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MEDIA ADVISORY

Optronics Expands Its High-Style Next-Gen Opti-Brite LED Headlamp Series with Five-by-Seven-Inch Lamp Featuring Retroreflective Optics and Conspicuity Lamp Element

Optronics' newest five-by-seven-inch Opti-Brite LED Headlamp makes vehicles look great, while providing optimized beam patterns, multi-volt flexibility, ingress protection and a full lifetime warranty, all while meeting international standards.

TULSA, Okla., USA (Dec. 5, 2017) — [Optronics International](#), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, broadened its Opti-Brite LED Headlamp family today with the introduction of its new five-by-seven-inch, combination high- and low-beam headlamp. Like the other headlamps in the Opti-Brite Headlamp Series, the new lamps are designed with a unique retroreflective LED light beam technology that enables them to project an optimized beam pattern conducive to superior driver comfort and performance. The lamps also feature the Opti-Brite's signature LED conspicuity array that sets the lamps apart from all other LED headlamps on the road.

At the heart of Opti-Brite LED Headlamps are their rear-oriented LEDs. The LEDs face backward, toward metallic parabolic reflectors that are precision-engineered to create superior high- and low-beam photometric characteristics. But the most striking feature is their stunning LED conspicuity arrays located in the center of their lens.

“Our Opti-Brite LED Headlamps are designed to enhance a vehicle's style as well as its operator's performance,” Brett Johnson, president and CEO of Optronics International, said. “Engineered for an international OEM and aftermarket audience, our entire Opti-Brite LED Headlamp family is multi-volt compatible and FMVSS 108 and ECE/R10 compliant.”

Behind the headlamp's conspicuity array, Optronics' advanced reflector geometry emits a tightly controlled blue-white light beam that approximates the color temperature of the sun's natural light. The light quality makes it easier for the human eye to see the road, thus enhancing safety while reducing eye fatigue.

“These Opti-Brite LED Headlamps greatly improve foreground lighting from the bumper to 25 feet out,” Jacques Baudeloque, national sales manager for Optronics International, said. “They also deliver very appealing drive-behind performance that operators will appreciate. They're absolutely a phenomenal value for their performance output.”

The new headlamps are engineered to accommodate from 9- to 33-volt electrical systems and have an expected service life of 30,000 hours, 15 to 30 times that of halogen and HID headlamps. Opti-Brite LED Headlamps are the only ones in the industry to carry Optronics' no-hassle, one-diode lifetime warranty protection, which will replace the lamp if even one diode fails.

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The lamps are IP67 and SAE J575e rated for ingress protection and come complete with enhanced electromagnetic interference (EMI), electrostatic discharge (ESD) and power surge protection features. All have highly durable powder-coated, die-cast aluminum housings with tough polycarbonate lenses and a special coating that protects them against the elements and cracking, fading and yellowing from exposure to UV radiation.

Opti-Brite LED Headlamps come in four formats that fit a broad range of vehicle makes and models. The new HLL70HLB lamp fits five-by-seven-inch rectangular formats and has both high- and low-beam functions built in. The HLL93HLB series fits a seven-inch round format and also 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.

Opti-Brite LED Headlamps come in hardwired versions with a three-wire design with 6.5-inch leads and with standard H4 three-blade connectors for plug-and-play speed and simplicity when retrofitting any vehicle. Intelligent engineering and competitive pricing mean that upgrading to these high-performance, high-style headlamps from standard halogen and HID sealed-beam is not only easy, but smart.

“Opti-Brite LED Headlamps have been gaining attention among OEMs and the commercial vehicle aftermarket,” Johnson said. “LED headlamps are the future and Optronics is helping make that future an affordable and practical reality.”

The new HLL70HLB five-by-seven-inch Opti-Brite LED Headlamp is expected to be available in the first quarter of 2018. All Opti-Brite LED Headlamps meet or exceed all FMVSS 108, CMVSS 108 and ECE/R10 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.

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 HLL70HLB five-by-seven-inch Opti-Brite LED Headlamp, please visit:

<http://www.optronicsinc.com/RESOURCES/ImageGalleries/HLL70Gallery.aspx>

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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>.