

Kia Sportage - Sparkling with DOMINANT LEDs



The LEDs made by DOMINANT Opto Technologies sparkle the interior illumination of the third generation of Kia's Sportage car presented at the 80th Geneva Motor Show, March 2010.

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With a new chassis format being longer, wider and less in height than its precedents – the all new-designed “Sportage” successfully retains the key SUV features – a commanding driving position supported by its interior design based on lighting systems using compact LED technology. In the cockpit-dashboard cell, DomiLED and SpiceLED in special customized colors provide accent lighting. They are implemented not only in the backlighting of the extravagant dashboard but also in various buttons and switches as indicator light source such as green DomiLEDs in the auto temperature controller (ATC) and amber DomiLEDs in the audio and LCD buttons.

Kia's design team has opted LED light sources for their design choosing DomiLEDs and SpiceLEDs not only due to their low power consumption and high functionality but also due to the extremely small size - a crucial benefit for automobile designers replacing traditional light sources with LEDs in automotive applications where limited space is the decisive factor.

DOMINANT is proud being chosen as partner by innovative automobile customers for their stringent and demanding projects.



About DOMINANT Opto Technologies

DOMINANT Opto Technologies 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 Opto Technologies, a QS 9000, ISO/TS 16949 and ISO 14001 certified company, can be found under <http://www.dominant-semi.com>.

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