

serious lights

for serious readers



See in High Definition
Discern breath-taking detail and
vivid colours that your eyes will adore.

Serious Lights
Used by surgeons, James Bond,
and Mr & Mrs Sims of
Great Malling.

Powerful Performance
It's light.....but not as we know it. This
really *is* Rocket Science.



“ It has dragged me away from the computer and back to my books. ”

Prof. Hall, Newcastle



Light Matters

Everything we see is light; without it there can be no sight.

By the same token, all lights are not the same, which is why when lives are at stake the professionals turn to Serious Lights to see more clearly.

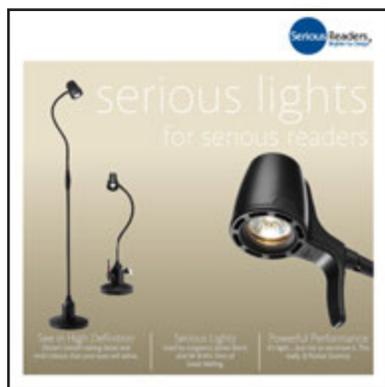
It is no accident that they are recommended by so many independent optometrists.

Alex Pratt OBE
Founder
(and Elliot)



“Reading is once again
strain-free and
a pleasure.”

Mr Durrant, Norfolk



ON THE COVER

SERIOUS High Definition
Reading Light

810001 Floor £399.99

830001 Table £349.99

See pages 10-13 for details

5 YEAR Guarantee

Because... we build them by hand in our own British factory and because you deserve a long-lasting robust reliable choice in a world of depleting resources.

30 DAY Trial

Because... you won't quite know if a particular light is right for you until you've tried it in your personal reading space. We seek lifelong raving fans, not reluctant owners.

25 YEARS Experience

Because... for over a quarter of a century we have been building the lights used to sew the soft leather seats in a Bentley, inspect vehicle safety airbags, and study ancient artefacts at the British Museum. Serious Lights are also in the control tower at Heathrow Airport.

In this booklet, you'll find reading lights designed with high performance in mind, and to be a joy to own and use. More than 250,000 have been built by hand for reading fans around the globe.

A Serious Light will help you rediscover breath-taking clarity, vivid colours and crisp, clearer words on your page.

Brighter by design

If you want to see detail more clearly, Serious builds outstanding task lights you can trust will help prevent your eyes having to work as hard, so you can enjoy what you love doing in more comfort and for longer.

Light. Years ahead

A high performance focus - built in Britain to last; an unusual 5 year warranty; no flat-pack misery; no tools needed and recommended by opticians.

In the best company

The Serious Readers family already stretches to sixty-three countries around the world and includes members of the Royal Family, MPs, judges, professors, actors and many other well-read minds.

Tools for serious readers

Their deliberate distinctive, functional aesthetic sets Serious Lights apart from the throng. These lights are tools for use day in day out, they look the part, and they last.

Some light relief

Put simply, your eyes come to need much better light to pick up detail like small print as time goes by. Our job is to help you overcome this common problem, which gets ever more pronounced with advancing age.

High Definition

Our patented High Definition light engines are used to showcase artworks in the best possible indoor light including exhibits in the Musée d'Orsay, Guggenheim and Van Gogh Museums.

Sweetness and light

Extra-long trailing cables, intuitive dimmer controls, easy access bulb chambers, optional pen and spectacles holders and many other touches set these lights apart.

No ordinary lights

You might feel they are not cheap, but 98 in every 100 well-read minds, have found after trialling a light at home they felt it to be worth the investment. It is light-years ahead.

Built in Great Britain

Built by craftsmen; recommended by eye-care professionals; used by serious readers.

Making light work

When you need help, it will be one of us who looks after you. We only outsource out-of-hours telephone message-taking. All customer service is handled by our own team members here in Aylesbury, Bucks. See for yourself how customers rate how much we care at

www.seriousreaders.com

No ordinary light

What will you notice?

See what you have been missing...

