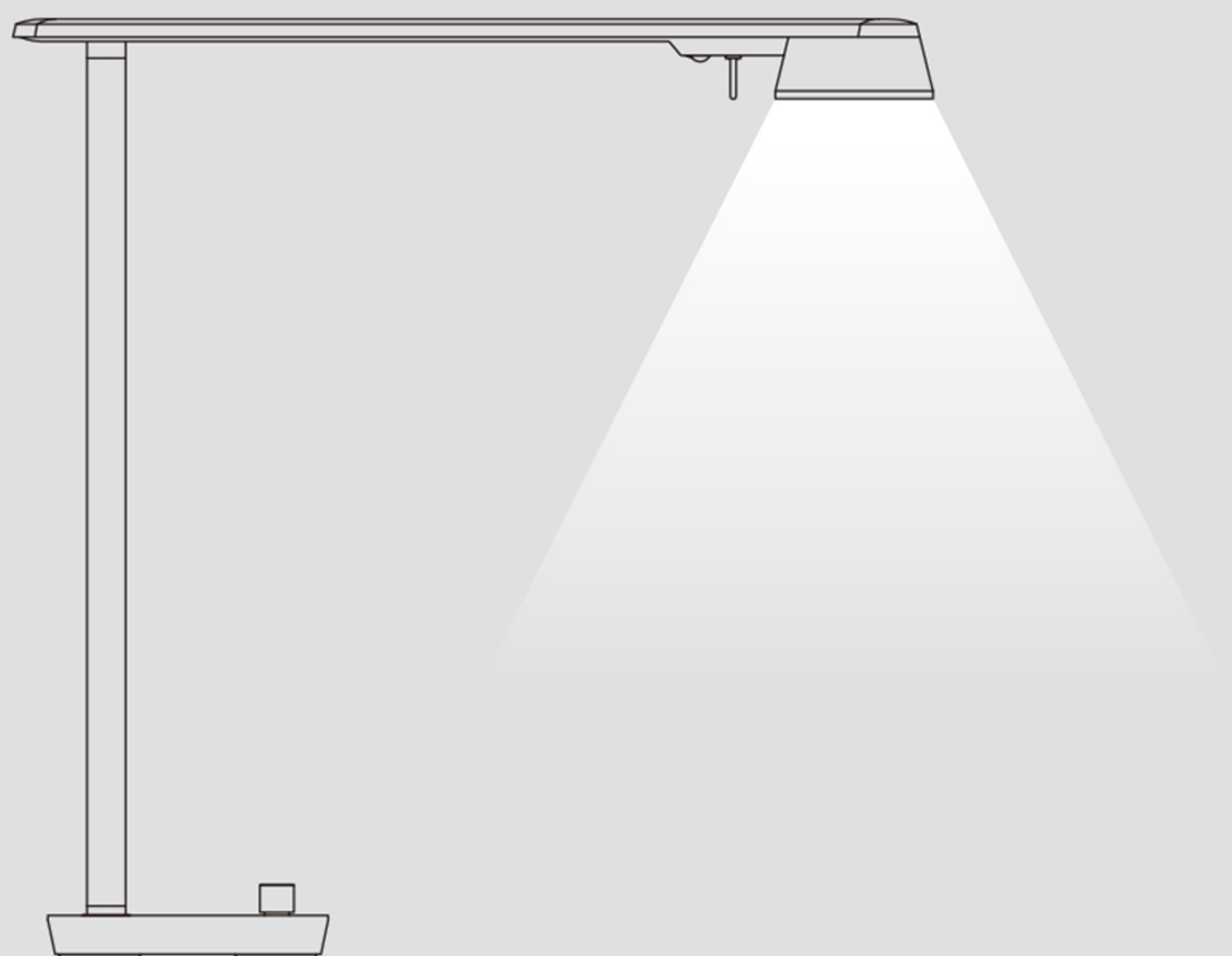
red**dot** winner 2023

DESIGN **PLUS**

powered by: light+building

AWARD WINNER 2022

Enhanced Melatonin Suppression