COLOR
THAT MOVES YOU
We always start with Soraa LED lamps and fixtures simply because of their color and violet light emission—both of which are important to us from a color rendering and health perspective.

—John Fox, President of Fox & Fox Design LLC
Objects as they would appear with Soraa VIVID COLORTM technology

Psychologists, color experts and even historians have long since studied color and its effects on the human experience. They have learned that bright reds arouse energy and romance, yellows stimulate optimism and laughter, purples promote sophistication and wisdom, and blues inspire serenity and truthfulness.

These colors and their effects on the human experience become even more complex when each shade is rendered as nature intended. Light adds new dimensions to color as we know them. Lighting designers, architects and specifiers seek to create spaces that not only highlight colors, but enhance them as well, by using Light Emitting Diodes (LEDs) that render colors with unparalleled accuracy. As a result, paintings appear more vibrant, meals appear more appetizing and skin tones appear more healthy and natural.

Since its founding by Nobel Prize-winning scientist Shuji Nakamura in 2008, Soraa remains at the forefront of innovative LED design and technology. Our industry-leading LED lamps reflect our firm belief in the perfect rendering of all colors of the visible spectrum.

A pioneer in the realm of color, Soraa takes a balanced approach to more accurately measure color and redefine the way industry leaders evaluate light sources by combining TM-30, CRI, R9 and the new Rw.

Learn more at: www.soraa.com/color
COLOR SO BOLD
YOU CAN TASTE IT
color rendering capabilities
SORAA VIVID COLOR™

Behaviors, emotions, well-being and human interactions depend on seeing colors accurately. Since natural light starts at violet and ends at red, the accurate rendering of color requires the right amount of spectral content in every wavelength from 400nm to 700nm.

As the only LED that spans the visible spectrum from violet through deep red, Soraa harnesses the full color range to achieve a natural saturation and perception right in the WAC Q400 luminaire. Soraa lamps are rated over 95 for CRI (Color Rendering Index), perfecting the visual experience with Soraa VIVID color rendering, and achieving all-vision lighting.

Running spaces with Soraa VIVID COLOR™ technology means showcasing the most nuanced of colors as nature intended. Soraa lamps allow clothing, artwork, fabrics, food, beverages and people to look and feel their best. Conversely, LEDs lacking true full spectrum light leave objects with subdued appearances.

Learn more at www.soraa.com/products/snap_system

THE VALUE OF R9

CRI (Color Rendering Index) includes eight standard colors (R1-R8), which means it doesn’t factor in red, also known as R9. Creating a color point without considering R9 results in lackluster reds and lifeless skin tones. The Soraa VIVID™ portfolio, however, taps into the visual power of R9, resulting in vibrant, dramatic spaces with eye-popping appeal.

R9 values reach a maximum value of 100, which is similar to natural sunlight. Soraa VIVID has an R9 value of +95—among the highest available anywhere—thus saturating the senses.

Learn more at www.soraa.com/products/snap_system
MAKE A SPLASH

With Soraa SNAP ENHANCE™, reveal new dimensions of color that add ‘wow’ to any space.

Visit Soraa.com to learn more.
Soraa’s white rendering generates the gentle, soft atmosphere of ‘innocence’ I desired for my exhibit. Soraa provides consistency, even when the lamps are dimmed, revealing dynamic surfaces and color throughout the entire space.

— Artist Ms. Mika Aoki
White is one of the most intricate and multifaceted colors, reflecting all wavelengths of the visible light spectrum. Powder white snow, delicate eggshells and ancient alabaster artifacts demonstrate the complexity of white in all facets of our lives.

With the proliferation of optical brighteners, we encounter new heights of white in everyday products, including fabrics, cosmetics, plastics and paper. Sunlight and incandescent lamps excite these brighteners, but many conventional LED lamps lack the technology required to unleash their full potential.

Soraa’s violet LEDs are engineered to render white as it is seen in the most natural way—under full spectrum light. The result? People see endless shades of white when interacting with fashion, cosmetics, artwork, fabrics and appliances under full spectrum light. Common experiences, such as shopping, become extraordinary.

Learn more at: www.soraa.com/color
WHITES SO BRIGHT
YOU CAN FEEL THEM
white rendering capabilities
Soraa is leading innovation in white rendering by designing the only LED that can mimic the color white as seen by the human eye. Their foundation is based on the principle that white light needs to include all wavelengths within the visible spectrum. This is known as the CIE-R (Color Rendering Index) method. Soraa’s Natural White technology deviates slightly from the so-called ‘neutral’ white of LED lighting to create infinite shades of white, just like natural light.

When illuminated with Soraa’s Natural White technology, clothing, cosmetics, artwork, fabrics, and appliances exhibit individual shades of white as expected.

Properly seeing shades of white helps enhance a person’s emotional response to how they experience spaces and perceive objects. Lighting designers strive to create these experiences with artificial light sources while, at the same time, product manufacturers use optical brightening agents to intensify the color of white objects. Blue-based LEDs, even with a high CRI, often leave white objects with a dull or lifeless appearance because they do not emit the short-wavelength light necessary to excite brightening agents found in these products. As a result, they leave some objects with a potentially dull or monochromatic appearance.

Learn more at: www.soraa.com/white
A CONVERSATION OF INFINITE SHADES

With Soraa NATURAL WHITE™ technology, discover the power to reveal color and white in every application.

Visit Soraa.com to learn more.