Your vision is the sensation caused in the brain when light reaches your eyes. Pictures, colours and text are in point of fact, all reflected light.

Our reading lights project an intense colour corrected light onto your reading, so you can see more clearly and enjoy reading in comfort for longer.

“For reading, this light is better than daylight.”

Mrs Watkins, *London*



Are they really any better?

Not all reading lights are the same...

As well as projecting a high performance light beam, these purpose-built tools for serious readers are built to last, and packed with useful reader-inspired features.

A dimmer will help you fine-tune the light to suit your eyes. The industrial strength swivel and stay-put flexible arm mean it stays exactly where you put it.

“One of those rare products which actually lives up to the promises.”

Mrs Lindsay, *Somerset*



Will it work for you?

98 in every 100 readers say their eyes prefer it...

Your eyesight is personal and unique. Only you will know if a particular reading light suits your eyes. This is why you owe it to yourself to try a light at home.

The 30 day trial is completely free of risk. If you do decide to return it, every penny will be refunded, even the postage costs.

“I couldn't be bothered reading the newspaper, now I look forward to it coming.”

Mr O'Connor, *Lancs*



Are they worth the money?

You get what you pay for...

We build high performance lights designed to make a huge difference. If an investment in your eyes of a few pence per day throughout the 5 year guarantee is not worth it, don't invest in one of our lights.

Try one at home and make up your own mind by seeing the difference for yourself. You have absolutely nothing to lose.

“The lights cost a little more but are the best thing since print was invented.”

Mr Bryden, *Dumfries and Galloway*



“Amazingly good. I am able after years to read in more comfort.”

Mrs Barnes, Cumbria



...presumably held a traffic signal. 'Look in it and
...ere's a note.'
...or the first time that day, the light of animation came
into Hamid's solemn face. His eyes sparkled and the great
moustache lifted as he smiled. 'Dead letter,' he said.
'More or less,' said Bond, surprised by his own pre-
cautions. Some instinct was telling him to beware.
He watched Hamid turn the car and disappear.
He approached the building.
An external staircase ran up one side and seemed to be
the only pedestrian entrance. Bond walked along the road,
looking for a less obvious way into the plant. As he did so,
he noticed that the main building was not all it seemed from
the front of the dock. Attached to it, at a lower level, was a
sort of annexe, about a third of an acre in extent, and this
was not covered, like the rest, in shabby, creosoted wood
but in what looked to Bond like new stainless steel. It
extended about fifty yards into the sea, presumably offering
a deeper dock than was available elsewhere.
His curiosity aroused, Bond went to the side of the build-
ing to see if he could find a way in. The shell appeared to
have no break in it - no door, window or opening of any
kind. The only entrance was via a closed gangway from the
old wooden building.
After walking up and down the dockside
sure he was not being watched. Bond
lorry and stripped down
his clothes and

himself feet first into the water. The surface was slick with
rainbows of spilt fuel and gave off the sweet, choking smell
of diesel. Bond emptied his lungs, duck-dived, and powered
himself downward.
Opening his eyes, he could see the great metal legs that
held the shell. There were about a dozen on each side,
anchored in concrete blocks on the sea floor. What he had
not anticipated was that the sides of the building had been
continued right down to the same level. Someone had been
very thorough, and very cautious. He swam along the edges
of the wall base, particularly so close to the shore, must
nons of the sea floor, looking for a way in. The natural undula-
tion mean that there would be a gap. It was likely, he
thought, that the building was open at the sea end, but it
would take him too long to swim there without having to
surface.
He had been underwater for nearly a minute, and al-
though he was an experienced diver with outstanding lung
function, he knew he couldn't last much longer. Above him
the metal sides rose vertically, disappearing
seaweed and cloudy water.

Three lights to rule them all...

These days we spend most of our time under artificial light, which brings with it adverse effects like eyestrain, headaches, and tiredness. A great reading lamp will bathe your page with all of its soothing light, can be precisely adjusted, stays exactly where you direct it, and should mean that you will be able to concentrate for longer.

