



IN DEVELOPMENT — NEW, IMPROVED & ENHANCED SILVER COATING

- **Superior Reflector Performance**
- **Increased Lumen Output**
- **Increased Color Temperature**

DSI introduces an enhanced silver coating that provides superior reflector performance with increased lumen output and increased color temperature.

EcoWhite Silver™ (patent pending) is an innovative thin film coating with up to a 5 percent measured improved reflection in the critical 350 nm to 450 nm region, significantly reducing the blue roll-off in typical, protected silver coatings (see Figure 1, below). This coating improvement increases the color temperature for incandescent reflectance lamps and increases the overall efficiency of solar power systems.

With rising costs of energy, high performance reflectors are extremely important. Up to 14 percent improved lumen output has been measured for PAR type reflectors (as compared to typical flash aluminum-coated reflectors) using DSI's new **EcoWhite Silver**. The silver content in DSI's advanced silver coatings are decreased by 50 percent, compared to typical, protected silver reflectors, enabling a substantial savings in material and production expense. With the additional benefit of 14 percent more light, a lower wattage lamp will give the same amount of light as a higher wattage lamp. This results in a significant savings of both energy and operation costs because less electricity is needed over the life of the lamp.

DSI's patented design enables this advanced innovation in thin film coatings. For more information about DSI's new **EcoWhite Silver**, please call 1- 866-433-7724.

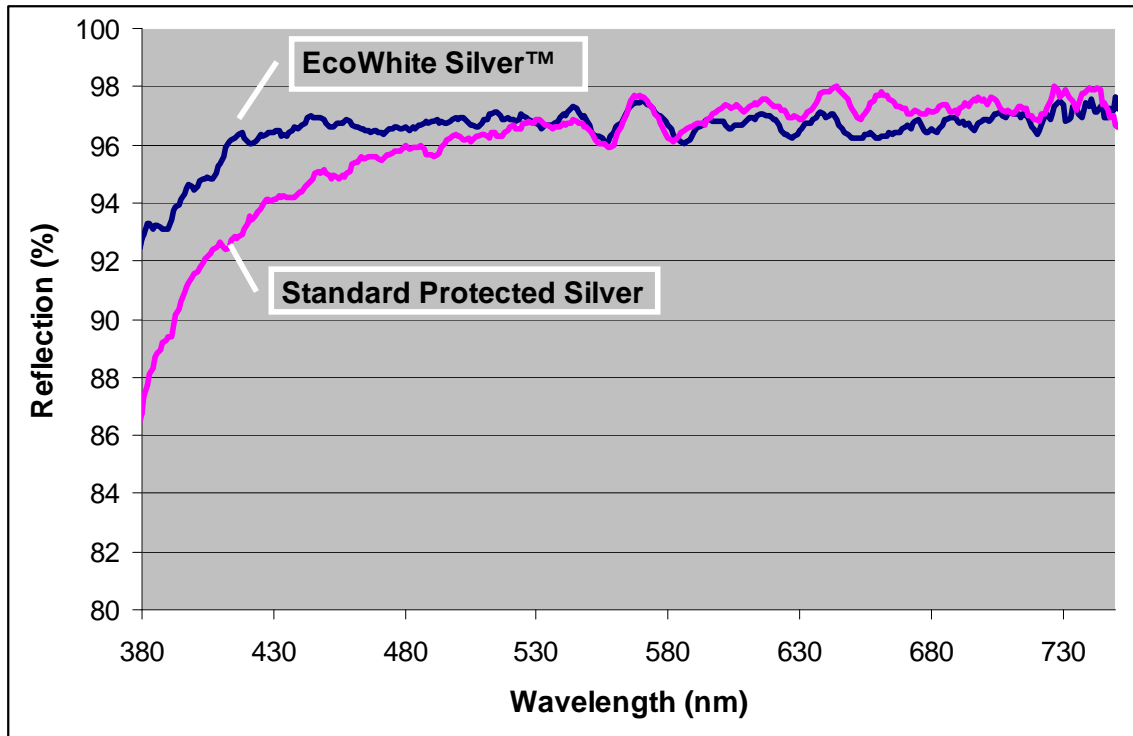


Figure 1 - The reduction in blue roll-off using **EcoWhite Silver** coatings as compared to the standard protected silver coating saves precious material and results in a “whiter” light.