



## ***NEWS ANNOUNCEMENT***

**FOR IMMEDIATE RELEASE**

### **BIVAR LAUNCHES NEW SUPER FLUX LED SERIES**

#### **ORCA Series Offers Higher Power Efficiency, Greater Luminous Intensity**

**IRVINE, Calif., February 2, 2009** – Bivar, a leading provider of optoelectronics and assembly hardware, today announced the launch of the ORCA series of Super Flux LEDs. A pioneer in LED indication, Bivar's new ORCA product family is an expansion of its high power LEDs designed for use on standard printed circuit boards (PCBs). The new ORCA series replaces the Bivar MAKO product family and enhances its capabilities with greater luminous intensity, higher power efficiency and additional lens configurations while maintaining its industry standard 7.6 mm square package form factor.

"Bivar began offering high power LEDs in a 7.6 mm square package form factor in 2002," said Mike Finn, Bivar vice president of sales and marketing. "With the ORCA product family we have addressed an expressed need from our customers to maintain our standard form factor but add additional colors and lens options based on higher efficiency LEDs. We're pleased to offer our customers the new and enhanced ORCA series of super flux LEDs."

The new ORCA series of Super Flux LEDs provides increased luminous intensity with higher current capability and greater power efficiency. The ORCA family is available in the standard colors of red, green, blue, yellow, and white and also includes three bi-color combinations and RGB. The red and yellow ORCAs are compatible with SAE and ECE color requirements making them ideal for automotive applications.

ORCA series lens geometries include dome, oval and flat to provide viewing angles of 30 degrees, 45 degrees, 80 degrees and wide 160 degrees. The operational life of the ORCA series is up to 100,000 hours when operated within specified limits. The 7.6 mm package is designed to withstand high levels of shock and vibration that would otherwise damage

traditional LED packages and filament-based light sources. Like all Bivar LEDs, the ORCA series of Super Flux LEDs is fully RoHS compliant.

The ORCA product family comes with the following features:

- Higher luminous intensity and current capability
- Improved power efficiency
- 4 viewing angles from 30 degrees to 160 degrees
- Wide range of colors including bi-color and RGB
- Compatible with SAE and ECE color requirements
- Large lead frame allows better heat dissipation
- Rugged four leaded 7.6 mm industry standard square package

The ORCA super flux LEDs are designed specifically for applications in the automotive industry, LED signage and signals, industrial illumination, and the decorative and specialty markets.

For more information on the ORCA series of super flux LEDs please visit [www.bivar.com](http://www.bivar.com). For application assistance and samples, please contact Bivar Sales at [sales@bivar.com](mailto:sales@bivar.com).

### **About Bivar**

Bivar has established an industry-leading position as an innovator in optoelectronics and assembly hardware. Bivar's LED and light pipe products meet the increased demand for point to point indication and address a growing range of industrial markets and applications. The company's corporate headquarters are located in Southern California, with manufacturing in California, China and Taiwan. Bivar is widely supported by a highly qualified network of authorized representatives and distributors. For more information, please visit [www.bivar.com](http://www.bivar.com).

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