

## Toshiba Introduces New Range of LED E-CORE Lighting Products Designed to Revolutionise the Market

**Singapore, May 7, 2013** – Toshiba Singapore LED Lighting Systems today announces the availability of its range of long-lasting, high-quality and energy-efficient E-CORE LED lamps and reflector lamps in the region. These products are primarily designed for commercial and industrial use as well as home and general use. By focussing on quality, lumen class and design innovation, Toshiba Lighting is committed to manufacturing lighting solutions that cater for every need.

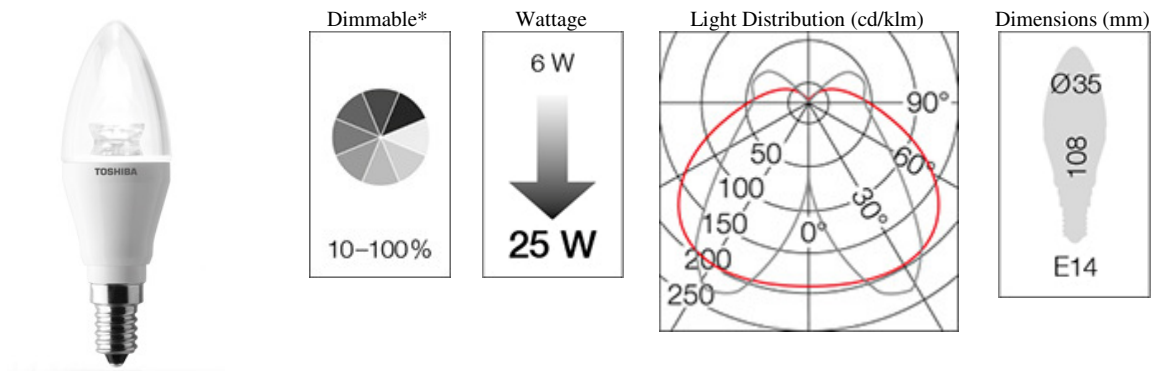
Toshiba is one of the largest lighting companies and LED lamp manufacturers in the world. The first product Toshiba ever produced was an incandescent light bulb in 1890, and since then the company has been a leader in lighting fixtures and lamps in Japan. In a bold move demonstrating the company's commitment to helping make LED technology the future of lighting, Toshiba abandoned production of incandescent lamps in March 2010. Toshiba's world class electronic and semiconductor technologies, combined with over a century of lighting experience, make Toshiba an emerging world leader in LED lighting systems.

Toshiba LED lighting products are mercury free and offer reduced CO2 emissions through energy savings when compared to current lighting solutions.

### Product Details

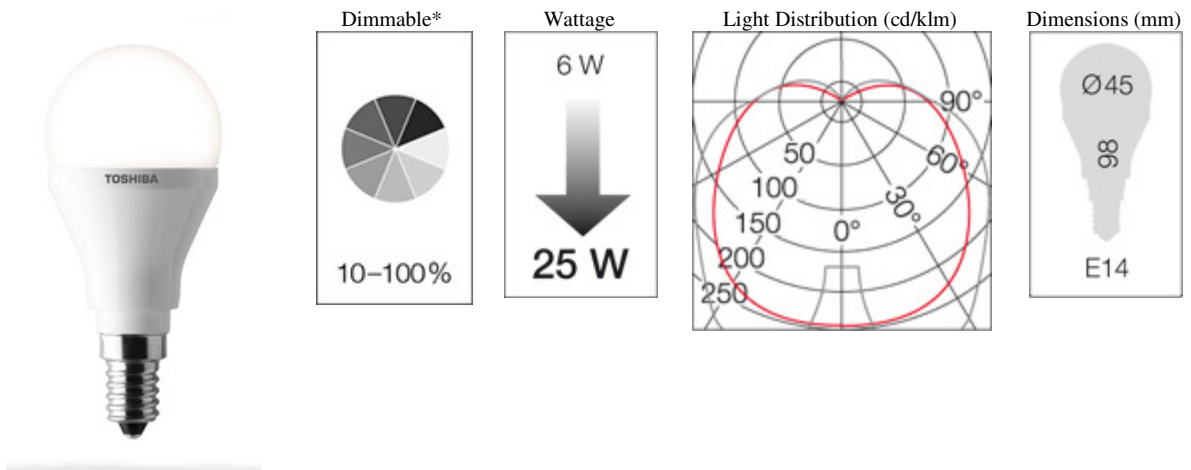
#### **E-CORE Candle 6W**

With its faceted crystal optics, this candle is a real head-turner. With exceptional light distribution and smooth dimming, this light is the magic every chandelier needs. Colour temperature/Luminous Flux choices include 2700K/260lm Clear and 2700K/250lm Frosted.



