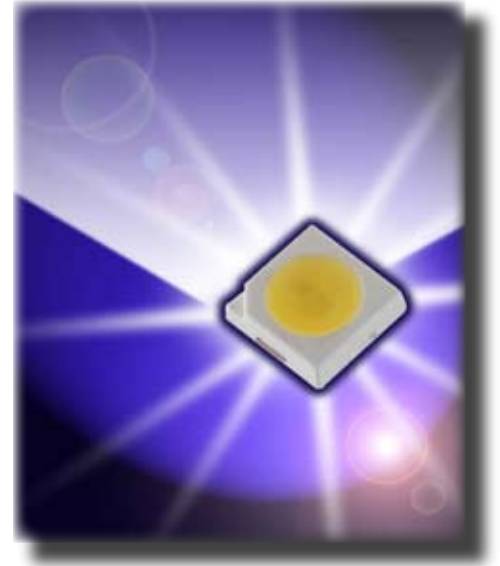


The Radiant Primax White for 80mA Solution

DOMINANT's newest LED product series, Primax, is designed to provide a high intensity light output using a very small package optimized for applications where space is a premium. In order to fulfil the market demand and to complete the Primax product portfolio, DOMINANT is now extending the white series with a 2 chips version, the NCWW-FSG! With its high flux output and suave luminous intensity, this Primax exceeds with its specification today's standard lighting technology and its perception.



With an operating current of 80mA, this new generation Primax LED is able to achieve a typical luminous intensity of 15,000 mcd (37.5lm). Besides an excellent lifetime up to 50k hours due to its enhanced resin mixture for encapsulation the package features an electrically isolated heat sink that allows optimal heat dissipation, converting this LED to an unimpeachable product. With DOMINANT's new definition of the color bins as well as flux binning, these white Primax provides a much better homogeneity in illumination especially for high sophisticated lighting solutions.

This Primax LED with a small package outline (3.5(L) x 3.5(W) x 1.29(H) mm), its conclusive high intensity paired with an excellent efficiency gives prove of being the ideal choice for general lighting applications, LED bulbs and channel lighting projects. Engineering samples are available by mid of February whereas mass-production starts by end of May 2010.

About DOMINANT Semiconductors

DOMINANT Semiconductors Sdn. Bhd. is a dynamic Malaysian company belonging to the world leading SMT LED manufacturers. It has an excellence driven organization and offers a comprehensive product range for all kind of lighting applications needed in the automotive, consumer, communications and industrial market segments. With extensive industry experience and relentless pursuit of achieving the highest quality combined with a state-of-art manufacturing, innovation, research and testing capabilities DOMINANT has become a trusted and reliable brand across the globe. More information about DOMINANT Semiconductors, a QS 9000, ISO/TS 16949 and ISO 14001 certified company, can be found under <http://www.dominant-semi.com>.

Marketing Communication

Tel: +606 2833566

Fax: +606 2830566

Email: sales@dominant-semi.com

Website: <http://www.dominant-semi.com>