

OTT-LITE® TrueColor™

Makes Reading and Seeing Easier and More Comfortable

OTT-LITE TrueColor Lighting

- Optimally designed for the human eye
- Makes reading and seeing easier
- Low glare helps reduce eyestrain
- Low heat, energy efficient lighting rated to last up to 10,000 hours
- It's like natural daylight indoors



What should people consider when selecting a light?

A good light should not only add to the décor of the room, but should also make crafting and reading more comfortable. There's nothing worse than sitting down to work on your favourite project, read a book and having to squint and strain to see the details or working at the computer and feeling your eyes tire from the glare. Have you ever thought that maybe it's not your eyes; maybe it's your light?

Optimally designed for the human eye, OTT-LITE TrueColor lights contain a specific formulation that shows better detail and definition with a high contrast, low glare, and low heat illumination that helps reduce eyestrain. It lets you see and feel better.

What makes OTT-LITE lighting optimally designed for the human eye?

University studies have identified specific wavelengths of light that enhance vision and peak at optimal levels for comfort of the human eye – the ideal conditions for reading and doing close up work. In a blind test of several different types of lighting including incandescent and so-called full spectrum bulbs, OTT-LITE TrueColor® lighting came closest to meeting the strict criteria.

How does this technology differ from standard lighting?

The typical way to help people see better is to turn up the brightness, but this makes the eye go into a self-defense mode and squint to protect itself from the intensity of the light and the glare, which can lead to eyestrain and associated headaches.

OTT-LITE TrueColor lighting approaches the problem differently. Instead of using intense brightness, it uses a specific balance of wavelengths that allow the eye to focus properly without the excessive brightness and glare.

Another side effect of standard incandescent or halogen lighting is the heat. The brighter the bulb, the more heat it emits. Energy-efficient OTT-LITE bulbs create a more comfortable, low heat reading environment and are rated to last up to 10,000 hours – 10 times longer than standard lighting. Not only does this help make the crafting and reading experience more enjoyable, but consumers can save money on their electricity bill, too.

What are OTT-LITE® High Definition Lighting Technology™ Systems?

OTT-LITE High Definition Lighting Technology products are designed to work in concert with the way the eye sees and focuses. It delivers the same benefits for lighting that HDTV does for television – enhances image resolution for a clearer, more color correct picture. In fact, OTT-LITE TrueColor's specific formulation is so unique; the company has applied for a patent.

How was this technology developed?

OTT-LITE Technology was pioneered by photo biologist Dr. John Ott, who discovered through 40 years of scientific research the remarkable effects specific wavelengths of light have on all living things. Dr. Ott developed the first OTT-LITE product while filming "The Secrets of Life Series" for Walt Disney. OTT-LITE Technology has continued Dr. Ott's efforts to better understand how lighting can be used to improve our indoor environments.

What types of OTT-LITE TrueColor products are available?

OTT-LITE TrueColor offers a range of stylish lamps to complement any home or office. All functional with features to adjust the high quality, natural light illumination to meet the user's needs.