

## **OLED Luxury Luminaire Series Launched Under German Brand Name Linternity**

The world's latest in avant garde lighting – unique luxury light-art masterpieces hand-crafted from innovative high-tech light sources and high-edge materials – is being unveiled today under the new brand name Linternity, a trademark of German company Novald AG. The limited-edition Linternity luminaires combine advanced OLED (Organic Light Emitting Diode) technologies just a few nanometers thick and exotic high-end materials to enable completely new and imaginative ways of designing with light in ultra-flat form factors. The first product of the Linternity series, a new desk lamp named Victory, also was introduced. It is the world's first luminaire to showcase OLED lighting in an ultra-thin, ultra-strong carbon-fabric base. All Linternity luminaires are based on the expertise and technologies of leading OLED company Novald.

Gerd Guenther, Chief Marketing Officer at Novald, said, “OLEDs redefine our understanding of light, due to their extraordinary characteristics. They enable imaginative designs and applications that simply could not have been created with existing lighting to date, and even offer the potential for transparent and bendable light sources in the future. Novald is branching out into luxury lighting with our new Linternity brand – providing outstanding warm white light that equals the quality of daylight, in a form factor as unique as a human fingerprint. Each unique state-of-the-art light piece reflects stunning artistry never before seen, and is truly a rare and beautiful art masterpiece.”

The Victory desk lamp, 35 cm high and 40 cm deep, sports a dynamic silhouette from every perspective. Its infamous “V for victory” design includes two arms with four embedded ultra-flat OLEDs that provide pleasant, diffuse light over the entire surface. Several layers of clear lacquer allow a fascinating 3D impression of the accurate work deep inside done by a leading carbon manufacturer. Very lightweight and nearly indestructible carbon material originally developed for aerospace applications forms an open filigree-like lamp base that adds flexibility, beauty and stability. The OLEDs used for “Victory” lamps are based on German cutting-edge technology and materials of Novald.

The highly-polished “Victory” units come in a choice of colors and are available through selected retailers in Europe, the U.S.A. and U.A.E. starting in mid-September. Custom-made versions also can be requested.

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