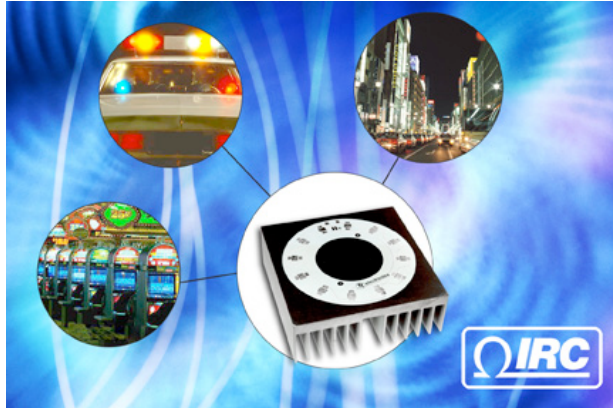


**FOR IMMEDIATE RELEASE, CO843**  
**February 15, 2006**



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*Anodized aluminum substrate technology prolongs high brightness LED lifespan...*

## **IRC'S ANOTHERM™ TECHNOLOGY ENABLES LEDs TO OPERATE AT FULL POWER**

SAN FRANCISCO, CA (February 15, 2006) — Enabling lighting system design engineers to run high brightness LEDs at full power without thermal degradation, TT electronics IRC Advanced Film Division's Anotherm™ substrate technology is being specified for LED display applications in gaming and vending machines, outdoor signage and display, emergency vehicle lighting, and architectural and general lighting.

“The brightness characteristics of LEDs have increased as engineers have enhanced their performance for solid state lighting applications,” said Tom Morris, applications engineering manager for IRC's Advanced Film Division. “However, in many cases, engineers have not been able to run these LEDs at full brightness due to thermal management and power dissipation issues. In effect, Anotherm is making possible the use of LEDs at full power.”

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## **IRC'S ANOTHERM™ TECHNOLOGY ENABLES LEDs TO OPERATE AT FULL POWER, PG 2.**

By using Anothertherm™ as the direct substrate for SMT LEDs, many display applications are able to achieve the same brightness levels using fewer LEDs, Morris continued. The reduced number of LEDs not only consumes less power, but it also makes the devices smaller. In addition, as overheating is a major cause of LED failure, IRC's Anothertherm substrates help to increase the LED's lifespan.

The Anothertherm technology is being specified for a variety of LED based applications, including gaming and vending machines. The lights in these machines are often on 24 hours a day, which can create a significant thermal management issue. Using Anothertherm to dissipate heat decreases the chances of LEDs failing or dimming over time.

Anothertherm is also ideal for architectural lighting applications, as lighting design engineers seek to resolve major heat dissipation issues, thereby increasing the LED lifespan, reliability and durability.

Navigation and bridge lights, as well as emergency vehicle lights, are also utilizing the Anothertherm technology. Since these lights must be seen from a long distance, brightness and visibility are paramount. Solving the thermal management issue allows designers to use LEDs at their maximum brightness, taking advantage of their full capabilities for these mission critical lighting applications.

**IRC'S ANOTHERM™ TECHNOLOGY ENABLES LEDs TO OPERATE AT FULL POWER, PG 3.**

For datasheets or more information on IRC's Anotherm™ technology, please access the Web site at [www.irctt.com/anotherm](http://www.irctt.com/anotherm). For additional information, please contact the TT electronics IRC Advanced Film Division Sales & Marketing Department at 361-992-7900; via mail at 4222 S. Staples St., Corpus Christi, TX 78411; or e-mail at [afdsales@irctt.com](mailto:afdsales@irctt.com).

IRC Inc. is a leading international manufacturer of advanced film, metal glaze and wirewound resistive products with facilities in Corpus Christi, Texas, Boone, N.C., Smithfield, N.C., and Barbados. IRC is part of TT electronics plc, a global electronics company manufacturing a broad range of advanced electronic components, assemblies and sensor modules for the automotive, telecommunications, computer and aerospace markets.

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***To request the electronic image, call 919-872-8172, or e-mail: [bpolizzotto@btbmarketing.com](mailto:bpolizzotto@btbmarketing.com)***

Keywords: TT electronics, IRC, Anotherm™, LEDs, Heat Dissipation, Displays

URL: <http://www.irctt.com/anotherm>