for Maximum Productivity

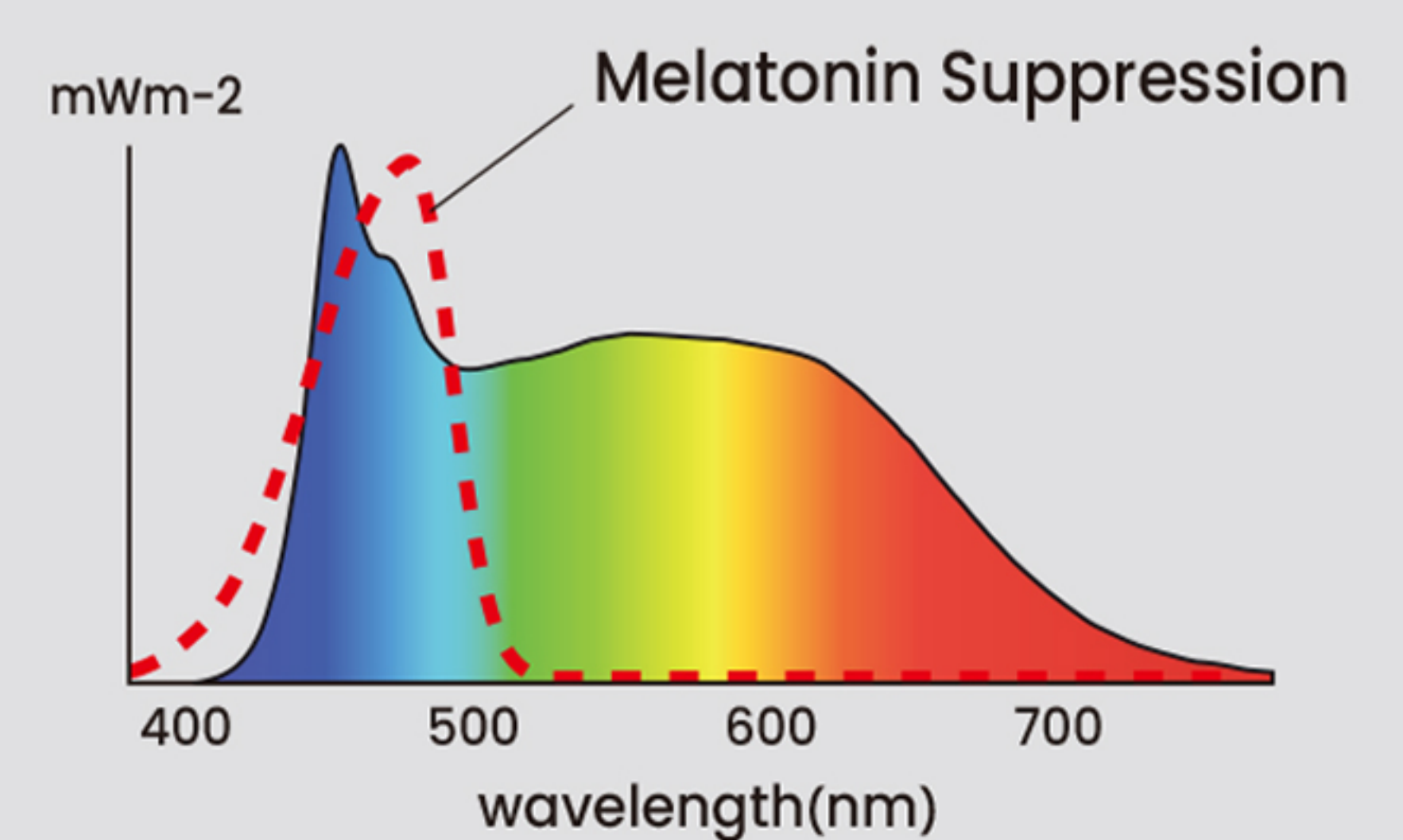


Work

- 2000 lx
- 5700 K
- M/P*=1.0

* Melanopic/Photopic Ratio

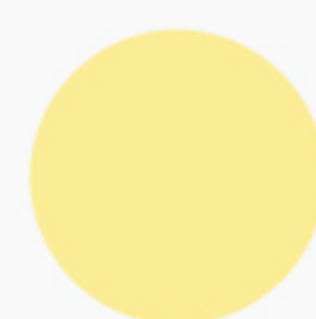