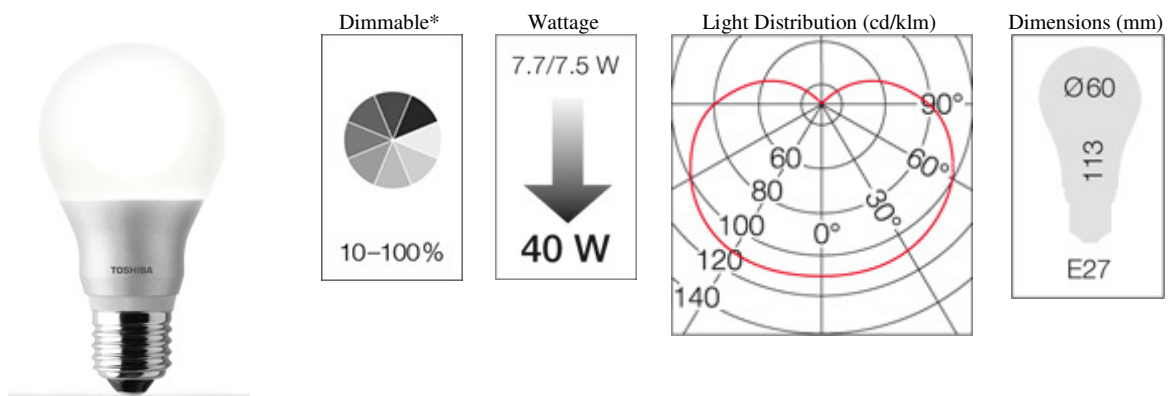
## E-CORE Spherical 6W

This is what the master of directed accent lighting looks like: dimmable and compact in size, the ideal light source for ambient lighting. Colour temperature/Luminous Flux choices include 2700K/250lm Clear and 2700K/250lm Frosted.



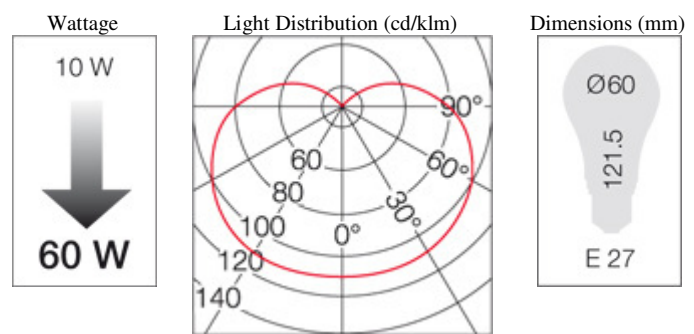
## E-CORE GLS Wide 7W

The new version of the popular archetype offers light in a familiar shape. However, its revolutionary inner workings marry minimal technology and the maximum angle of radiation perfectly. Colour temperature/Luminous Flux choices include 2700K/470lm dimmable and non-dimmable, 4000K/470lm non-dimmable and 4000K/500lm dimmable.



