

*Press release, Brother, Brother & Sons, March 14, 2012*

## **'Force V' from Brother, Brother & Sons sets new standards for white light LED**

The Danish lighting development company 'Brother, Brother & Sons' who has recently expanded their activities to include manufacturing and worldwide distribution of their own products is kicking off their new position on the market with an outstanding new LED light engine back part for profile spots: 'Force V'.

This latest addition to the product family takes white light LED, environmental care and user-friendliness to new heights.

### **Defined by users and developed by BB&S**

Force V has been defined and developed on request by users as a complete LED Light Engine back part for third part optics, the specifications were simple but challenging:

- Users must be able to change from tungsten to LED in a minute
- The light quality should be white light LED (tungsten or daylight) with a very even field outputting significant brightness over existing predecessors.
- An extraordinary fast strobe is a must
- Flicker free smoother-than-ever dimming is needed

### **Excellent features and functionality**

Force V is characterized by a power saving long LED life, a smooth dimming and a high reliability with very little maintenance required over time. It has excellent shadow rendering, silent operation and last but not least: it is truly flicker free.

The Force V has been in development since September 2011 and will be introduced on the Pro Light & Sound Fair in Frankfurt, March 2012. Force V is available in two colour temperatures comparable to tungsten 3200 Kelvin and discharge 5600 Kelvin.

Peter Plesner, CEO, Brothers, Brothers & Sons has great expectations for Force V: "We developed the first prototype led engine for profile spots in 1999 and put it to sleep awaiting the technology of LEDs to reach the desired output level. Now it's time!"

Force V is built using similar technology to the other proprietary BB&S products Aledin, Aledin 2, Ledonardo 1, Ledonardo 2 and Ledheimer that has proven solid reliability in the market already and has been installed in countless television studios, exhibitions and theatres worldwide.

### **Visit us on Prolight + Sound in Frankfurt**

Please feel free to drop by our stand in Prolight + Sound, March 21 – 24, for a demonstration and talk about our products and technology. You will find us in **Location 9.0 E73 (hall 9)** together with our German distributor cast C.ADOLPH & RST DISTRIBUTION.

- Press photos in high resolution and web-quality can be downloaded here: <http://brothers-sons.dk/press-photos/>
- You will find much more info about our products and distribution at <http://brothers-sons.dk/>

For further information, a talk or a special appointment in Frankfurt with CEO, Peter Plesner and our developing team, please contact:

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