

What is 508 Illumination?



Not all lighting is created equal.

Some light wavelengths let you see vibrant colours. But, they emit a bright, glaring light. The eye muscles react by squinting.

Other wavelengths let you see with high contrast – the edges of objects are incredibly clear. Ideal for text and fine details. The downside is you lose the colour fidelity.

OttLite® gives you the best of both worlds with its 508 Illumination™ – a precise balance of contrast and brightness. Now the eye can see and focus without the harsh glare, distortion and fatigue other light sources cause. Reading is easier, seeing is more comfortable. Plus, colours are vibrant and details are incredibly clear.



Photographs have not been graphically enhanced.



Dr. John Nash Ott - Imagination Meets Inspiration

Have you ever seen those Disney movies with all the beautiful flowers opening and dancing – growing from seed to full bloom before your eyes? Then you’ve seen the work of Dr. John Nash Ott. Dr. Ott is known as the father of time lapse photography. He was asked by the Walt Disney Company to film the entire growth of a pumpkin for Disney animators to draw the transformation of Cinderella’s pumpkin into a carriage.

Filming had to take place indoors to protect the extensive camera equipment. At first the plant would grow and then die. Dr. Ott tried several things, but nothing would work. Then he changed the lighting. What he found was that under some lighting conditions, only male plants grew, but no females. The lights were adjusted and then only females were produced, but no males. After several experiments, Dr. Ott was able to provide the proper range of light wavelengths and the pumpkin grew.

Not only did he help Cinderella make it to the ball, but this work sparked his imagination. Dr. Ott dedicated the next 40 years to researching how lighting affects all living things. Today, Dr. Ott’s work lives on in OttLite® lighting.



Natural Lighting Leader OttLite Technologies®
Invites Consumers to

Enjoy Life in HD.™

Tampa, Fla. – OttLite Technologies® introduces **OttLite® High Definition Natural Lighting™** – designed to help consumers enjoy reading, studying, crafting, and more – longer and more comfortably. This mission is expressed in the company's new positioning line, **Enjoy Life in HD™**.

"We all want to make the most of the time we devote to our hobbies and our work," said Tim Martin, OttLite® vice president of marketing. "That's why OttLite® lighting is so ideal. Seeing clearly without the eyestrain and glare lets you focus on the fun and really enjoy what you're doing. It's lighting without limits. OttLite® lighting is a simple change that makes a huge difference."

For years, consumers have equated a light source's brightness with its ability to improve vision. In actuality, brightness causes glare and distorts images and colour. This can cause the eye to strain and squint. Additionally, the more intense the light, the more energy is used and heat generated.

OttLite® lighting improves image and detail resolution and provides superior colour rendering. Plus the low glare illumination lets you see clearly with reduced eyestrain – without the harsh brightness or heat.

OttLite's® formula is optimally designed for the human eye. Dr. Marc Gannon, director of the Low Vision Institute in Ft. Lauderdale, Fla. said, "OttLite® lighting provides a comfortable visual experience that makes life much easier for my patients. It's the only light I use, that my family uses, and it's the only light that I recommend to my patients."

AARP columnist and nationally renowned computer authority and author Sandy Berger said, "I'm always in the market for a great product that can make my eyes feel better. I found the OttLite® (lamp) to be almost completely glare-free. It not only lessened my eyestrain, but also amazingly helped me see better."

Available in styles for reading, creating and office spaces, OttLite® lamps are expertly engineered with features like articulating shafts, adjustable shades and achromatic coating to effectively deliver the high contrast, low glare illumination precisely over reading materials, computers or craft projects.

About OttLite Technologies:

OttLite Technologies®, a leader in the field of natural lighting science, was pioneered by photobiologist Dr. John Ott, who perfected time-lapse photography while working with Walt Disney. Dr. Ott focused 40 years of research on how different wavelengths of light have both positive and negative effects on plants, animals and humans. Additionally, in consultation with physicians at Johns Hopkins Hospital, OttLite Technologies® developed one of the first light therapy units for use as an investigative treatment of SAD or the "winter blues."

