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On-Center Downlighting by Armstrong, USAI

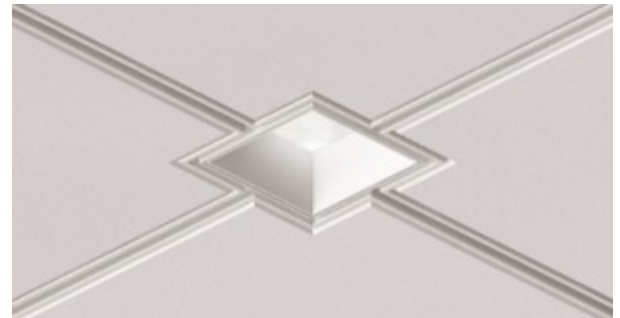
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[USAI Lighting](#) and [Armstrong® Ceilings](#) have partnered to develop On-Center Downlighting, a new proprietary ceiling and lighting installation system. On-Center Downlighting seamlessly integrates USAI's new BeveLED® Connect™ downlights into the grid intersections of Armstrong ceilings to create the perfect alignment of lighting in the architecture of a space and the most refined singular lighted ceiling system on the market.

USAI Lighting is previewing the system this week at Lightfair International, Booth #4027, at the San Diego Convention Center and the product will be available to ship in the fourth quarter of this year.

On-Center Downlighting is a trimless installation within a grid system that provides crisp, clean factory-finished panels and suspension system components precisely punctuated with high performance LED downlights. Architects and designers will be able to choose from a variety of the most popular Armstrong Ceilings Total Acoustics™ ceiling panels and 9/16" suspension systems alongside other USAI Lighting product families, including True Zero® Connect™ and SliverLED® Connect™, for use in a multitude of project types. On-Center Downlighting delivers a visually symmetric, finished ceiling that seamlessly integrates with recessed downlights and perfectly defines interior architecture.



“The marriage of USAI’s specialty in architectural downlighting with Armstrong’s expertise in ceiling systems brings best-in-class products to architects and designers,” said Bonnie Littman, President and CEO of USAI Lighting. “On-Center Downlighting is answering a need the design community has long identified as problematic when it comes to seamlessly integrating downlights into standard ceiling tiles. This innovative solution achieves perfect alignment between lighting and architecture while delivering clean, factory-finished panels that are easy to install. We are proud to be partnering with Armstrong Ceilings for this introduction and we are confident this will become a preferred way to specify ceiling and lighting systems in the future.”

“For the first time, lighting and architecture are in perfect alignment,” adds Jeff Hederick, Armstrong Ceilings Vice President, Commercial Marketing. “By providing factory-finished components for an integrated ceiling solution, we are able to place control of the ceiling design back in the hands of the specifier. We are excited about this new partnership with USAI Lighting. Together we aim to significantly improve the appearance of ceilings and lighting.”

USAI Lighting’s BeveLED® family provides award-winning and industry-leading performance with the most complete LED downlight, adjustable, and wall wash fixtures available. With over 1,200 delivered lumens from its minimal 3 3/8” aperture and 13 degrees, BeveLED Connect offers maximum ceiling height with interchangeable beam spreads from 10-50 degrees. In combination with USAI Lighting’s personalized lighting technologies including Warm Glow® Dimming, Color Select and Infinite Color+, BeveLED Connect offers unlimited choices for architects and designers to personalize their lighting choices to best suit the way their clients live, work, and play.