

Automotive Trends

Delightful Ideas For Inside Your Car

(NAPSA)—Nothing transforms the look and feel of any interior space from drab to dramatic like light and color. Homeowners have always enjoyed the regenerative qualities of a fresh coat of paint or new fixtures. Now, drivers have a new way of bringing their penchant for personal style with them on the road thanks to LED lighting technology developed for automotive interiors.

LED, which stands for *light emitting diodes*, have been widely used in familiar household items like digital clocks and remote controls. However, recent breakthroughs in technology enable its use in large-scale applications that include customizable interior lighting for cars that allow consumers to create a unique interior space that is truly one of a kind.

The Inside Matters

“Designers are using colored lighting to enhance the contours of the headliner and door panels and to add definition and styling to cup holders and the instrument cluster,” said Lenzy Petty, marketing manager for OSRAM Opto Semiconductors, Inc. In addition to color-specific branding, custom detailing using LED lighting now allows vehicle interiors to be customized in ways that designers used to only dream about.

“One concept vehicle we recently showcased to industry insiders used LEDs to create a Vegas-style blackjack lounge within the rear seating area of a minivan,” said Petty. “The nightclub atmosphere inside the vehicle, evocative of the glitz and glamour of Las Vegas, provided show attendees with a first hand experience of the exciting potential this technology has in store for car consumers and enthusiasts.”



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Benefits of Innovation

The benefits of LEDs far outweigh those of traditional incandescent light sources:

- Energy-efficient LEDs use less energy than other types of lights.
- Adaptable LED lights are available in any color.
- Flexible LEDs are so small they can be integrated into even the tightest places within a design; for example, the bottom of cup holders.
- Cost-effective LEDs last 10 to 25 times longer than traditional incandescent lights and rarely require replacement.

Green, Even When It's Purple

In addition to using less energy, long-lasting LED lights decrease the impact of waste on the environment as they are designed to last the life of the vehicle and rarely require replacement. Consumers can rest assured that their commitment to personal lighting style won't cause undue stress on the environment.

The Power Of Dreams To Design The Future

Ambient interior lighting lets drivers extend their signature style to the insides of their own cars—where they often spend a lot of time—and personalize their space.