

FOR IMMEDIATE RELEASE:

October 25, 2016

Website: <http://www.optronicsinc.com>**MEDIA CONTACT: Rick Ashley****EMAIL:** rashley@octanevtm.comOctaneTM (317) 920-6105**M E D I A A D V I S O R Y****Optronics Releases Next-Gen Opti-Brite LED Headlamps with Signature, High-Style, Conspicuity Lamp Feature and Retroreflective Optics**

Optronics' Opti-Brite LED Headlamps combine stunning optical engineering and style with rugged performance characteristics, creating distinctive-looking high-performance LED headlamps with a full lifetime warranty.

TULSA, Okla., USA (October 25, 2016) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, announced that it will display its most advanced Opti-Brite LED Headlamps for the first time in [booth 3328 at the 2016 AAPEX Show](#) in Las Vegas, Nevada. Optronics' new LED headlamps feature advanced retroreflective LED technology engineered to emit a wider, brighter beam for increased visibility and safety, and an eye-catching LED conspicuity array that enhances the lamp's style and appearance.

The new Opti-Brite LED Headlamps have a signature look and feel that sets them apart from other LED headlamps. Beginning with unique centralized lens elements that house attention-getting LED conspicuity arrays and rear-facing LEDs, the lamps simply look different than anything else on the road. The rear-oriented LEDs interact with precision-engineered metallic parabolic reflectors to create a beam pattern that is ultra bright, with broad, smooth, photometric characteristics that approximate the color temperature of natural sunlight, improving visibility and reducing eye fatigue.

"No other headlamps have this stunning conspicuity feature on one side and our 'retroreflective' optics on the other, orienting the LEDs producing the headlamp beam backward, and letting our advanced reflector geometry do the work of projecting the beam forward," Brett Johnson, president and CEO of Optronics International, said. "These are attractive and robust lamps that are aggressively priced, and along with other Opti-Brite headlamp models, are the only LED headlamps in the industry to carry Optronics' no-hassle, one-diode lifetime warranty protection, which will replace the lamp if even one diode fails."

Optronics' new LED headlamps come in three formats that cover a wide range of vehicle makes and models. The HLL93HLB series fits a seven-inch round format and has both high and low beam functions built in. The HLL79HB high-beam lamps and HLL78LB low-beam lamps fit four- by six-inch rectangular formats and are compatible with four-lamp systems with separate, dedicated high-beam and low-beam lamps.

The new Opti-Brite LED Headlamps are designed to allow users to easily upgrade their headlamps from standard halogen and HID sealed-beam to a higher-performing, higher-style and longer-lasting LED light source. The lamps use standard H4 three-blade connectors, and it takes just minutes to convert any vehicle with compatible headlamps to the new LED technology.

- MORE -

“Our new Opti-Brite LED Headlamps are plug and play,” Marcus Hester, vice president of sales and marketing for Optronics International, said. “And with an expected service life many times that of halogen and HID headlamps, I can’t see what would stop someone from converting.”

All lamps are engineered to accommodate both 12- and 24-volt electrical systems. The new lamps have an expected service life of 30,000 hours, 15 to 30 times that of halogen and HID headlamps.

The lamps feature durable, powder-coated, die-cast aluminum housings and tough polycarbonate lenses that have an application of a special coating that protects them against exposure to UV rays and harsh environments. The coating also defends the lamps against the cracking, fading and yellowing associated with some LED headlamps.

“In addition to these more traditional headlamp formats, we’re in discussions with several OEMs now regarding custom and modular LED headlamp designs,” Johnson said. “The reduced maintenance and downtime associated with LED headlamps will ultimately make them a reality on virtually every commercial vehicle in the future.”

The new Opti-Brite LED Headlamps are expected to be available in the first quarter of 2017. The lamps meet or exceed all FMVSS 108 and CMVSS 108 photometric requirements for visibility and safety. The lamps employ a solid-state, surface-mount device (SMD) design that protects their electronics against moisture, shock and vibration. Like all LED products from Optronics, Opti-Brite LED Headlamps come with no-hassle, one-diode lifetime warranty protection that will replace the lamp if even one diode fails.

Optronics products are available in the U.S. and Canada through the company’s extensive [distribution network](#) of more than 12,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons. For information on international sales and distribution of Optronics products, please contact Dorian Drake at +1 (914) 697-9800, or visit <http://doriandrake.com>.

To access high-resolution product images of the new Opti-Brite LED Headlamps, please visit: <http://www.optronicsinc.com/RESOURCES/ImageGalleries/LEDHeadlampGallery.aspx>

- END -

About Optronics

As the fastest-growing vehicle lighting manufacturer in the U.S., Optronics International attributes its success to delivering better value, better options and better lighting to its customers. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED and incandescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma and has an ISO/TS 16949:2009 certified manufacturing facility in Annan District, Tainan, Taiwan, with additional manufacturing capabilities in Muskogee, Oklahoma. The company has an ISO 9001:2008 certified distribution facility in Goshen, Indiana, as well as distribution through its location in Ontario, Canada. Learn more at <http://www.optronicsinc.com>.