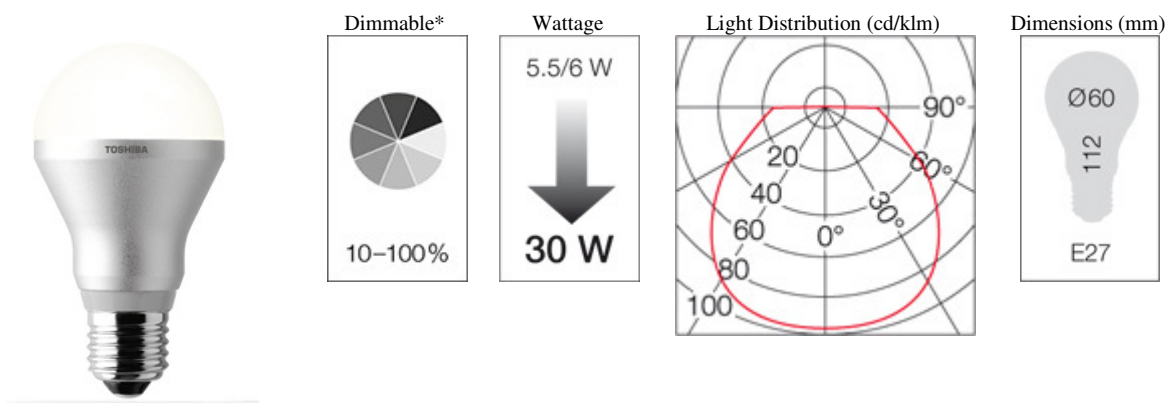
## E-CORE GLS Wide 10W

At over 800 lumen, Toshiba's design classic is way ahead from an aesthetic and performance perspective. As a lamp with an extremely intense beam of the retrofit segment, it is the substitute for all fields of application of 60 W bulbs. Its broad reflected beam angle makes it the ideal light source even for large rooms – in brief: powerful, elegant and unbeatably efficient. Colour temperature/Luminous Flux choices include 2700K/806lm and 4000K/806lm. Available in non-dimmable.



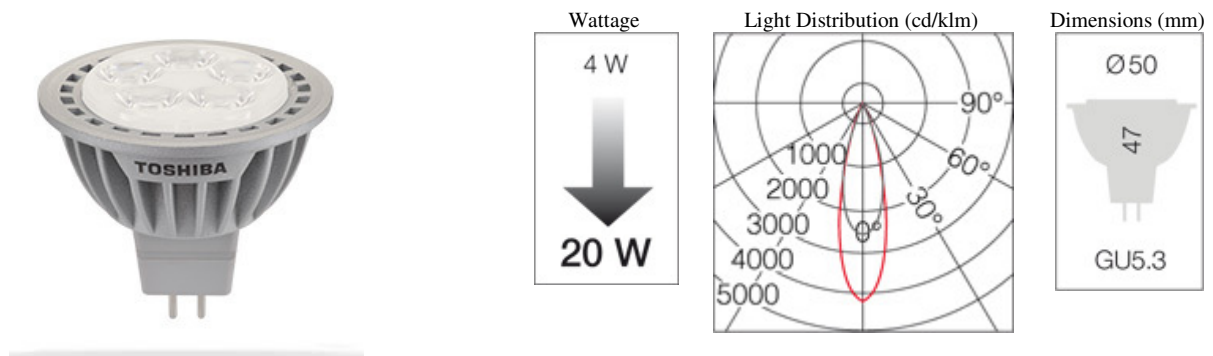
## E-CORE GLS 6W

Less is more. A real light source whose design combines efficiency with classically streamlined styling. A light that can be seen – and also dimmed as you wish! Colour temperature/Luminous Flux choices include 2700K/325lm and 4000K/340lm. Available in both dimmable and non-dimmable.



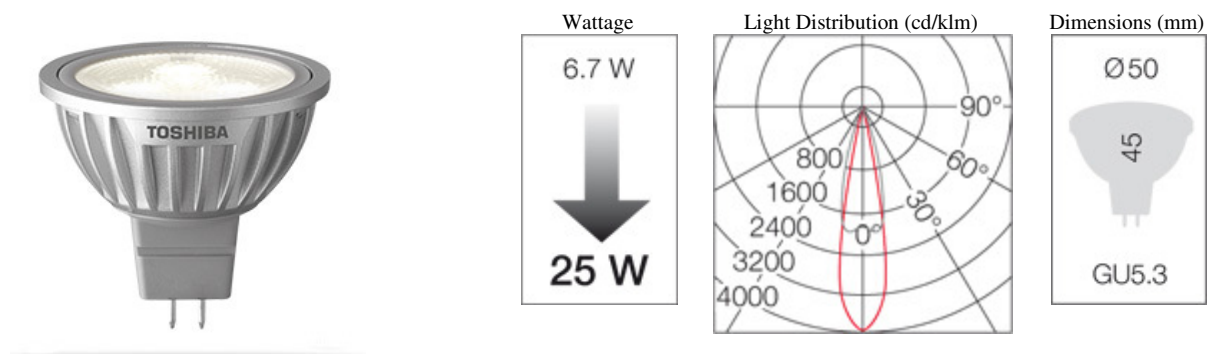
## E-CORE MR16 4W

E-CORE makes our all-rounder for low-voltage lighting fit for the future. The GU5.3 pin-base lamp is available in several versions, providing maximum flexibility when it comes to economical accent and general lighting. Colour temperature/Luminous Flux choices include 2700K/220lm, 3000K/230lm and 4000K/260lm.



