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Focal Point Introduces Warm Dim Technology with Expanded 3.5-inch Downlight Offering

Advanced LED warm dim technology offers specifiers flexibility, superior light quality, and performance

Chicago – July 23, 2020 – Specifiers, contractors and designers have long recognized the high quality of Focal Point’s ID+ family of downlights, wall washers and adjustable accents. The versatile product range gives designers the tools they need to light a space. Now, the Chicago-based lighting manufacturer is announcing the expansion of that line with new features and capabilities being added to the popular 3.5-inch aperture luminaire. These include higher lumen outputs, up to a 15 percent increase in efficacy, new beam spreads, a Color Rendering Index (CRI) of 97, and the sought-after warm dim technology.

New to Focal Point, warm dim brings the nurturing beauty of light to the forefront, allowing the light source’s gradual dimming from a warm white at higher brightness levels to a warmer, candlelight color at lower light levels, creating eye-pleasing illumination in any space. Warm Dim is specifically designed for human comfort, creating inviting retail, hospitality, commercial or residential interiors with visual warmth that mimics the glow of incandescent and halogen light sources.

“Our two warm dim spectra have been carefully engineered to closely mimic the black body curves of halogen and incandescent light sources. The halogen spectrum ranges from 3000K to 1800K while the incandescent spectrum dims from 2700K to 1800K, allowing you to choose that which best meets the design intent and usage of each space,” says Mike Thornton, Chief Marketing Officer for Focal Point. “Users can modulate the light, from vibrant to soothing, depending on the occasion and time of the day, while maintaining a minimum of CRI 90 throughout the range.”

The ID+ 3.5, designed for shallow plenum applications, offers not just a petite footprint, but powerful technology that enables incredible versatility of design. Lumen outputs from 700 to 2100 lumens are customizable using Focal Point's Right Light™ technology; beam distributions that range from narrow to very wide flood (25° to 90°) allow the workhorse downlight to provide an amazing range of lighting possibilities — including a near-perfect rendering of color, with a CRI of 97. Using light to bring out the architecture of a space, and to provide ambient lighting, task lighting, and accent lighting has never been easier.

The new ID+ 3.5 offers aesthetic features that include a range of matching trim styles for both square and round apertures, trimless and overlap styles, including die-cast trims, and brightness control with 50, 60 and 75-degree cut-off trims.

In addition, the ID+ line remains a price-conscious offering in the marketplace, with careful attention to engineering and best-in-class finish and light quality, while keeping costs competitive. “Because we engineer and manufacture right here in Chicago, we were able to really optimize the luminaire, for performance and for cost,” says Thornton. “With ID+ 3.5, we wanted to bring our customers an inspiring array of lighting options that function beautifully in commercial interiors, hospitality, retail, and residential applications.” It's yet another example of Focal Point's ability to enable the best lighting design with powerful technology and trademark attention to detail.

For more information, please visit www.focalpointlights.com.

About Focal Point

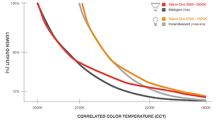

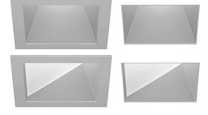
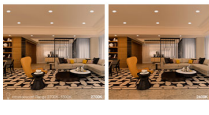
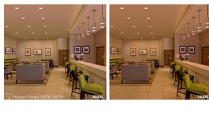
Focal Point is a Chicago-based, vertically integrated architectural lighting manufacturer like no other. For over a quarter of a century, guided by our belief that great lighting isn't just about meeting technical design requirements – it's about people and enhancing their experience in the spaces they inhabit – our focus has been on creating superior luminaire designs that stand the test of time while comfortably defining the space. Staying true to our design credo, we are now integrating lighting and sound management using beautifully simple forms to complement architecture, deliver optimal illumination, and control sound. Learn more about our people, approach, and why we value trusted partnerships by visiting our web site at www.focalpointlights.com.



FOCAL POINT®

Bringing It All To Light®

PHOTOS & CAPTIONS

				
<p>Focal Point warm dim spectra</p>	<p>ID+ 3.5" Downlights</p>	<p>ID+ 3.5" x 3.5" Downlights</p>	<p>Incandescent Range 2700K – 1800K</p>	<p>Halogen Range 3000K – 1800K</p>