

Serious ROAM Light™

Product Details

I haven't seen this clearly in years. It's changed my life.

Colonel Ross | Hampshire



0800 028 1890
www.seriousreaders.com

in partnership with:

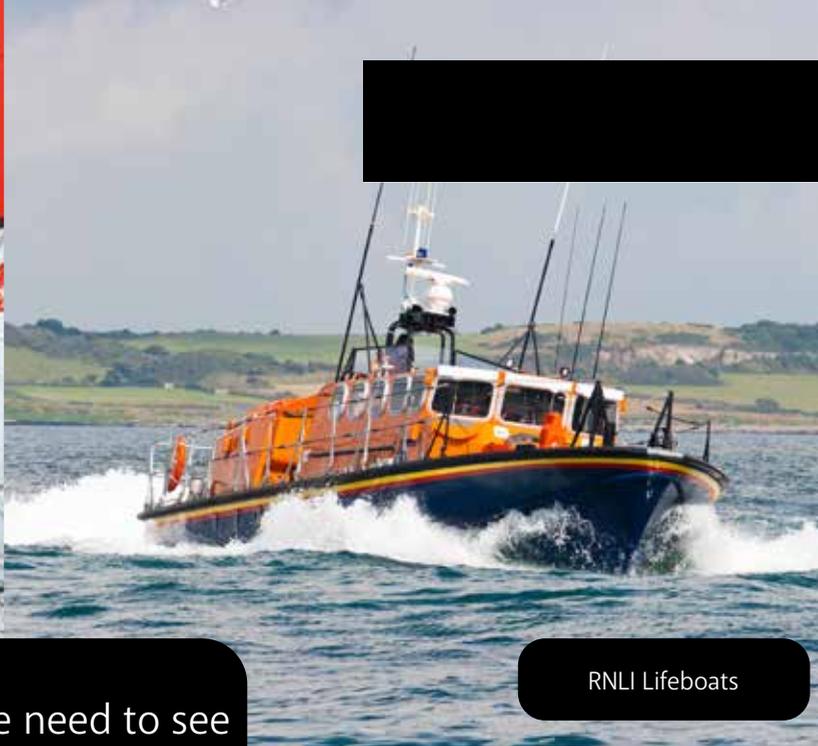


The Serious Story



Virgin Global Balloon

When people need to see well, Serious is there.



RNLI Lifeboats

At university in 1982, I came by accident to understand that all sight is light and that changing the light changes what you see.

I first built a light for Singer industrial sewing machines to improve productivity and quality on the Levi's 501 Jeans production line. We soon found ourselves making lights for other serious applications. It got personal when my mum struggled to see with her macular degeneration. We developed a light to help her enjoy reading again.

Nearly 40 years of relentless research into creating more natural light has led to over a million in use in more than 90 countries. They are trusted by professionals, and are only available directly from Serious, via optometrist recommendation or from John Lewis.

Our sole focus is improving the indoor light spectrum to transform lives.



Barbour Wax Jackets



Heathrow
Air Traffic Control

Alex



Alex Pratt OBE | Founder

The difference is so marked that it was a surprise when I first switched the light on.

Mr Bennett | Doncaster

Why Serious?

All life is a reaction to light. Light is life. Without it there can be none.

During millions of years under the sun, the mammalian eye evolved to adapt well to brightness and to identify shifts in colour temperature, for good reasons.

On the other hand, we had no need to adapt to changes in the light spectrum. The make-up of light was always consistent. This is no longer true as we spend 90% of our lives indoors under manmade artificial light.

We believe this is having profound effects on our lives, which is why we focus on these three areas:

1. Better light to replicate the natural spectrum and give our eyes the best chance.
2. Personal control of the beam width and intensity because we are all different.
3. Lights that are built to last.

The light is superb and has made me realise how poor other reading lights are in comparison.

