



# PRESS RELEASE



## Ikelite Underwater Systems Announces the Second Generation of PC Series LED Lites!

Smart design changes to a classic brand make these LED lights a winner

Indianapolis, IN, 11/17/10 – Today Ikelite Underwater Systems announced the redesign of its PC Series LED flashlight line.

The changes include modifications to increase aesthetic appeal and usability while maintaining Ikelite's high standards for lighting superiority.

The second generation of PC Series LED Lites feature two prominent exterior redesigns. The PC, PCa, and PCm LED Lite fronts now feature protective rubber shrouds, making the flashlights even more rugged and durable. The body of the PC Series LED Lites is newly textured to provide a more comfortable grip and a handsome appearance. In addition to these bold changes, the PC Series LED Lite brand continues to utilize a reliable rotating mechanical switch that allows for one-handed operation. The PC Series LED Lites' compact size makes them comfortable to carry or store in a BCD pocket.

Technically, the PC Series LED Lites continue to shine, running cool above or below the water for a variety of uses even after the dive is over. The flashlights dispense a super-bright, concentrated spot beam rated at 205 lumens. The PC Series LED Lites feature highly efficient drivers that yield up to 10 hours on a single set of batteries (PC version). In addition, the PC Series LED Lites are set apart from the competition by Ikelite's proprietary circuitry. These electronics condition the bulb to ensure a long lifetime and maintains the light's brightness through the entire burn time, unlike most LED lights whose brightness gradually wanes. The PC LED Lites' narrow spot beam provides maximum penetration through the water, especially in murky conditions.

Ikelite's PC Series LED Lites allow for hassle-free battery replacement by using standard size batteries that are widely available for purchase. The PC Series LED Lites are also compatible with rechargeable batteries which can lessen the negative long-term impact on both consumers' wallets and the environment. With no exterior metal components, the PC Series LED Lites will deliver corrosion-free performance throughout the lifetime of the light.



PC Lite



PCa Lite



PCm Lite