The three different light ranges, High Definition, Alex, and Classic are each designed with a specific role in mind and they all share a common look so you can mix and match different models to your specific needs at different locations at home. All three models use bespoke 3,500k light engines with enhanced colour correction properties and are conveniently controlled from a switch on the lamp head. Studies have shown 3,500k to be the optimum colour temperature for close concentration.

This is our most powerful light. It employs a patented low voltage 35w halogen light engine that projects a beam as close to natural light as is technically possible. It is fully dimmable and is recommended if you suffer with macular degeneration or other eye conditions.

The Alex range projects a brighter beam in a wider pattern than the Classic Light, and is available in the widest choice of fittings. State of the art LED technology projects a cool, long-life, energy-efficient, high intensity beam. Also available in Varifocus format featuring adjustable beam width and intensity.

Our original light which has been over a decade in production is now built around a new cool, low energy LED Bulb. The warm white deliberately narrow beam has a lower intensity than other family members and is best for reading books at night and for minimising light disturbance to others.



Best for its light quality and if you suffer with an eye condition.



Best for its high-impact low-energy LED bulbs.



Best for avoiding light disturbance to others.



Fine Adjustment



Flexible Arms



Long Reach



Pre-fitted Bulbs



Stable Base



Accessory Holders



Carry Handle





High Definition
Prices up to £399.99



Alex
Prices up to £399.99



Classic
Prices up to £229.99

All Black

The brass base metal is double-sprayed and double-baked to produce a durable matt black coating. For a light that refuses to dominate the room, and almost vanishes into its surroundings, the all black finish is ideal. It is the most popular finish.

Nickel Accent

A 15-20 micron brushed nickel coating on the brass base metal gives a sharp, hi-tech brushed finish. The black base, handle and lamp head make for a stylish modern contrast. Perfect for a workspace and fantastic in a modern setting.

Brass Accent

The 20-30 micron of zapon-treated brass on brass provides a long-lasting classic look, and the real wood mahogany effect handles on floor models adds a final flourish, making this combination a perfect match for the more traditional space.



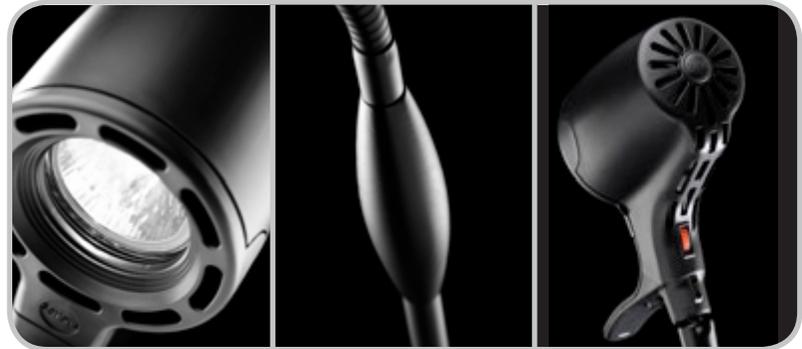
1. High Definition



Height 152cm (60")
 Weight 6kg (13lbs)
 Power 35w
 Bulblife 4,000hrs
 Kelvin 3,500k
 Lux 4,500lx



Height 71cm (28")
 Weight 4.5kg (10lbs)



No other light gets closer to natural light

Enjoy breath-taking detail and colours that your eyes will adore. Our most serious light for the most serious readers.

What you will notice

Remember when words just leapt off the page? Enjoy reading under the same light used to show off the artist's colour palette and brush strokes in the Van Gogh Museum to bring out the fine detail. Also available in lightweight format.

See better. Feel better

- Most powerful model
- Breath-taking detail
- See colours in a true light
- Fully dimmable



Floor

810001
Black

£399.99

810021
Nickel

812011
Brass



Table

830001
Black

£349.99

830021
Nickel

830011
Brass

“ The Aston Martin of reading lights. It has surpassed every expectation. ”

Mr Ewence, Surrey



Shedding more light...



