

# to address the impact of invisible flicker on human eyes

*The new range which has flicker-control technology reduces the harmful invisible flicker present in LED light that causes various health complications.*

By [Anuradha Himatsingka](#), ET Bureau | Jul 01, 2019, 06.53 PM IST



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*The company has currently launched LED bulbs, LED batten, commercial light panels and downlighters under the 'EyeLuv series LED Lights'.*

KOLKATA: [Orient Electric](#) NSE -0.56 % Limited, part of the diversified \$ 2 billion [CK Birla Group](#), on Monday said it has expanded its LED lighting portfolio with the launch of "EyeLuv series LED Lights" range.

The new range which has flicker-control technology reduces the harmful invisible flicker present in LED light that causes various health complications. According to the company release, studies have revealed that prolonged exposure to flicker emitted by LED lights (with flicker percentage above 30%) can lead to negative health impact

such as eye strain, headaches, blurred vision, fatigue, apparent slowing or stopping of motion, reduced visual task performance and in some cases, neurological problems.

Flicker, company officials explained, is the rapid change in brightness of LED light. Flickers are of two types - visible and invisible. Visible flicker can be detected by eyes, and since its frequency generally is below 100 hertz, it is easier to avoid or control. Unlike visible flicker, the invisible flicker is the one that human beings should be concerned about.

Elaborating further, the official said this flicker is a rapid fluctuation with frequency above 100 hertz that human eye cannot detect. One can experience this invisible LED flicker with the help of a smartphone by simply seeing the normal LED Lights in slow motion video mode of the smartphone camera. This flicker in the light is seen sometimes in form of striations and sometimes just as a strong flicker.

Commenting on the development, Orient Electric executive vice president Puneet Dhawan said: "Invisible flicker in LED lights is a serious concern for eye health especially as people spend a considerable amount of time in artificial light. We conducted researches in NABL accredited lab to understand the implications of invisible flicker from LED lights. The research findings clearly indicated that LED flicker has many adverse health implications and as a responsible brand, we wanted to address the issue. Our R&D team worked for more than a year."

"Our EyeLuv series LED Lights range is safer and better for overall eye health. The range has also been awarded a certificate of recommendation by Indian Medical Academy for Preventive Health," he added.