

Presse Press

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Automechanika 2018: OSRAM is setting new standards in LED technology

Osram, the high-tech company, is showcasing its automotive lighting highlights at Automechanika 2018 under the slogan “Driving ahead”. “Our aim is to continue developing our offering to match the needs of the market”, said Hans-Joachim Schwabe, CEO Specialty Lighting at Osram. “Once again this year we are raising the bar in vehicle lighting with various new products and upgrades”. Among the highlights are LED replacement lamps for high beam, low beam and fog lights, a new product line in LED work lights and additional headlights, complete LED retrofit headlights for the VW Golf VII and updates for the Night Breaker performance lamps.

Exceptional brightness and compact design: LED replacement lamps

Osram is setting new standards above all with the LEDriving HL for high beam, low beam and fog lights as replacements for halogen lamps. This LED solution replaces conventional H4, H7, H11 and HB4 lamps. The new compact design makes these lamps compatible with a large number of applications. Stylish looks, a cool white light color and very high quality of light have been skillfully combined. The fog light is particularly easy to install. Its socket solution means it's just a question of plug and play. The LEDriving HL products do not have ECE approval, which means that they cannot be used on public roads. Use on public roads leads to cancellation of the vehicle operating license and to loss of insurance cover. The products are not available in Germany.

New product line: Osram LEDriving work lights and additional headlights

Osram will be marketing the new LEDriving work lights and additional headlights from November 2018. Osram is revealing them to the public for the first time at Automechanika and will be demonstrating how they provide additional illumination for large areas, with users benefiting above all from high light output and better visibility thanks to the daylight effect. The extremely robust polycarbonate lenses can withstand

even heavy loads. Three product lines are available for 12 and 24 V systems. The versions differ in terms of output, shape and beam angle, with different profiles such as Spot, Wide and Combo.

LEDriving editions: the first complete retrofit headlights based on LEDs

The new Osram LEDriving headlights for the VW Golf VII replace the halogen and xenon lights with state-of-the-art LED technology and offer greater output than the original headlights. Low-beam, high-beam, daytime running lights, position lights and turn indicators are all combined in a complete LED retrofit headlight. The LED headlight is particularly impressive for its super cool looks and the long life of the light source. The headlight can be fitted without the need for any further modifications to the vehicle. Osram is also presenting a xenon and LED upgrade version for the Ford Focus as well as various design studies for other vehicle models including LED rear lights and LED side mirrors. The LEDriving headlights for the VW Golf VII were named the outright winners in the Electronics & Systems category of the Automechanika Innovation Awards 2018.

Upgrade for car lights: New Night Breaker family

Osram is taking vehicle lighting into new territory, particularly with regard to luminous intensity and the range of the light beam with technical upgrades of the Night Breaker Laser and Xenarc Night Breaker Laser performance lamps. The above-average brightness of these high-output lamps means that the road ahead is much better illuminated so drivers have more time to see and avoid dangerous situations, obstacles and other road users. With up to 200 percent more brightness than the legal minimum requirements (ECE R98/R99), the Xenarc Night Breaker Laser is the top performer in the Osram xenon portfolio. Optimized light distribution is the key to greater performance, 20 percent whiter light than the ECE R98/R99 requirements and a light beam of up to 250 meters. The brightest xenon lamp in the Osram range is available in D1S, D2S, D3S and D4S versions.

In manufacturing the new generation of Night Breaker Laser, the halogen version of the performance lamp, Osram uses the innovative technique of laser coating removal. The unique design with the laser-engraved product name provides better protection against counterfeits. The Night Breaker Laser with 150 percent more brightness than the legal

minimum to ECE R112/R37 is available in H1, H3, H4, H7, H8, H11, HB3 and HB4 versions.

A newcomer to the market from Osram is the first uncoated performance lamp, the Night Breaker Silver. The lamp shines up to 100 percent more light on the road than the legal minimum requirement to ECE R112/R37 and the light beam has a range of up to 130 meters for much better visibility. Night Breaker Silver is available in H1, H4, H7 and H11 versions. Its attractive price makes it the perfect entry level model.

Visitors to Automechanika between September 11 and 15 in Frankfurt can see all the highlights and new products from Osram in Hall 4.1, Booth E15. At Booth E27 immediately opposite, the company is showcasing the products of its second brand NEOLUX.

NEOLUX: solid quality at a fair price

NEOLUX is targeted at customers who appreciate simple and solid retrofit products at a fair price/performance ratio. On show is a wide range of halogen, xenon and LED lighting products for cars, commercial vehicles and motorcycles. In addition to standard articles, the portfolio includes value added products such as Blue Light, Extra Light, Extra Lifetime and off-road products. NEOLUX 130% Extra Light and NEOLUX xenon headlight lamps in a soft cover box are being unveiled at the fair.



The LED replacement lamps from Osram offer impressive brightness and compact design

Picture: Osram



Osram LEDriving work light and additional headlight: High light output, better visibility thanks to the daylight effect and extremely robust polycarbonate lenses

Picture: Osram



LEDiving headlights for the VW Golf VII replace halogen and xenon lighting with state-of-the-art LED technology

Picture: Osram



Osram's most powerful halogen lamp now offers greater brightness, up to 150 percent more than the prescribed minimum

Picture: Osram

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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 26,400 employees worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. 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