



## **Samsung's New Mid-power LED Package Line-up, LM561B+, Offering Superior Performance and Higher Quality Light Color for Premium Luminaires**

**SEOUL, Korea – Jan 21, 2016** – Samsung Electronics Co., Ltd., a world leader in advanced components, announced that LM561B+, the company's new mid-power LED package line-up with high light efficacy, is now offered with 3-step MacAdam ellipse bins and quarter bins across the range of all CCTs (from 2700K to 6500K), for use in premium luminaires. By leveraging the chromaticity control standard with the LM561B+, manufacturers will be able to make lighting products that deliver greater uniformity and consistency in light color without any visible difference in the color output between packages.

"To date, we have achieved outstanding performance in all of our mid-power LED packages," said Jaewook Kwon, vice president, Lighting Marketing Group, LED Business Team, Samsung Electronics. "By now offering premium light quality to a greater number of customers with our LM561B+ LED package, we are able to provide superior performance on a much wider scale."

Since 2013, Samsung has been introducing high-performance mid-power LED packages such as the LM561 series for indoor lighting applications including LED Lamps, L-Tubes, ambient lighting and downlights. Its latest LM561 LED packages – the LM561B+ and LM561C – provide 190lm/W and 200lm/W of light efficacy respectively, an industry-leading performance level. Later this year, Samsung will also extend its offering of 3-step MacAdam ellipse bins and quarter bins for the LM561C across all CCT levels.

In addition, for its high color rendering LM561B+ packages with over 90 CRI, Samsung plans to apply advanced phosphor control technology, which will lead to approximately 15 percent higher flux performance.

In supporting its LED lighting component customers more efficiently, Samsung is also strengthening its product certification program around the globe. Through cooperative relationships with recognized certification companies in the U.S., Korean, European and Chinese markets, Samsung is working to help minimize any difficulties that customers could encounter due to varying certification requirements for lighting quality, safety and power efficiency. The partnerships will simplify complex procedures, reduce time to market and ultimately have a positive impact on overall costs.

For more information about Samsung's LED business, please visit <http://www.samsung.com/global/business/led/support/certification-support>

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).