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LIFE TECHNOLOGY

Most Taiwanese LED manufacturers are focusing on LED development, aiming goal as power saving and luminous efficiency; while traditional industry focuses on application. However, one thing that most makers have miss, is even with power saving and efficiency, do glare and distribution that LED generates really suit for our lives? While in earlier stage of developing, the rendering of LED was less impressive than traditional lights, LED was not suitable in places that highly required in "light", if we still insist on using "highly efficient" and "power saving" LED, chances are consumers will be misunderstand that LED is less perfect than conventional light, therefore, Umi will keep working on exactly how to choose correct light source in suitable places. Before LED technology is mature, Umi Optoelectronic, that initially was a LED parts manufacturer, has took the lead that plunging into the field of applied design in lighting, reckons this as a future trend; And with background that accumulated from a time period, we can use it even more efficient in nowadays that LED develops by leaps and bounds. In this technological time, products must be bonded to life, but many regulations are struggle to follow up, because of rapid progress in LED, while makers make decent products, misunderstanding always happen between suppliers and demanders, because no manufacturer teaches consumers how to use it correctly. Therefore, we become the bridge between clients and factories, delivering consumers' demands to manufacturers, and discuss with them that how to provide the most proper thing that consumers want.

LIGHT-3. THE RUNWAY OF THE LIGHT.

The showroom of Umi is built from the whole multiple space, rather than competitors' lifeless showroom, we combine with services like hand-brewed coffee and healthy drink, let our products blend in with the space, when customers enter Light-3, they can feel that application of photoelectric LED can not only been used in lighting, but integrate with agriculture, use it in life. Umi has started from light design, integrates demands of customized from clients, regarding manufacturers as strategic partners, providing comprehensive platform of designing/planning, currently we work with construction companies, architects and spatial planners, and heaving industry cooperation, combining with university students that are majored in designing, such as education, Building of Hope and landscape, participating the design of Light-3 together, accumulating actual experience. As far as current LED developing progress, it is able to totally replace conventional lighting, in fact. However, because it works with different principle, models are not identical with traditional light bulb and tube, but meets with the world as "area source", that is what we are working on now, combining LED with aesthetic, because apart from being a basic luminary, "light" is mostly been considered as a craft that people would take a stop and look, and since electricity is very easy to get hold of, when

one sees the light, what mental feeling it brings will be much stronger than power and consumption, and this is what we are expecting to ourselves, bringing out the feeling of the light, according to clients' need, entirely express it in real life.

LED LIGHT'S RECYCLE & REUSE, MAKE A DIFFERENCE IN SUSTAINABLE DEVELOPMENT

For the next five years, we will still concentrate on application design of LED, compare with old one, but the progress is way too fast, that many LED cannot follow up the trend, even it is still working fine, that where these eliminative LEDs go becomes a big problem, if they are not treated well, it will expand environmental problem, which is contradicted to the origin of LED. By noticing the problem, Umi proposed the idea of lighting recycling. We have consider its afterward reuse while initial design, decreasing purchasing cost through exchange and further improve, also reduce rubbish, even achieve the result of new design, a model that everyone is a winner. With LED been used over the world, there are still many countries have not reach the using standard as Taiwanese LED, in this case, these LED that working fine but eliminated from us can be provided to third-world countries, bringing light to them , paying social responsibility to the world.

ACROSS THE FOOT OF OVERSEAS. ARTIST OF LIGHT

Besides customized market, Umi has currently across the foot of China, participating urban plan for developing cities, our path can be seen from 568 manor in Shenyang, as well as the planning of Fongshing. Based on original building, adding concepts of advanced countries, then through the designing of light, represent first impression of the city to citizens. In the future, Umi will keep focusing on LED design, blending the concept of aesthetic onto spatial lighting, hopefully Taiwanese consumers can position LED into a "craft" that is fully functioned, rather than a "light" that only cares about lighting efficiency.