The Head

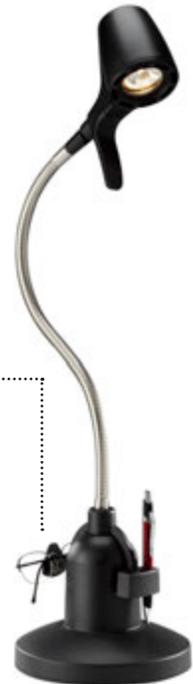
Touched by more than 200 highly trained hands during its creation, and constructed from over 100 components, each Serious Light design has been carefully crafted in every detail, from the heat control to the switch location. Nothing is an accident or left to chance.

The Body

The real wood carry handle adds a unique touch to every light. The strength of the stay-put flexible arm is borne of exhaustive tests with hundreds of readers to get it firm yet not too stiff. It is guaranteed for life.

The Base

Deliberately heavy, its job is to plant your light firmly on the ground to allow single-hand stable operation. Hidden slow-start electronic circuitry protects the bulb and lengthens its life. On table lights you can choose or remove the space-saving spectacles and pen holders.



The Soul

So many products these days look the part on paper but are a let down in reality. No light will help your eyes to see more clearly than our High Definition model.

“ It’s like having a brand new pair of eyes. ”

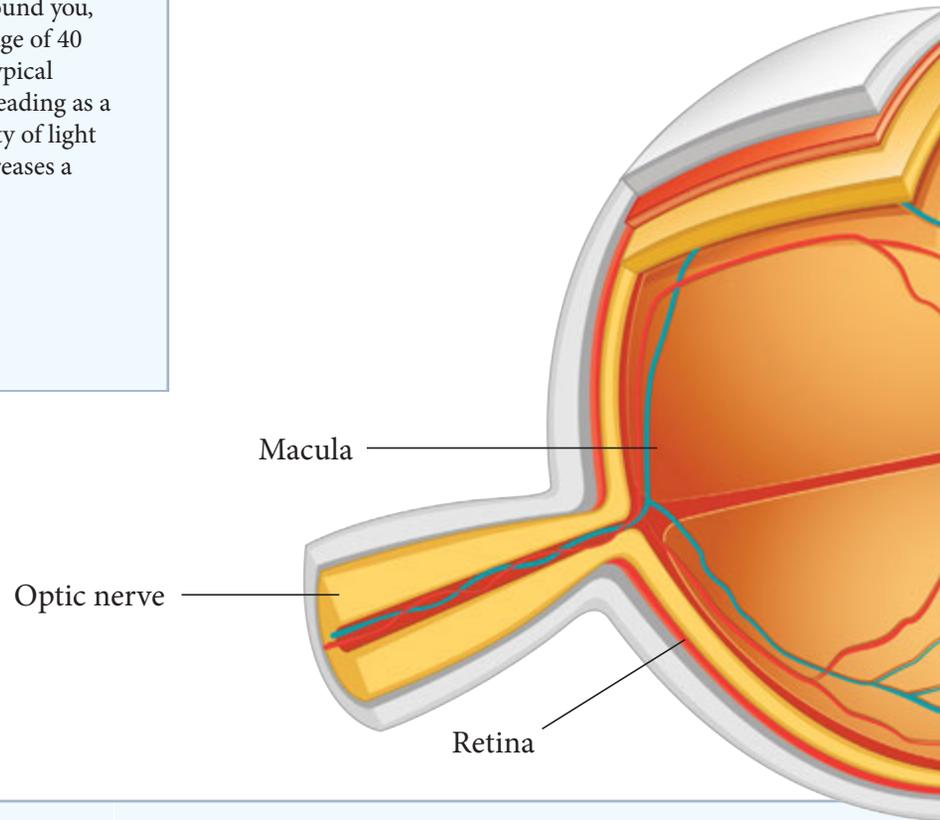
Ms Sherliker, *Surrey*



Sight and light

Hand in hand

Your vision dominates your perception of the world around you, making so many life-enriching pursuits possible. By the age of 40 most of us notice a deterioration in our eyesight, and a typical 60-year-old needs about three times as much light for reading as a 20-year-old. For many people, clarity of sight and quality of light are inextricably linked. The need for better lighting increases a little every day.