Dr Wall | Gwent

Why the Spectrum Matters

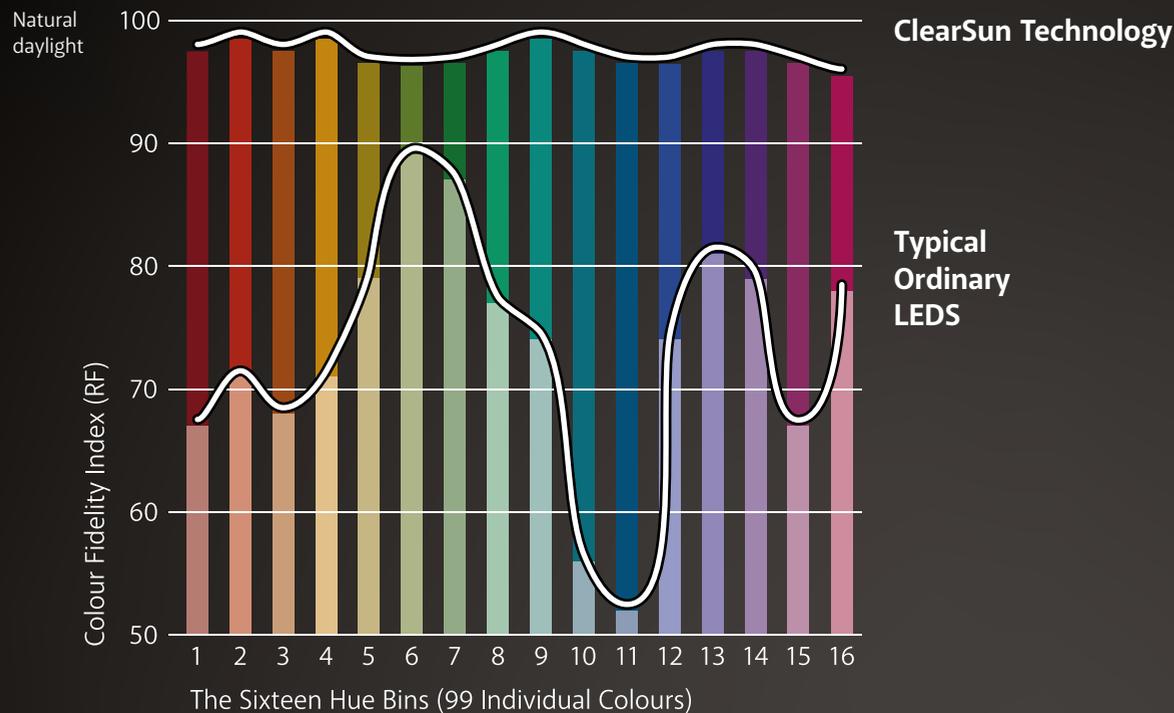
Why would we focus on replicating the natural light spectrum indoors?

Natural light is made up of specific amounts of the different colours (wavelengths). Artificial light misses many of these wavelengths and has others in the wrong amounts. We have not evolved to spot these differences with the naked eye.

Typical LEDs have too much blue light, are deficient in the purples and reds, and have the wrong amounts of other colours. Early research is suggesting that these revised light recipes are having effects well beyond sight into our sleep, wellness and human conditions such as tinnitus. The light spectrum appears to be more important than we have previously assumed.

Unlike ordinary LEDs, our technologies project a full range of balanced light to promote visual clarity, less strain, and more accurate colours.

Light Fidelity Comparison



The ROAM Light is very easy to move around to where I need it and the battery doesn't let me down.

Mrs Guest | Leicestershire



ROAM Light™

ROAM Light™

Everybody's light needs are specific to them. Each eye is unique in its own right, the ambient conditions are constantly changing and the materials in view can vary significantly. That's why it is so important to be able to adjust the light to suit your needs and the task at hand.

Cordless and Portable

The lightweight (500g / 1.1lbs) ROAM Light's cordless design means you can take it wherever you need without being tethered to a power socket.

Up to 4.5 Hours Battery Life

Enjoy uninterrupted light for up to 4.5 hours on a single charge. The replaceable battery is guaranteed for 300 charge cycles.

Flexible Silicone Neck

The ROAM Light™ allows you to direct the light exactly where you need it.