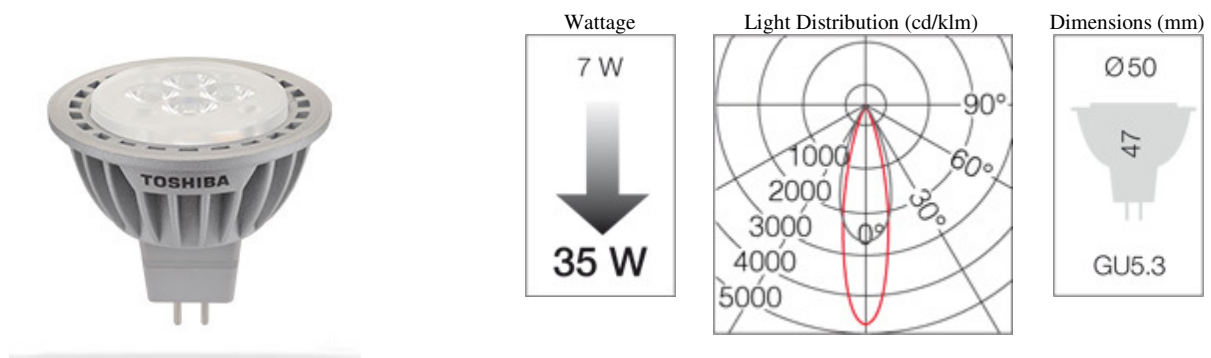
## E-CORE MR16 6.7W

With this classic low-voltage reflector lamp and plug-in base, you will increase your light output from 300 to 320 LM in comparison to the E-CORE MR16 4W. Colour temperature/Luminous Flux choices include 2700K/390lm, 3000K/390lm and 4000K/420lm.



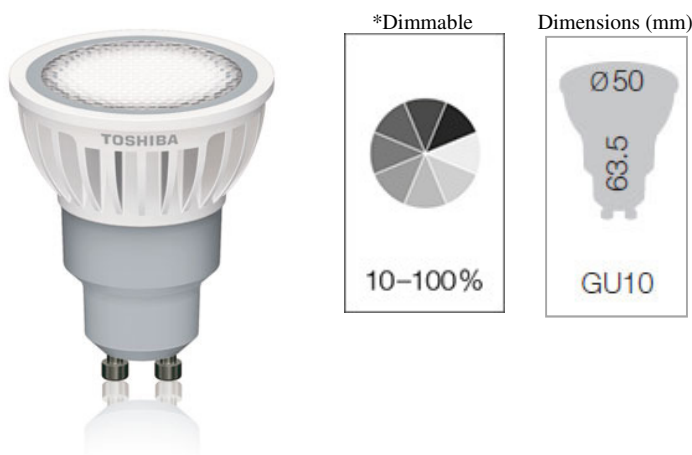
## E-CORE MR16 7W

If you choose the same colour temperature, this low-voltage reflector lamp offers even more light intensity than the E-CORE MR16 6,7W: Depending on the choice, it offers from 390 to 420 lumen of light output with the same number of watts. Colour temperature/Luminous Flux choices include 2700K/390lm, 3000K/390lm and 4000K/420lm.