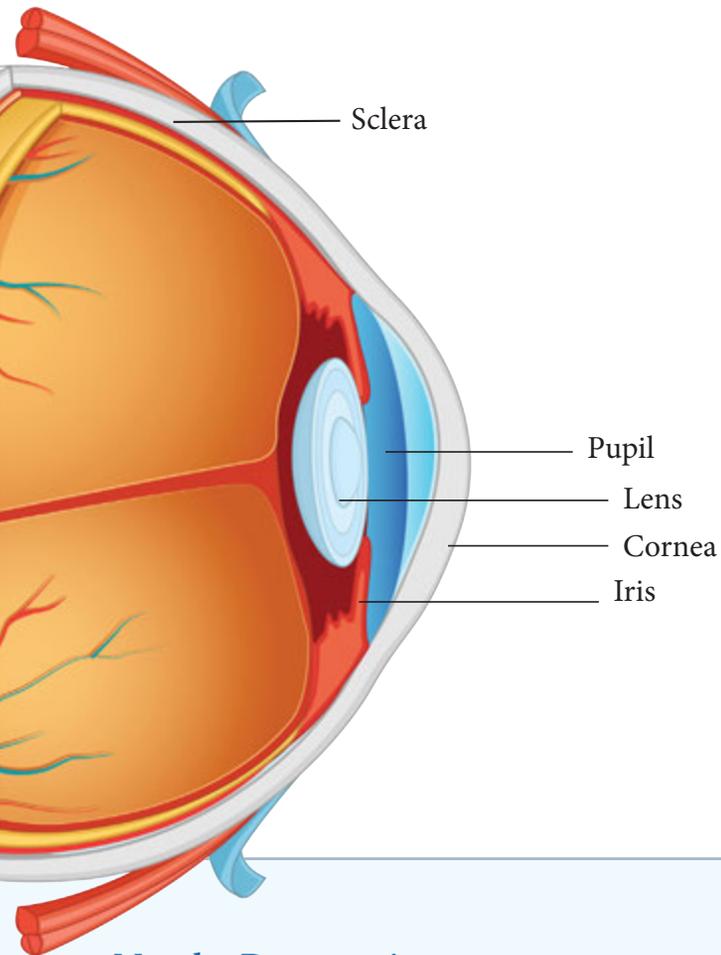


How the eye works

The eye is highly complex – millions of cells working together to create the images you see. Light enters the eye via the cornea and then passes through a lens which focuses the light on the retina by changing shape. Unfortunately our eyes are prone to a number of age-related conditions, and the effects of presbyopia, macular degeneration and cataracts are often made worse by poor lighting.

Presbyopia

As we age, most of us suffer from a degradation in our ability to focus on close detail. This is a typical symptom of presbyopia (literally “old eye”). You may first notice this when checking your watch or reading a book. The condition is caused by the lens of the eye losing its elasticity, making it more difficult to focus and see detail. The right intensity and quality of light will make a big difference.



“ It is making an incredible difference to reading by artificial light, even for someone by the Grace of God still blessed with 20/20 vision. ”

Mr Wang, *West Calder*

Macular Degeneration

Age-related macular degeneration (AMD) is a deterioration or breakdown of the eye's macula. The macula is a small area in the retina - the light-sensitive tissue lining the back of the eye. The macula is the part of the retina that is responsible for your central vision, allowing you to see fine details clearly. The macular can be damaged by too much of the wrong light.