Crisp White Light



Personalized Light for Various Occasions

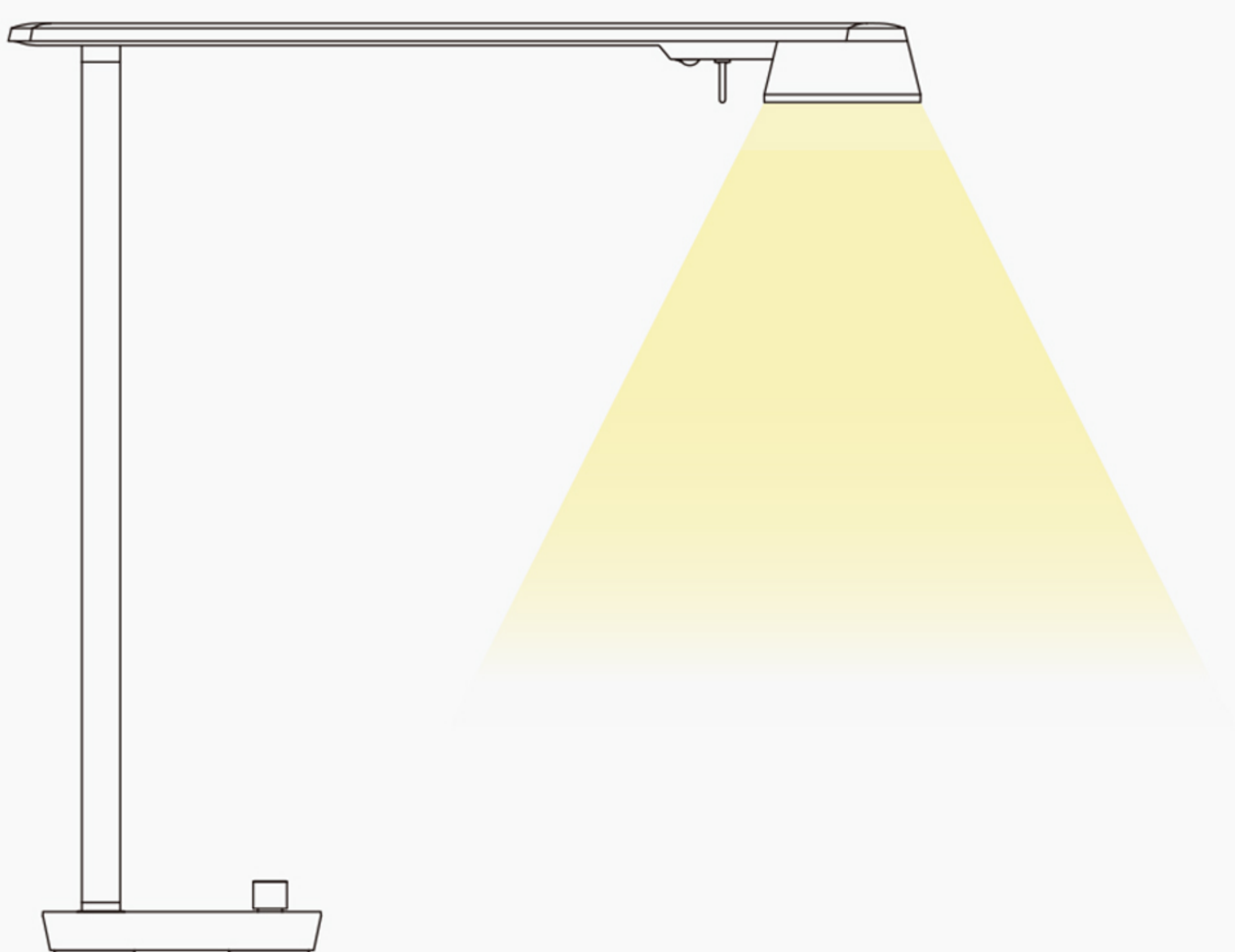
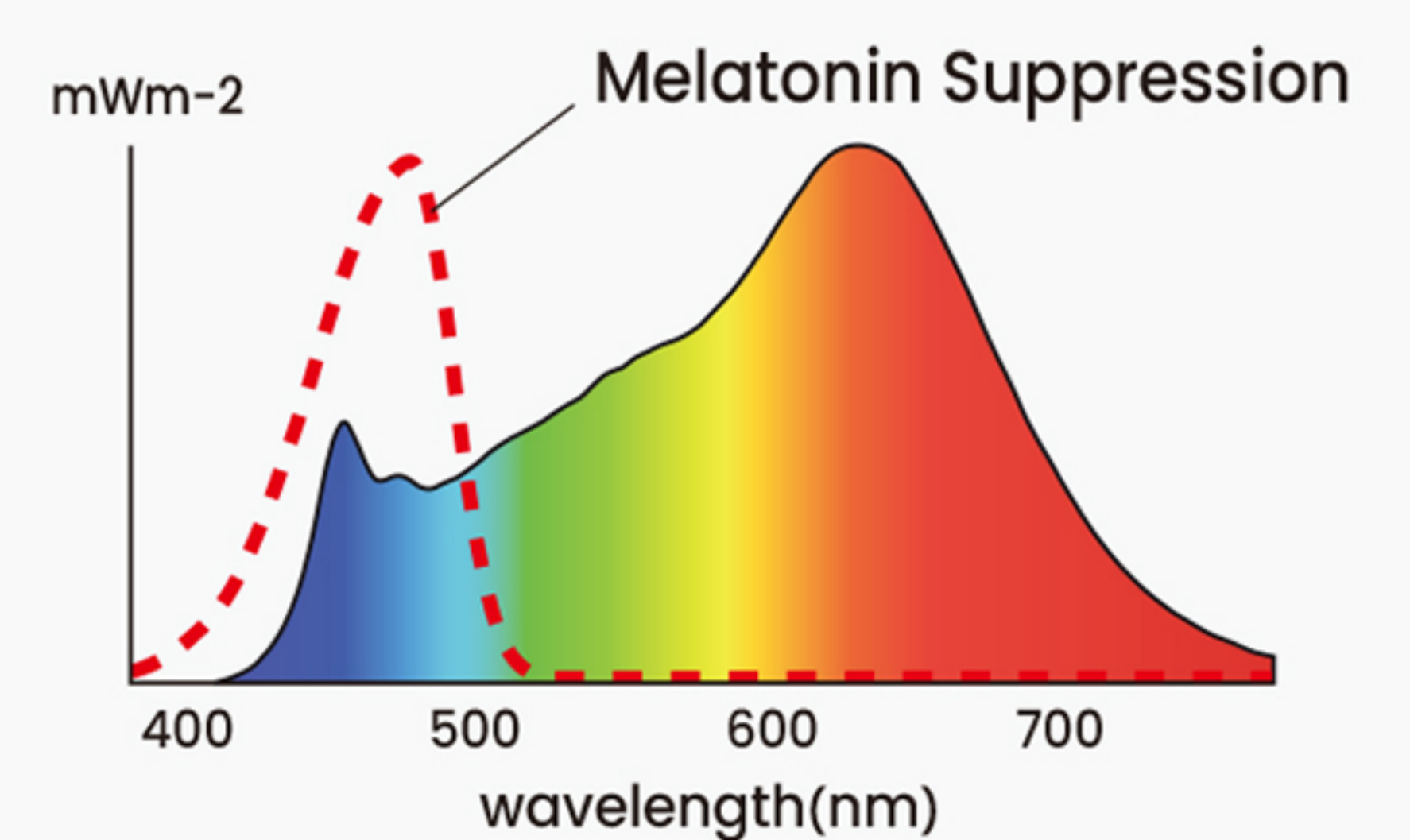