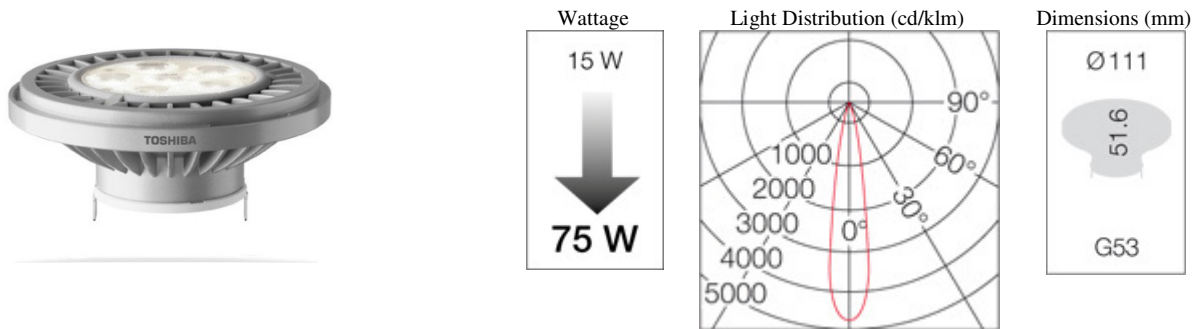
## E-CORE GU10 6.5W

Robust Beauty. The elegant high-voltage spotlight with robust bayonet base shines with its excellent energy-saving credentials and ease of use. Suitable for a multitude of uses including your home, it can be dimmed to offer atmospheric lighting or daylight-brightness accents – even at considerable distance. Colour temperature/Luminous Flux choices include 2700K/270lm and 3000K/280lm.



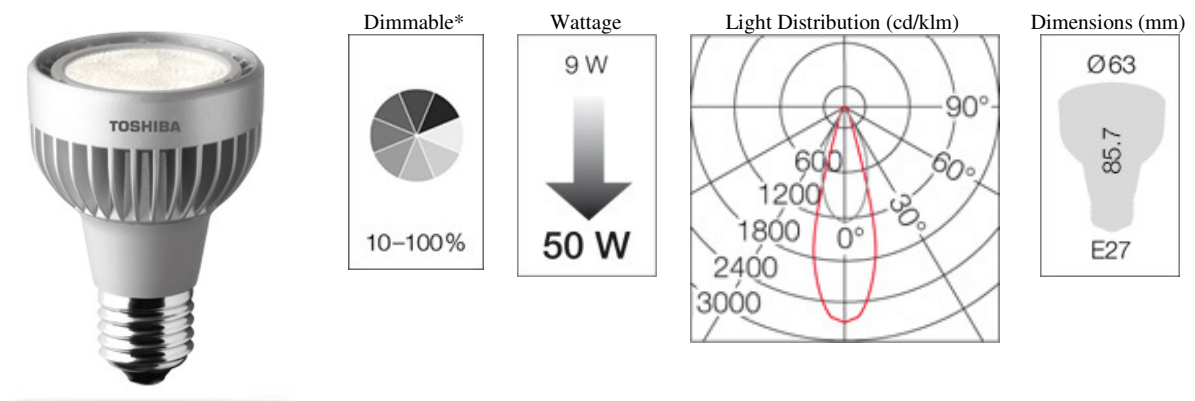
## E-CORE AR111 15W

The new AR111 pin-base lamps are in a class of their own in the low-voltage sector: pure luminosity for downlights, gimbal and catenary lights. Their potential for savings is also as eye catching as it is impressive. Colour temperature/Luminous Flux choices include 2700K/750lm, 3000K/800lm and 5000K/900lm.



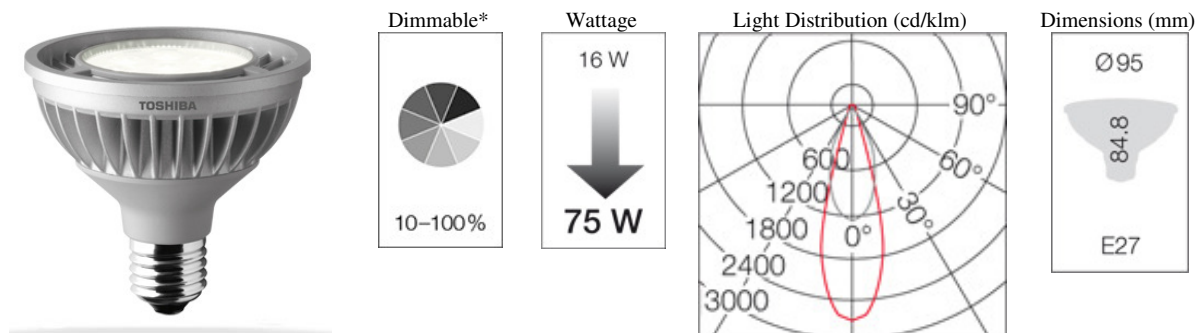
## E-CORE PAR20 9W

The E-CORE PAR range's performance class, beam distribution characteristics and light quality leave no lighting wish unanswered. With its high efficiency, it provides the suitable way in to contemporary room lighting. Colour temperature/Luminous Flux choices include 2700K/370lm and 4000K/380lm.