Cataracts

A cataract is a clouding of the eye lens. Light rays travel through the pupil and are focused by the lens onto the retina - a layer of light-sensitive cells. The lens must be clear in order to focus light properly onto the retina. If it has become cloudy, this is what is known as cataract. You may notice blurry or dim vision, or objects may not be as bright or colourful as they used to be.

Getting Serious



Serious technology

All reading lights are not the same. A Serious Light brings the very latest lighting technology to your home. Our lights are mostly designed to be low voltage for reasons of added safety and improved efficiency.

Plug and play

To make your life as easy as possible, your light will normally be delivered fully assembled. Simply take the light out of its box, plug it in and enjoy the difference straight away. Every Serious Light is pre-fitted with its own bulb.

Light relief

Precise beam adjustment and active intensity control are the hallmarks of every Serious Light. These issues matter a lot when you have to strain to see and want to concentrate for longer. This is also why the arms on Serious Lights can easily bend to the position you need.



Nothing to lose

Of course you will want to see how your light performs and looks in your home, which is why we arrange for you to trial one for 30 days without obligation. If it does not suit your needs, we will collect it completely at our expense.



Best of British

The lights featured in this brochure are high performance reading tools and are manufactured by hand here in Great Britain. Before leaving us, each one is put rigorously through its paces and is hand-tested to be sure it is perfect.



Readers shed light

Every customer testimonial in this brochure is from a real person, is 100% genuine and has been freely given. We are lucky to have fans of what we do and as a matter of principle we do not offer rewards for feedback.



Let there be light

Optometry is the measurement of light in the eye. While there is no substitute for a thorough eye examination, the hundreds of independent opticians who recommend Serious Lights to their patients, have good reasons to do so. In some cases new lenses can be less effective than a new light.



Visionary thinking

Your ability to see colour and detail depends heavily on light. It is everything you see, and given your eyes deliver so much of your sensory perception, it makes sense to have the best light you can find.



5 year guarantee

Remember, each Serious Light is hand-built and hand-tested. Every component has been specifically selected to keep you reading in more comfort for many years to come. For your complete peace of mind, you will also benefit from a full 5-year no quibble guarantee.



As seen on TV

You may have seen our lights feature in a Bond film, in one of the Jason Bourne or Die Hard films, or maybe in a TV show like CSI-Miami. They made nightly appearances at the business end of the Heathrow control tower in the *Airport Live* show on the BBC.



2. The Alex Light



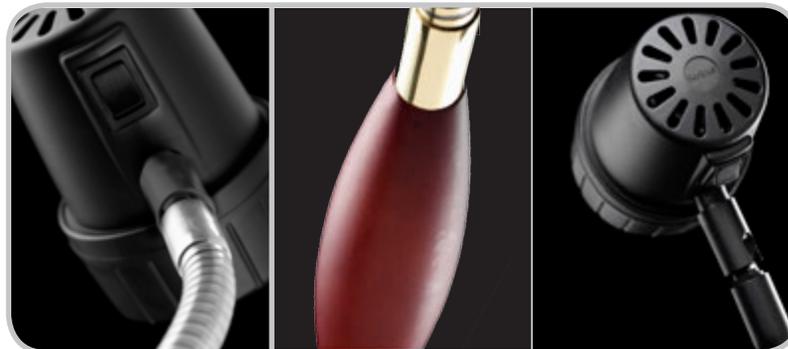
Height	152cm (60")
Weight	6kg (13lbs)
Power	6w LED
Bulblife	25,000hrs
Kelvin	3,500k
Lux	2,600lx



Height	71cm (28")
Weight	4.5kg (10lbs)

See More Clearly

- Widest model range
- Cool to the touch
- Fully dimmable
- Ultra energy-efficient



High performance. Low energy.

The Alex Light range was named after our Founder Alex Pratt. Well, we couldn't really call it the Pratt Light could we?

It is designed to house a larger more energy-efficient bulb format that projects a 50% brighter light beam in a wider light pattern when compared to our original Classic Light. The Royal Hospital Chelsea, home to the Chelsea Pensioners, was one of the first to equip patients with the original version which has just been updated to include a 3,500k colour corrected LED light source.