Relax

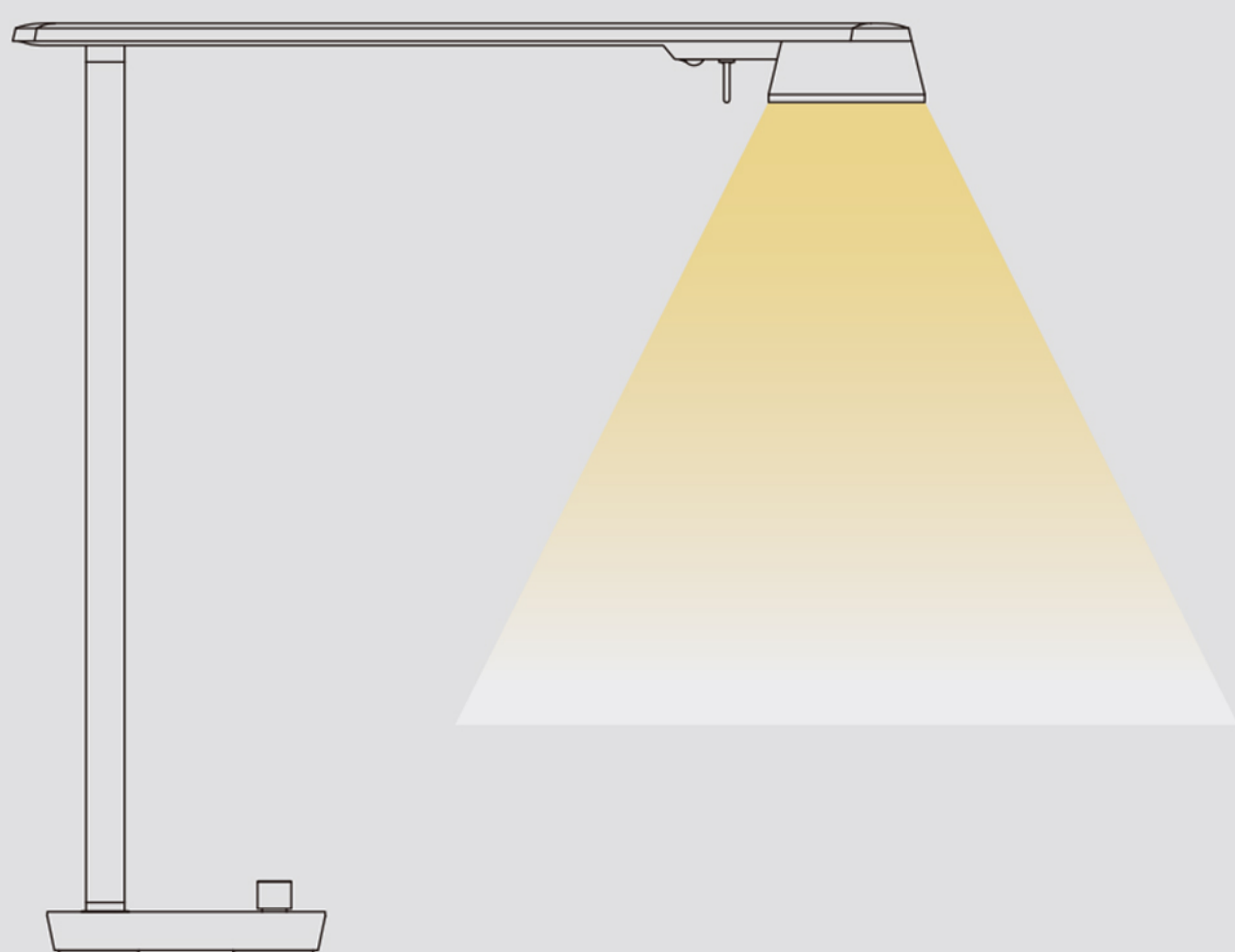


- 400 lx
- 3000 K
- M/P=0.6

Cozy Warm White



