SERIC – The Company

Proven Leader in Artificial Lighting

SERIC Ltd. is a Japanese firm that has been in business for over 15 years. They specialize mainly in artificial solar illumination lamp products.

The XELIOS™ artificial solar illumination lamp, available from Seric Ltd. of Japan, produces the special spectral distribution that so closely matches the natural light of the sun that you will feel the light is from the sun.

The true color of an object is most accurately seen by the natural sunlight that reaches the earth between (10:00am and 2:00pm) on a clear day. XELIOS's unique light, using xenon technology and spectral correction filter, allows users such as professional artists, designers, photographers and researchers to work indoors and be able to see true colors of objects as if they were outdoors in the natural sunlight.

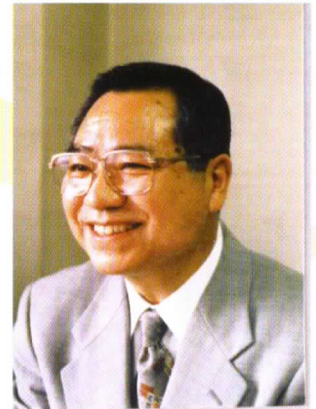XELIOS™ has never been sold outside of Japan. It is the only true artificial sunlight in the world.

Though several companies in the world are claiming that they produce lamps that create light similar to natural sunshine, SERIC's claim can be easily proven by a straightforward comparison of the spectrum of each light.

XELIOS™ was invented in 1986 by Mr. Taiji Sato, President of SERIC.

It took him about 20 years to develop the sophisticated, robust and mature technology level of the prize-winning XELIOS™ product of today.

Recognition of SERIC's and XELIOS™ value include Forbes (Japanese Edition) introduction of SERIC Ltd. as one of the world leading technological companies of Japan.

Mr. Taiji Sato,
President of SERIC

SERIC **XELIOS**

Turning On the Power of Light

Lighting that Works

6 Critical Features that Translate into Productivity

1. FULL SPECTRUM COLOR DELIVERY

XELIOS is the only true artificial sunlight in the world. Using XELIOS lighting, objects can be seen correctly – offering true color and natural tones. When color evaluation is critical, XELIOS delivers the answer.

2. IMPROVED QUALITY CONTROL

To keep your competitive edge, you need lighting that can support your demanding production standards. XELIOS lighting provides your employees with the tools to perform precision, sight-dependant tasks. Improved speed, reduced errors and increased staff performance translate into productivity and quality control for your company.

3. NO MORE LIGHT FLICKERING

XELIOS uses a special DC power base instead of alternating current. This eliminates that "flickering" effect that can be such as strain on the human eye and can lead to fatigue and human error.

4. LIGHT PERFORMANCE REMAINS CONSTANT

During the entire life of the XELIOS light, there is no light source deterioration. The average life cycle for the xenon lamp is between 1500 and 2000 hours, depending on use.

For businesses or technical facilities demanding standardized performance, you can rely on a consistent lighting environment everyday.

5. FILTERS THAT CAN ADAPT YOUR LIGHTING FOR ANY SITUATION

XELIOS offers a broad range of lighting filters to support industry and business applications. From opacity (transparent to frost) to bio filters to support living applications, we provide you with the tools to make your lighting a unique competitive resource.

6: CUSTOM SOLUTIONS CAN BE MANUFACTURED

XELIOS has designed lighting solutions for every type of client need. Across a range of manufacturing, industrial, research, scientific and international applications, we can add over 15 years of experience to XELIOS' long list of features.

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XELIOS

Turning On the Power of Light

XELIOS – A Breadth of Applications

COLOR EVALUATION LIGHTING

STANDARD LIGHTING

LIGHTING FOR DIGITAL IMAGE PROCESSING

ALTERNATIVE LIGHTING FOR NATURAL SUN

A Range of Industry Solutions:

RESEARCH & DEVELOPMENT FACILITY / UNIVERSITY

- Create Outdoors Conditions
- Apply sunshine for experimentation
- Biotech research
- Solar Simulator
- Foster growth of plants, animals and insects
- Aging Testing

MEDICAL/ PHARMACEUTICAL

- Development of new medicine
- Skin planting operation
- Dental (Color check of artificial tooth)

FILM/CAMERA MANUFACTURER / PHOTO STUDIOS

- Studio Lighting
- Lighting for digital camera photography
- Film/Print testing
- Camera evaluation

COLOR INDUSTRY

- Standard lighting for color evaluation
- Education tool for colorists

TEXTILE/PIGMENTATION

- Evaluating color and taste of textile/cloth
- Check color, scratch, irregularity of printed cloth
- Color matching with standard color model

PAINTING

- Evaluating and checking of paints

PRINTING

- Evaluating color of printed products
- Toning color of ink
- Lighting for digital image processing

GENERAL INDUSTRY

- Evaluating color of products indoor.
- Checking irregularities after painting and finishing
- Evaluating output video camera, CCD and other electronics
- Color Matching Systems and Analysis
- Evaluating LCD output
- Product Aging

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