3 Touch Brightness Settings

The ROAM Light™ is equipped with three touch-controlled brightness settings, giving you control over the intensity of the light.

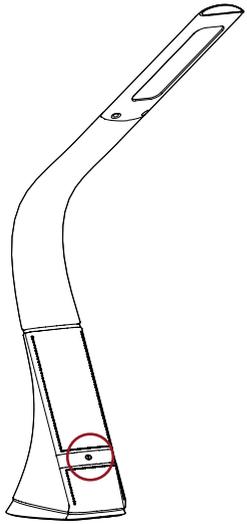
ClearSun® Technology

This proprietary technology mirrors aspects of daylight to give your eyes a better chance of seeing detail and colour accurately.

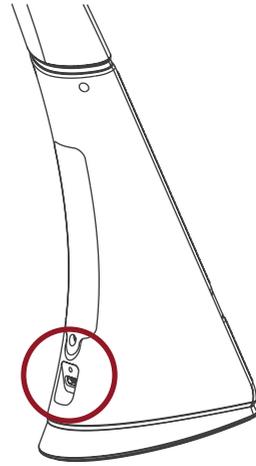
Built to Last

The rechargeable battery (SR2046) can be replaced after 300 cycles.

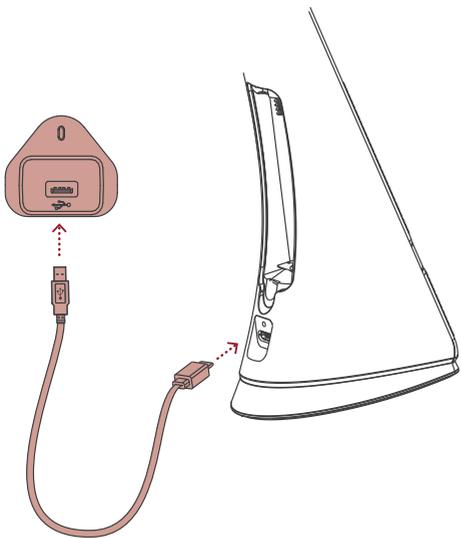
ROAM Light™ Technical



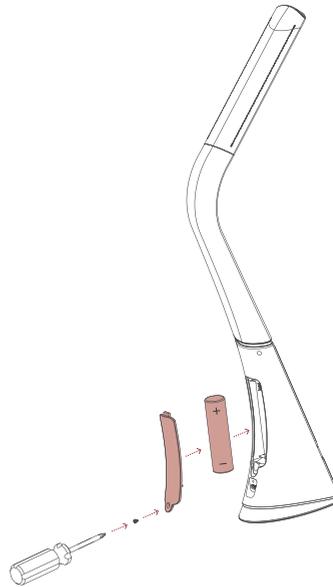
Touch Switch - 3 Brightness Settings



Recharging Point



USB Charger



Replaceable Battery

This light uses a particular proprietary mix of LEDs with specialist phosphor coatings to more closely replicate the make-up of natural light at a colour temperature of 5,500K.

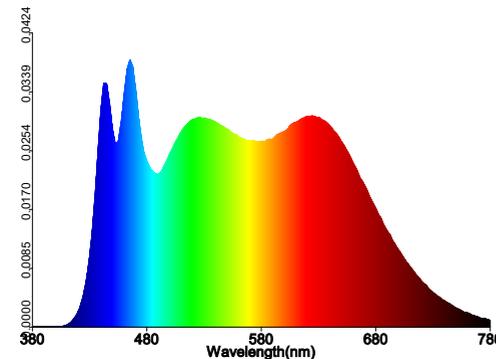
The normal blue spike in LED lights is significantly reduced and the light fidelity when compared to natural light is higher.

The TM-30 Fidelity Index measures closeness to natural light, which together with the amount of each colour (saturation) determines the visual impact.

