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FOR IMMEDIATE RELEASE

Orb Optronix to demonstrate its LED characterization products during Society for Information Display® tradeshow May 25, 26, 27, 2010 at the Washington State Exhibition and Trade Center, Seattle, WA.

KIRKLAND, WA (May 4, 2010) – Orb Optronix, the industry leader in LED Characterization Systems, will be demonstrating its LED characterization products in Booth 602 during the Society for Information Display trade show at Washington State Exhibition and Trade Center, Seattle, WA on May 25, 26, 27, 2010.

Orb Optronix co-founder Rand Lee, Senior Optical Test Engineer Peggy Lopez, and Sales and Marketing Director Rob Leonard will be on site at Booth 1625 giving live demonstrations of the company's products. They will be exhibiting real-time characterization of LEDs using their ETO LED characterization system, and the SP-100, their versatile Spectrometer which features an internal target spot laser and the ability to smartly switch measurement modes based on different attachments designed to measure radiance, luminance, irradiance, and illuminance.

The company's [ETO LED Characterization Systems](#) have both automated data acquisition and extensive data analysis features. ETO Systems allow engineers to automatically sequence measurements of light output and spectrum over a wide range of temperatures and currents, and comprehensive data analysis features allow users to quickly and easily view different groupings of data in over 300 graphs using Orb's proprietary software running on Microsoft Windows XP, Vista and Windows 7.

The [SP-100 Multifunctional Spectroradiometer](#) is fully NIST Traceable and contains an internal target spot laser. The device can measure Luminance, Radiance, Illuminance, Irradiance, CIE 1931 (x, y) and 1976 (u', v') chromaticity coordinates, dominant wavelength, CCT, CRI and more. The SP-100 features a versatile "swap-and-go" design that utilizes interchangeable head attachments to allow measurement of spectral radiance, irradiance and flux. The device senses which measurement head is attached and automatically switches measurement units and calibration files, making this the most versatile, cost effective spectrophotometer available. The SP-100 also has the capability of simultaneously running up to 16 instruments on a single computer, allowing capture of many measurements for high throughput tasks such as quality control in a time and cost effective manner.

Orb will be presenting in tandem with SpectraCAL, Orb's Video Calibration Software partner. SpectraCal is the leading supplier of advanced calibration software, hardware, and training solutions for the audio and video industry. The company will be promoting the new version 4 of CalMAN Video Calibration Software with powerful automated and interactive Click/Drag calibration adjustments for processors and selected displays. The software is designed to work with systems developed by Orb Optronix.

"This year the Society of Information Display show is right in our backyard. It's always a pleasure to meet potential customers in person and give a real-time demonstration of our hardware and software systems. There is a lot of innovation we are excited to share with our customers while at the show." says Orb Optronix President and Co-Founder Rand Lee.

In addition to their LED Characterization and Spectroradiometer products, **Orb Optronix offers measurement services** including Display Characterization, PWM and Single Pulse ETO LED Characterization, DC [ETO LED Characterization](#), [Angular Distribution Characterization](#), [IES Photometric testing](#), and [LED Eye Safety Testing](#). For more information on Orb's LED characterization products and test and measurement services visit <http://www.orboptronix.com/>

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