



**FOR IMMEDIATE RELEASE**

April 5, 2017

**ECOSENSE RISE Receives Top Honor at The Red Dot Design Awards: *Best of the Best 2017***

*RISE beats out thousands in the prestigious Red Dot Design Awards*

**Los Angeles, CA - April 5, 2017** - EcoSense, a fast-growing manufacturer of high-performance LED technologies, today announced that RISE™ received the highest distinction from the Red Dot Awards for Product Design.

After assessing over 5,500 products from 54 countries, judges bestowed RISE with the highest honor in the Red Dot Award: Product Design - the Red Dot: *Best of the Best Design Award*. With RISE, the EcoSense team created an extraordinary product and are therefore being honored for realizing one of the best designs of 2017.

RISE is the most compact and powerful directional lighting system on the market. It was designed from the ground up using the latest LED technology to deliver a beautiful lighting experience. The scalable, modular design of the RISE platform enables the most complete series of energy efficient spot, accent, landscape and floodlight products. RISE features the only 5-degree laser spot in the world, enabling dramatic façade lighting scenes and delivering the highest lumen punch, also defined as Center Beam Candle Power (CBCP). Ease of installation and aiming is facilitated by a patent-pending single-fastener locking system - MACRO Lock™. In addition, the flexibility to scale up lumens or aim lights in up to five different directions from a single electrical/mechanical mounting point is enabled by the unique, patent-pending RISE bracket system.

“One of our core design principles is beauty and for us that begins with the light” said Robert Fletcher, Lead Designer, EcoSense. “With RISE, we were challenged to deliver a leading-edge platform that is not only aesthetically beautiful but also delivers the highest punch, tightest beam angles and best customer experience. I’m proud that the Red Dot organization recognized the great effort to achieve this design ambition.”

"As Robert mentioned, we gave the team an incredibly challenging design brief. They spent many, many months toiling over the smallest details to ensure RISE lived up to our aspirations" said Mark Reynoso, CEO, EcoSense. "I'm incredibly proud of the team and very honored that the judges of the Red Dot organization saw it fit to bestow us with their highest honor."

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award said, “The jury awards the Red Dot: Best of the Best for outstanding design. Only design visionaries can achieve the perfect harmony between the quality of the function, seductiveness, use and responsibility. The award finds groundbreaking designs like these and makes them visible to the whole world.”

For more information on RISE visit our website ([www.ecosenselighting.com/rise](http://www.ecosenselighting.com/rise)) or watch the RISE video.

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**About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of



the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org). The Red Dot Award: Product Design 2017 will culminate in Essen on 3 July 2017. For five weeks, the special exhibition "Design on Stage" will present the awarded products of the year as part of the world's largest exhibition of contemporary design. The Red Dot Design Yearbook 2017/2018 also comes out on 3 July. The international reference work for award-winning design presents all of the year's winning products. The Red Dot: Best of the Best products and their makers will be showcased in a special way. Manufacturers and designers around the globe were invited to enter their products in the 2017 competition. The jury of around 40 independent designers, design professors and specialist journalists tested, discussed and assessed each individual product, awarding the Honourable Mention for a well-conceived detail solution, the Red Dot for high design quality and the Red Dot: Best of the Best for groundbreaking design.

#### **About EcoSense**

Founded by a team of long-serving industry experts with proven know-how in the development and best practices of solid-state illumination, EcoSense provides best-in-class LED lighting solutions for use in commercial and architectural applications. The company offers a comprehensive line of high-performance LED platforms that meet and exceed the technical requirements of the most demanding projects while delivering substantial benefits over traditional lighting sources. EcoSense is privately held and has received numerous accolades including two LUX Awards, four Product Innovation Awards (PIA), a Next Generation Lighting (NGL) Award, an Infiniti Award and Red Dot Design Award: Best of the Best 2017.

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