Specifications:

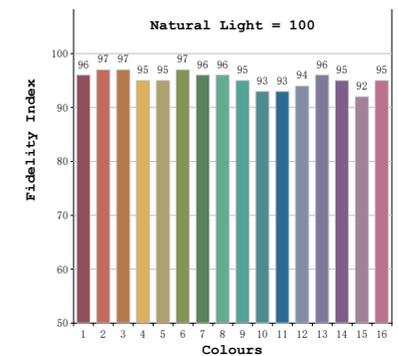
Height:	27-47cm
Weight:	500g
Base Diameter:	6.5x9cm
Warranty:	1 Year
Power:	6.9W
Colour Temperature:	5,500K
CRI:	97/100
Average Lamp Life:	40,000 hours
Replaceable Battery:	Yes (SR2046)
Battery Runtime:	4.5 hours
Charge Time:	5 hours

Colour Saturation



Low blue spike aids contrast and avoids blue light issues.

TM-30 Light Fidelity



High light fidelity means colours are seen in their true light.



Technology FAQs



What makes a Serious Light so special?

All sight is light. We more closely replicate the natural spectrum to give all eyes the best chance of seeing more clearly. A great light is not just about brightness or colour temperature. These are both important but the spectrum makes a big difference. This is where we focus.



Why is the light spectrum important?

20 years ago, we did not understand the impact of different wavelengths on the human condition. We are starting to do so now. Most LED lights project too much blue and too few of the reds and purples. We believe this is contributing to human misery on an industrial scale.



What is ClearSun® Technology?

ClearSun® Technology seeks to mirror the daylight spectrum as cheaply as possible. Specialist LEDs and complicated electronics aim to balance out the spectrum. While a lower fidelity than our Daylight Wavelength Technology™ It offers a cost effective way to improve on normal light.



Are they energy efficient?

All Serious Lights employ the latest LED technology, are energy efficient, and cool to the touch.

FOR SUPPORT

seriousreaders.com/specsavers





Warranty period?

The ROAM Light™ has a 1-year warranty. This covers all manufacturing defects and operational faults that may occur within the first year of use.



Where are they built?

The ROAM Light™ is built in China to our exacting standards.



Will I need help setting up?

The light arrives fully assembled by lighting engineers, equipped with everything you need. Simply unpack it, plug it in, and enjoy seeing things in a new light.



Bulb life?

The ROAM Light™ features high-performance LEDs with an expected lifespan of up to 40,000 hours, and it is guaranteed for a year. The LEDs are not replaceable.



What if something goes wrong?

Call Serious Readers on 0800 028 1890. We will be happy to help.



What about the battery?

Battery life is rated at approximately 300 charging cycles and it is guaranteed for a year. The battery is replaceable.

FOR SUPPORT

seriousreaders.com/specsavers





Frequently Asked Questions

1

Who needs better light?

By the age of 60, our eyes need 3x the light they did at 20 to have the same chance of seeing with similar clarity. This is part of the natural ageing process. Those with challenged sight need the best light they can to work with.

2

Will it work for every patient?

99 in every 100 users who try a Serious light say their eyes prefer it. Of course, every patient's eyes are unique to them. Only they will know if a light does the trick.

3

Is there a trial period?

Serious Readers offer a 30-day risk-free trial on all lights, if your patient is not 100% delighted, they can return for a full refund.

4

How does my patient order?

The patient orders directly from you, and you will then raise the order to Serious Readers via email with all the details.

5

Do I need to hold stock?

Up to you. You can order directly from us on behalf of your patient and arrange delivery to store or to your patient's home. Equally, you can hold stock and give your patient the light yourself.

6

How to Order

Simply email Mike with the model and quantity you require, along with your store name and location. He will confirm your order and provide a delivery date.

mike.oboyle@seriousbrands.co.uk

FOR SUPPORT

seriousreaders.com/specsavers





Further Support

Customer Service

0800 028 1890

hotline@seriousreaders.com

Serious Readers Website

www.seriousreaders.com

Blue Light Guide

Learn more about the impact of blue light and how our technology helps reduce it by reading our Blue Light Guide:

seriousreaders.com/bluelight

Serious Blog

For the latest research, customer stories, and insights into the world of lighting, visit our blog:

seriousreaders.com/blog

FOR SUPPORT

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