

## Presse Press

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### **New dimension of brightness: Osram heralds a new chapter for LED projection**

Thanks to 12 new products in the Osram Ostar Projection Power family, LED technology can now be used to achieve outstanding projector brightness

**As projectors grow more and more popular in home entertainment systems, so have the expectations of users. In addition to ever-higher resolutions, the focus is also on richer colors, contrasts and, of course, higher brightness. With the Ostar Projection Power family, Osram has succeeded for the first time in achieving projector brightness levels beyond the 3,000 ANSI lumen barrier using LEDs instead of conventional lamps, making them accessible to a broad market.**

Depending on the ambient light conditions and the distance to the projection surface, requirements differ for the light source. With 12 new products, Osram is now able to offer three different power classes for RGB solutions in deep blue (440 nm), blue (456 nm), converted green (520 nm) and amber (614 nm). In the lowest power class, two chips of the same color per component provide projector brightness of up to 1,500 ANSI lm. In the mid-power class, four chips of the same color per component can achieve 2,500 ANSI lm. While in the highest power class, six chips of the same color per LED can achieve more than 3,000 ANSI lm. As a result, products from the Osram Ostar Projection Power family emerge as a clear alternative to the high-pressure discharge lamps previously used in projectors above 2,000 ANSI lm.

This leap in performance was achieved, among other things, by improved chip and package technology. The developers at Osram have fundamentally modified the individual LED chips allowing them to be electrically connected in a series on the copper board. The system designer benefits not only from a significantly lower operating current (with the

same power consumption) and reduced complexity of the LED driver, but also from the much simpler contacting of the component. In addition, direct coupling of the LEDs to a heat sink is possible - without additional isolation costs.

The mechanical design remains largely unchanged compared to previous products enabling a fast and uncomplicated exchange of the products in existing projector systems.

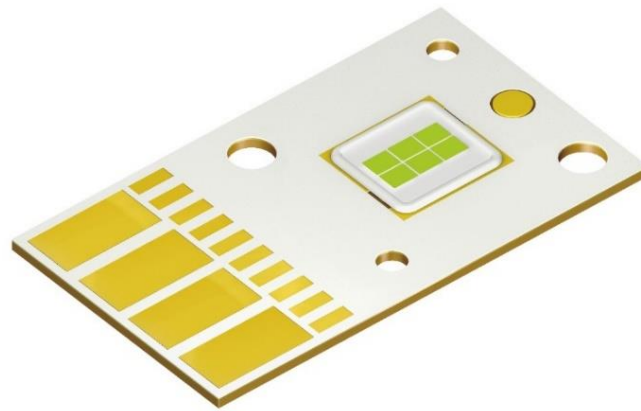
"With products from the Osram Ostar Projection Power family, we have successfully crossed the 3,000 ANSI lumens barrier using LED technology," explains Wolfgang Schnabel, Product Manager in the Visualization & Laser division at Osram Opto Semiconductors. "Our customers can easily integrate the new components in their desired power class into their system design and replace conventional lamps with state-of-the-art LED systems."

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Thanks to the Osram Ostar Projection Power family, LED-based projection solutions now also achieve outstanding brightness values beyond 3,000 ANSI lm.  
Picture: Osram



LED projectors deliver outstanding entertainment experiences with razor-sharp images.  
Picture: Osram

## **ABOUT OSRAM**

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor -based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 23,500 employees worldwide as of end of fiscal 2019 (September 30) and generated revenue of about 3.5 billion euros from continuing activities. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at [www.osram.com](http://www.osram.com).