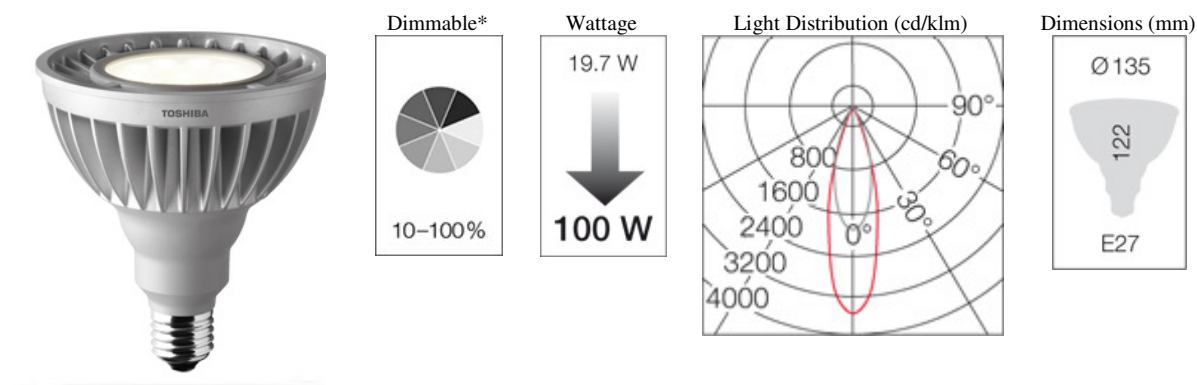
## E-CORE PAR30 16W Short Neck

It can be used in almost all areas: Since you will receive the E-CORE PAR30 16W in warm white, neutral white and cold white. It can be dimmed and equipped with an E27 screw base to work as a high-voltage reflector lamp. Colour temperature/Luminous Flux choices include 2700K/740lm, 3000K/740lm, 4000K/740lm and 6500K/760lm.



## E-CORE PAR38 9.7W

If you need even more light, then you can choose the E-CORE PAR38 19,7W. The 950 LM, its wide range of colour temperatures and a service life of up to 40,000 hours makes it a true all-rounder. Colour temperature/Luminous Flux choices include 2700K/920lm, 3000K/920lm, 4000K/920lm and 6500K/950lm.



“We are committed to producing high-quality products that deliver the best light quality possible,” said Wu Tengguo, Managing Director of Toshiba Singapore Pte Ltd. “LED lighting is essentially the marriage of computer technology and lighting. No other company is better positioned to provide the latest in LED lighting solutions than Toshiba – the same company who brought laptop computers to the mass market and has over 120 years of lighting experience.”

Toshiba LED lighting systems and products will be available via its network of lighting equipment suppliers, authorised consultants, project professionals and lighting specialists. Selected products will also be available in the retail. Toshiba is currently recruiting LED lighting distributors and wholesalers in the region.

## **About Toshiba**

Toshiba is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD LED TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 550 consolidated companies, with 202,000 employees worldwide and annual sales surpassing 6.1 trillion yen (US\$74 billion). Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm)

Toshiba Singapore Pte Ltd is a wholly owned subsidiary of Toshiba Corporation. The LED Lighting Systems Department provides the region with a variety of high-efficiency LED lighting products. Drawing upon Toshiba's 120-year heritage of lighting innovations in Japan and world-class electronic and semi-conductor technologies, Toshiba Singapore is committed to providing total lighting solutions that enhance the quality of life and meet the diverse needs of its customers.

## **Press Contact:**

Ray Lim  
Toshiba Singapore Pte Ltd  
LED Lighting Systems Department  
Email: [ray.lim@toshiba.com.sg](mailto:ray.lim@toshiba.com.sg)

For more products and information, please visit [www.toshiba.com.sg](http://www.toshiba.com.sg)





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