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PRESS & MEDIA INQUIRIES

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## VCC Named to Elektra European Electronics Industry Awards Shortlist for 3rd Consecutive Year

*Leading-Edge VentoFlex Tiles Named One of Only Three Finalists in  
'LED Lighting Product of the Year' Category*

Visual Communications Company (VCC), a recognized global leader in the illuminated electronics market, has become a mainstay of the Elektra European Electronics Industry Awards' shortlist with its third nod as a category finalist.

Created to recognize the companies, products, and people revolutionizing the UK and European electronics industry, the Elektra Awards is now in its 17th year. This year's shortlist is made up over 60 finalists in 14 categories — but VCC was one of only three nominated for LED Lighting Product of the Year.

VCC's game-changing VentoFlex lighting system was designed to expand what's possible in tried-and-true applications, plus those that haven't even been created yet.

Made of copper clad laminate (FCCL) sheets with 90 CRI Luxeon LEDs, this breakout product offers designers and manufacturers 12" x 12" modular LED tiles designed to bend, flex and accommodate nearly any configuration.

Launched in January 2019, VentoFlex provides the flexibility, customization and features required to push the envelope in lighting design, including:

- Small, nearly flat footprint of 0.15 (3.81 mm)
- Flexibility to well beyond 90 degrees
- Wide viewing angle of 140 degrees
- Horizontal and vertical tiles deliver nearly countless configurations
- Simple cutting and tool-less mounting
- Modular connections of up to 10 to 15 VentoFlex tiles with a single driver
- Dimmable down to 1 percent with any 0-10V or DALI signal
- Seven color temperatures to choose from: 2200K, 2700K, 3000K, 3500K, 4000K, 5000K



“We are ecstatic to make the Elektra Awards shortlist for the third year in a row!” stated VCC’s Director of Product Development and Marketing, Sannah Vinding. “It reflects our company-wide commitment to drive the industry forward through advanced technology. By removing design and technical constraints through VentoFlex’s versatile, flexible tiles, we’re opening up infinite possibilities for designers, inventors, and manufacturers worldwide.”

An esteemed panel of 16 industry experts will determine the winners. An awards ceremony will be held on Wednesday, December 4 at the Grosvenor House Hotel in London.

## About the Elektra Awards

The Elektra European Electronics Industry Awards recognize technical and business achievements in the UK and European electronics market at the company, product and individual level. Learn more about the 2019 awards at <https://www.elektraawards.co.uk/elektraawards2019/en/page/home>, or view the finalists here: <https://www.elektraawards.co.uk/elektraawards2019/en/page/2019-shortlist>.

## About VCC

Visual Communications Company, LLC (VCC) is a recognized leader in the illuminated electronic global market with unparalleled distribution of high quality, reliable LED-based components, solutions and customer service. Over the past 40 years, VCC has been an innovative developer and manufacturer of a broad product line for commercial and industrial markets including aerospace, medical device, telecom, transportation, people movers, IoT indication, hospitality and architectural lighting solutions.

VCC has earned the reputation for being one of the easiest and best companies to do business with by continually exceeding customer expectations. VCC has changed the way customers communicate with illuminated components. Headquartered in San Diego, California with international manufacturing operations, you can learn more at [www.vcclite.com](http://www.vcclite.com).

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