Melatonin Secretion Facilitated for Quality Sleep

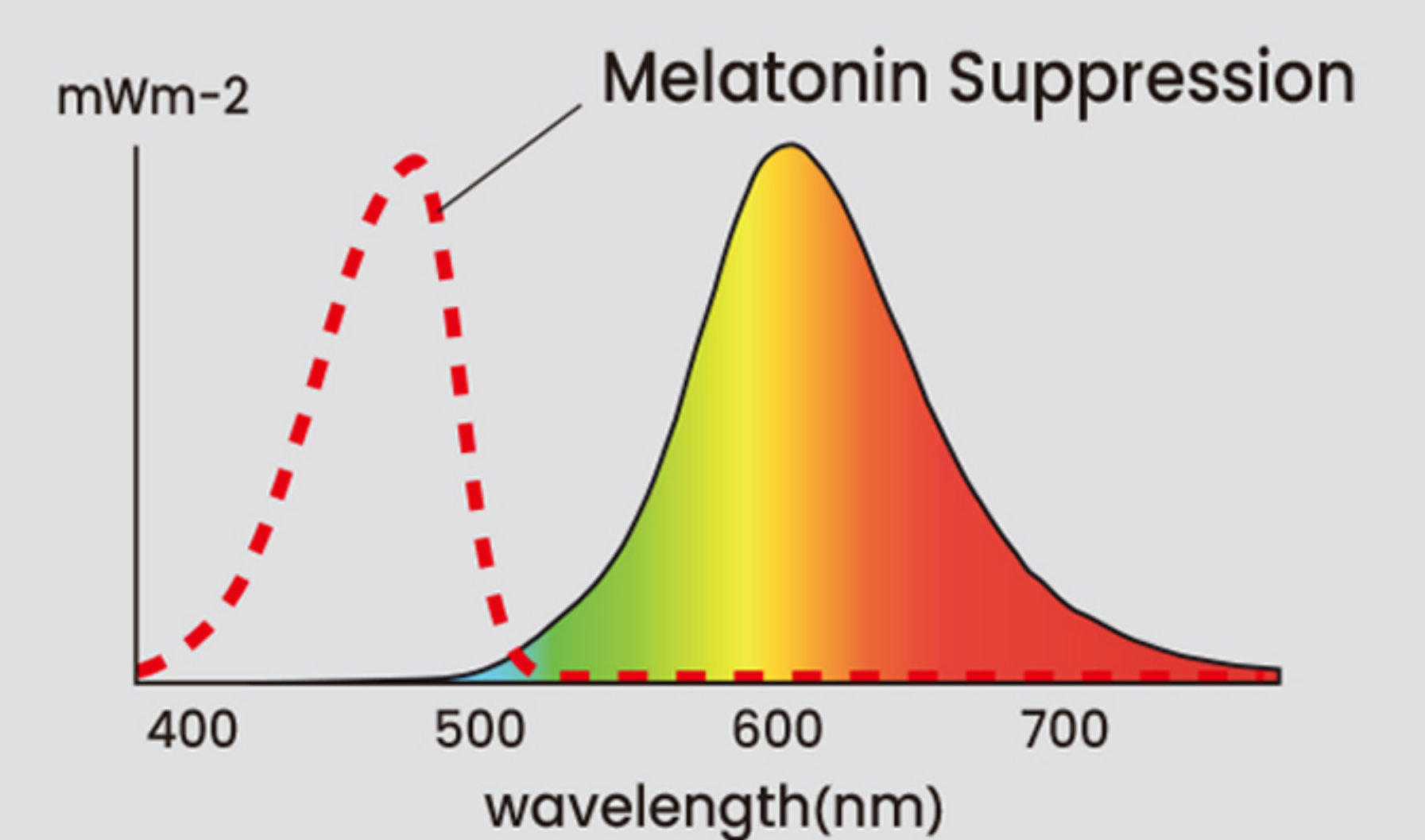


Sleep



- 25 lx
- 1730 K
- M/P=0.1

