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## FOR IMMEDIATE RELEASE

### **Mighty Bright Showcases Two New Brooklyn Lamps at NeoCon**

*Expanded Line Couples Energy-Efficiency with Sleek Design*

Santa Barbara, CA – June 13, 2016 – **LUX LED Lights by Mighty Bright**, designer and manufacturer of innovative LED lighting products, will showcase two new products in the LUX Brooklyn lighting line at NeoCon 2016. Designed to gracefully complement commercial interiors, the LUX Brooklyn LED Desk Lamp and LUX Brooklyn LED Floor Lamp will be exhibited in booth 7-6054 at the ultimate trade show for the contract furniture industry, taking place at the Merchandise Mart in Chicago, IL. The full Brooklyn line can also be seen at <http://www.lux-led-lights.com>.

The newest additions maintain the LUX Brooklyn commercial lighting line's clean, modern aesthetic while broadening the collection's appeal with chic, tailored linen shades. Casting warm white, ambient light, the Brooklyn Desk and Floor lamps illuminate both workspaces and common areas with a soft, welcoming glow. The **LUX Brooklyn LED Desk Lamp** possesses the same utilitarian features that have contributed to the Brooklyn AC LED Task Light's immense success: two universal AC sockets and two USB ports. Designed to charge and power multiple devices simultaneously, the LUX Brooklyn LED Desk Lamp is indispensable for today's connected workforce. The energy-efficient lamp uses long-lasting LEDs to cast 1000 lumens of warm white, 3000K light. Touch activated with three brightness levels, the Brooklyn LED Desk Light also features a wide, weighted base for extra stability. Its sandblasted aluminum frame subtly enhances contemporary spaces, and its durable device holder supports a wide variety of electronics and acts as a cord sleeve while charging.

The **LUX Brooklyn LED Floor Lamp** is the first and only floor lamp in the collection. Also constructed of sandblasted aluminum, the Brooklyn Floor Lamp has three brightness levels and casts up to 1600 lumens of warm white, eco-friendly LED light. Its weighted base supports its slender frame, enabling it to gracefully brighten rooms with refined elegance.

LUX Brooklyn LED Lamp features:

- Modern LED lamps with thin profiles
- Cutting edge LED light panel technology
- Three brightness levels
- Touch activated
- 2 integrated universal outlets (Desk only)
- 2 USB ports (Desk only)
- Crafted of a single piece of aluminum
- Weighted base
- Flicker-free, high-quality LEDs
- Color temperature: 3000K
- Input Voltage: 100-240
- Material: aluminum and plastic
- 50,000 hours of continuous illumination
- Power consumption: 7W
- Efficiency: 65 lm/W
- Color Rendering Index: 85

**Visit LUX LED Lights at NeoCon 2016**

Visit floor 7, booth 6054 to see the complete line of LUX LED Lights by Mighty Bright.

**LUX LED Lights by Mighty Bright** is the contemporary solution for task lighting. Utility and design are paramount for LUX LED Lights — fit a LUX Light into any space for an exquisite focal point or to brighten a dark corner. High performing LUX LED task lights reduce energy usage while enhancing spaces with exceptional style. Streamlined and sophisticated, LUX LED Lights are functional, eco-friendly and embody a simple aesthetic elegance, compromising neither form nor function.