



LED/Lighting English

Toshiba provides energy-saving LED lamps to Smithsonian art galleries

Display Plus | webmaster@displayplus.net

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USA & Japan - Toshiba International (www.toshiba.com/lighting) LED Lighting Systems Division announced a relationship with the Freer Gallery of Art and the Arthur M. Sackler Gallery of the Smithsonian Institution in Washington, DC. Keeping true to Toshiba's 120-year lighting history, the company has coupled state-of-the-art lighting with smart business solutions.

Toshiba International Corporation has supplied the museum with their superior and innovative LED lamps to allow visitors to experience the latest in eco-friendly illumination while significantly lowering energy and maintenance costs for the galleries.

The Freer Gallery of Art and the Arthur M. Sackler Gallery contain some of the most important holdings of Asian art in the world. These galleries join the Museum of Fine Arts, Boston, as well as the world famous Louvre Museum in turning to Toshiba's LED lamps as a green alternative.

"The light quality and color of Toshiba LED lights allow tremendous flexibility in illuminating any space to meet the exacting requirements of a museum curator, architect, lighting designer, or business owner," said Michiru Tanaka, Lighting Consultant for Toshiba International Corporation's LED Lighting Systems Division.

As one of the largest lighting companies and LED lamp manufacturers in the world, Toshiba is dedicated to creating high quality light, while keeping energy consumption low. To demonstrate this commitment and reinforce the idea that LED technology is the future of lighting, Toshiba abandoned production of incandescent lamps in March 2010. Toshiba is the first major lighting manufacturer to proactively discontinue the production of incandescent lamps in favor of energy-efficient LED lamps.

"We are extremely proud that the Freer Gallery of Art and the Arthur M. Sackler Gallery selected Toshiba LED lamps," said Peter DallePezze, Vice President of Product & Marketing Management, Toshiba International Corporation's LED Lighting Systems Division. "It is truly an honor for Toshiba to be helping to illuminate such prestigious museums, while allowing for reduced energy costs without sacrificing quality."

Exemplifying Toshiba's commitment to LED, twenty-five of the company's long-lasting, high quality, energy-efficient LED lamps recently received the US Environmental Protection Agency (EPA) ENERGY STAR label. An ENERGY STAR qualified LED lamp uses up to 75% less energy and lasts at least 15 times longer than comparable incandescent lighting.

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