Soothing Amber Light



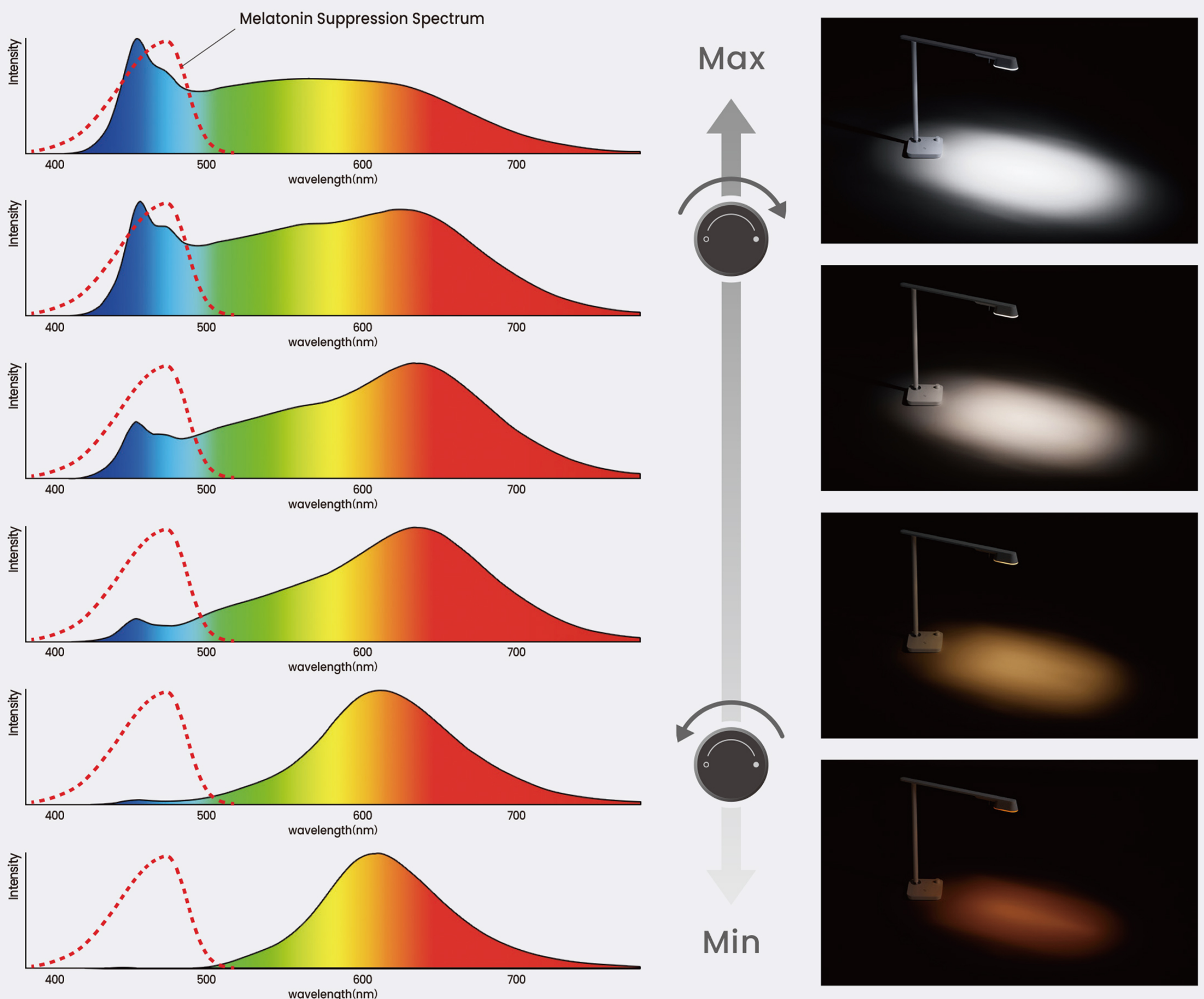
Award winning design meets
patented technology



