

**“Quality of Light”, the next chapter of LED attention,  
is now experienced within Nichia, Japan**

With over 50 years of phosphor research and expertise, the development of the world's first white LED, the first high CRI LED, and the subsequent research and development of various types of LEDs, Nichia has continued to strive to improve the overall performance of LEDs. Simply replacing traditional lighting technologies with more efficient LEDs is not good enough. The industry deserves and can have more. Over the past few years, Nichia has reaffirmed the importance of the “quality of light”. This is sometimes difficult to demonstrate in performance metrics, such as how an object can be seen differently in light or the level of personal comfort or wellbeing that such lighting provides. Optisolis™ which reproduces natural light, and the H6 series which delivers vivid and beautiful colors while maintaining high efficacy, are examples of how our LEDs deliver “quality of light”. To further promote the mantra of “quality of light”, Nichia has and will continue to install the newest lighting technologies within its own buildings, such as the lobby track lighting shining on the paintings below. Nichia will utilize the feedback from Nichia employees and visitors, voices from those that have experienced true quality of light, to drive future product development.

Hiroyoshi Ogawa, Nichia President and CEO, expressed his views and future perspective towards providing “quality of light” in a recent LED Professional Review magazine interview.

- [The interview in LED professional Review \(LpR\) March/April 2021 issue No 84.](#)

Nichia continuously explores how light brings value and enhances people's life, and will endlessly pursue the ideal light source.

