A New Lamp for the New Way of Reading

Lighting Products Business Unit
World’s First LED e-Reading Lamp

See better. Work Better. Feel better.
The lamp designed for book reading 80 years ago could no more meet the requirement of screen reading today. We need a whole new task lamp in digital era.
Wider Illumination
Intelligent e-Reading mode
Tailor-made
Wider Illumination
delivers light evenly across the desk
Expansive 90cm illumination range, 150% wider than regular lamps
Intelligent e-Reading mode

A touch on the metal ring for 2 seconds to activate the mode
BenQ e-Reading Lamp’s patented ‘brighter at the sides, darker in the middle’ illumination

The built-in light sensor to detect the ambient light, delivering the suitable illumination to reduce the contrast glare and the reflection on your screen.
Tailor-made adjustment

Bright | Dark

Cool 5700K | Warm 2700 K

Press

Color temperature

Tailor-made adjustment
Adjustable brightness and color temperature (2700K~5700K)

Warm tones for casual reading
2700K

Cool hue for task doing
5700K

1,000 2,000 3,000 4,000 5,000 6,000 7,000 8,000
Aesthetics Outside. Technology Inside.

A ZeroFlicker™ Technology
Flicker-free LED driver IC offers constant and even lighting

B Ambient light sensor
Detects environment illumination

C Curved light guide module
Widens the illumination area

D Dual color LED
Meets IEC/EN62471 photobiological safety regulation, with no harm to your eyes
Aluminum Alloy
Polished
Lightweight

Zinc Alloy
Precisely Die Casting

Eco-Friendly Materials. Good for You and Good for the Earth.

- Lightweight aluminum alloy to dissipate the heat
- Zinc alloy torque springs to enhance the stability and durability
- All e-Reading lamp materials meet the restrictions in the EU Directive, RoHS (2002/95/EC).
Highly Flexible: Brings the Right Light to Where You Need It.

With ball-joint, durable torque springs and precise friction control, e-Reading lamp allows high flexibility to adjust the lighting angle.
Meeting International Safety Standards

Blue Light Safety Certificate
• IEC/EN62471

Lamp
• Taiwan-BSMI / Mainland China-CCC / US-UL and FCC / Europe-CE and LVD / Korea-KCC
BenQ e-Reading lamp

Highly Flexible Joints.

Product Specification

<table>
<thead>
<tr>
<th>Light source</th>
<th>Dual Color Temperature LED</th>
</tr>
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<tbody>
<tr>
<td>Color Rending Index</td>
<td>&gt; 80</td>
</tr>
<tr>
<td>Illuminance</td>
<td>Center Illuminance 1800lux (Lit. 15.7 inch from a surface)</td>
</tr>
<tr>
<td>Luminous Flux</td>
<td>2700K: 800 lm 5700K: 900 lm</td>
</tr>
<tr>
<td>Color Temperature</td>
<td>2700~5700 K</td>
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<tr>
<td>Power Source Input</td>
<td>100<del>240V AC, 50</del>60 Hz</td>
</tr>
<tr>
<td>Power Consumption</td>
<td>18W (Max.)</td>
</tr>
<tr>
<td>Material</td>
<td>Aluminum Alloy, Zinc-Alloy, Engineering Plastics</td>
</tr>
<tr>
<td>Net Weight</td>
<td>10.4lbs (4.7Kg)</td>
</tr>
<tr>
<td>Origin of Production</td>
<td>Taiwan</td>
</tr>
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### BenQ Genie e-Reading lamp

**Highly Flexible Joints.**

![BenQ Genie e-Reading lamp](image)

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Total Solution for Eye-caring
Because It Matters!
BenQ Genie e-Reading lamp

Total Solution for Eye-caring
Because It Matters!

As an avant-garde and expert of eye-care monitor, BenQ can do more for your reading comfort. Leveraging the know-how and technology of eye-care monitor, designers and engineers in BenQ cooperate with ophthalmologist and ergonomic expert to develop e-Reading lamp. BenQ provides total solution for monitor reading. Because It Matters!

The Lamp Born for Screen Reading
see wider. be wiser.
BenQ e-Reading Lamp Demo Video

• Communication video:
  https://drive.google.com/drive/folders/0BwlD5YjC0N9UYUGd6SWItTUQ5Ums

• Demo video:
  https://drive.google.com/drive/folders/0BwlD5YjC0N9UYcjFzc25ReV9INkE
A BenQ e-Reading lamp that fits your style
Colorful Palette

Five colors to fit your style, including red, blue, green, golden, and metallic gray.
Different types to fit your space
Table lamp / Clamp mount / Floor lamp
When focus is needed, there is BenQ Genie
Appendix :
BenQ e-Reading Lamp Head-to-head Comparison
Wide & Uniform

BenQ e-Reading Lamp

Pablo Link

Koncept Z-Bar

- With same 20 inch above the desk, BenQ e-Reading Lamp provides the most uniform and 1.5x wider illuminance area.
Light Distribution

<table>
<thead>
<tr>
<th>BenQ e-Reading Lamp</th>
<th>Pablo Link Medium Table</th>
<th>Koncept Z-Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Uniform light distribution</td>
<td>- Point light source</td>
<td>- Point light source</td>
</tr>
<tr>
<td>- In-house design LED light guide module to generate Surface light source</td>
<td>- Multi-shadow</td>
<td>- Worst multi-shadow</td>
</tr>
<tr>
<td>- Only one shadow</td>
<td></td>
<td></td>
</tr>
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# Intelligent Design – Contrast Glare

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<tr>
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<tr>
<td><img src="image1" alt="BenQ e-Reading Lamp" /></td>
<td><img src="image2" alt="Pablo Link Medium Table" /></td>
<td><img src="image3" alt="Koncept Z-Bar" /></td>
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**BenQ e-Reading Lamp** smart ambient light sensor eliminates the contrast glare and reflection and also keep the light wider and uniform.

- Reflection along the edge of monitor and the keyboard
- **Worst** bright/dark area

**Koncept Z-Bar**

- Reflection along the edge of monitor and the keyboard
- **Worse** bright/dark area
## Intelligent Design – Reflection

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<td>![Image of BenQ e-Reading Lamp]</td>
<td>![Image of Pablo Link Medium Table]</td>
<td>![Image of Koncept Z-Bar]</td>
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**BenQ e-Reading Lamp**
- Smart ambient light sensor eliminates the contrast glare and reflection and also keep the light wider and uniform.

**Pablo Link Medium Table**
- Reflection along the edge of monitor and the keyboard.

**Koncept Z-Bar**
- Reflection along the edge of monitor and the keyboard (Worst).
## Tailor-made and User Friendly

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<tr>
<td>2700K~5700K Rotary knob to adjust freely</td>
<td>3000K only</td>
<td>3500K only</td>
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<tr>
<td>ZeroFlicker dimming Rotary knob to adjust freely</td>
<td>2 way switch: Bright-Dark (Worst)</td>
<td>Slider dimming Bad position; always accidently touch it while adjust the lamp</td>
</tr>
<tr>
<td>Aluminum alloy cap Better heat dissipation</td>
<td>Metal</td>
<td>Aluminum</td>
</tr>
<tr>
<td>360° Cap Ball Joint</td>
<td>Up/Down only Cap (Worst) Generate direct glare alongside</td>
<td>Rotary Cap joint</td>
</tr>
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