Dimensions & Weight
640 X 180 X 610 mm (L x W x H)
3.0 kg / 6.6 lb

Dim2Amber™

- Light color and spectrum change automatically as dimmed down
- At high brightness, crisp white light with melatonin suppressing contents maximizes productivity
- Color and spectrum change to warm white and eventually to amber upon dimming
- At low brightness, amber light facilitates melatonin secretion promoting quality rest and good sleep
- Patented technology and registered trademark



Melanopic/photopic ratio is a metric for evaluating the health and wellbeing-related consequences of light such as alertness, relaxation, or sleep. For sleep, a low M/P ratio is recommended. Dim2Amber technology provides a very low M/P ratio light at low light level allowing visual recognition while minimizing the negative biological impact of artificial light.

Sunset Sleep Timer

- 20/40/60min sunset sleep timer with Dim2Amber technology
- Gradually dimmed to 0 lux while changing color to amber
- Simulates natural sunset creating perfect mood for good night sleep
- Light with very low melanopic spectrum



Optical Shift Technology

- Direction of light projection shifted with translation of optics
- Simple intuitive control stick
- Delivers light where needed with no tilting and no glare
- Sleek lamp design thanks to no exposed hinges/wires



Ergonomic Design

- Height considering human eye level and monitor heights
- Reach considering common desk spaces
- Analog and intuitive control via rotary knob and sliding stick
- No glare and small diffused light around the edge of the shade



Additional Features & Functions

- High color fidelity (For professionals such as designers, doctors etc.)
- Meets the latest Euro flicker standard ($PstLM \leq 1.0$, $SVM \leq 0.4$)
- Automatic On/Off with infra red motion sensor
- Wireless and wired fast charging function





“The natural sunlight is not constant but changes its intensity and color with time. It is well known that light has a substantial influence on our circadian rhythm. Our goal was to create a new lamp that did not exist based on a profound understanding of the visual and biological effects of light on human beings. We developed a patented Dim2Amber technology, which enables simple and intuitive control of light intensity and spectrum. Users can easily set the light according to their circumstances, be it work, relax or sleep. Two years of rigorous research and development finally led to The New Lamp that features an exquisite balance between technology and design. We hope that The New Lamp could contribute to improving quality of life and creating pleasant space.



Chief Developer

Dr. Jinwoo Bae

Career

- SAMSUNG Electronics (LED Business Unit)
- ILJIN Group (Semiconductor, Display)

Education

- Ph.D. MIT
- M.S. MIT
- B.S. Seoul National University

Baelux Co., Ltd.

82-4 Donggwang-ro, Seocho-gu, Seoul, Korea 06585

help@baenue.com

www.baenue.com