



Get in Front

FLEX in Action



Case Study

For consumers, having to constantly charge your phone is annoying. But for industrial and medical devices, much more hangs in the balance.

A leading industrial safety device maker approached us wanting to build a device that was power-efficient and readable in sunlight. They knew about the recent advancements Reflective LCDs (RLCDs) had made, but needed to light the device in low-light conditions.

They were ready to move away from inefficient backlit systems, but struggled to find an alternative. Then they heard about FLEX.



The problems they needed to solve:



- Longer battery life
- Sunlight readability
- Intrinsically safe components
- Take advantage of RLCD technology



The devices have to be readable in direct sun and dark conditions, and they need to work longer before needing a charge.



reddot design award

Having quickly met all safety requirements, the company was able to launch their product within months and quickly ramped up to 10,000 units.

In April 2017 the device received the Red Dot Award for Product Design, and in Sept 2017 it was awarded New Product of the Year for Industrial Internet of Things by OSHA.

Orders have increased to 25,000 units in '18 with further increases projected for '19.



About FLEX

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FLEX frontlit technology is changing the way we look at our devices. Since 2004, FLEX has been a world leader in lighting solutions, and in constant pursuit of the world's thinnest lighting system.