All the light. A fraction of the energy.

The latest high-performance 3,500k LED lighting technology means you can give your eyes all the help they need to read small print, using just 6w of power. Also available in lightweight format.



Floor

760031
Black

£299.99

760033
Nickel

762032
Brass



Table

780031
Black

£249.99

780033
Nickel

780032
Brass

A wider choice

“ Wonderful to be able to
read again without any
eyestrain. ”

Mrs Stapleton, *Cambs*



The Alex Varifocus



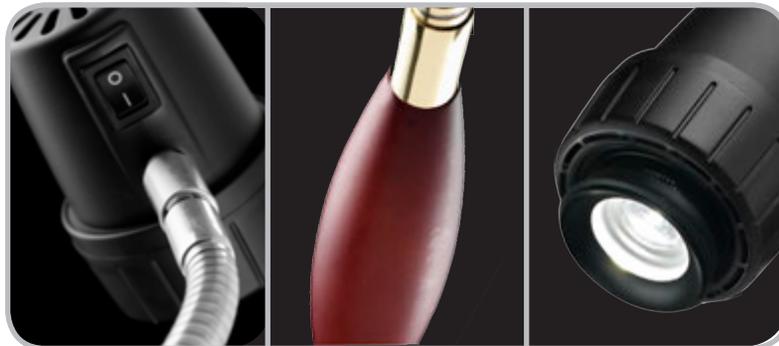
Height	152cm (60")
Weight	6kg (13lbs)
Power	4w LED
Bulb life	25,000hrs
Kelvin	5,000k
Lux	1,400-3,800lx



Height	71cm (28")
Weight	4.5kg (10lbs)

Your light, Your way

- Adjustable beam width
- Latest LED model
- Ultra-energy efficient
- Read in more comfort



The Alex Varifocus

The latest addition to the best-selling Alex range, the Varifocus model offers you the ultimate personalised reading experience.

What you will notice

Easily adjust the beam-width between a very bright, narrow, concentrated spot to a wider, less intense beam. Precise, variable high quality beam control means you can concentrate for longer and read in more comfort. Also available in lightweight format.



Floor 760025
Black

£399.99

760027
Nickel

762026
Brass



Table 760028
Black

£349.99

760030
Nickel

760029
Brass

The light for all seasons

“ Great to be able to adjust the spread of light to suit my needs. ”

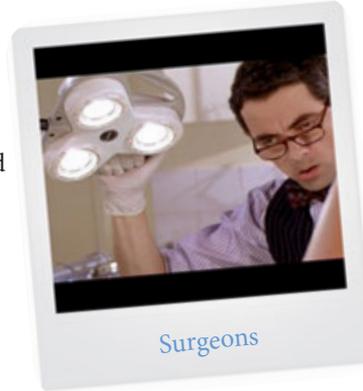
Mr Phillips, *Shropshire*



The professional choice



Sometimes lives depend on our ability to see really well in the toughest conditions. This is why astronauts, submarine captains, and even the odd global balloonist turn to Serious.



Some Serious Lights are relied upon by doctors and vets around the world in the toughest of conditions including inside MRI facilities.

“ I wish I'd had one years ago. ”

Mr Bailey, *Lowestoft*

“ The whole lamp has been designed as a precision instrument. ”

Dr Nethersell, *NHS Consultant*



Forensic scientists, fine art restorers at the British Museum, and makers of luxury watch brands are amongst those who turn on Serious Lights to see the finer detail.



Serious Lights are recommended by the longest established and largest home-visiting optician specialist in the UK.

“ It really has done its job. Magnificent. Presents daylight to you. ”

Mr Walters, *Droitwich*

“ We only recommend Serious Lights to our patients because they make such a big difference to vision problems. ”

Damian Kenning, *The Outside Clinic Managing Director*



Wherever quality light
is important,

 Serious[®] is there.



3. Classic Light...the original



Height	152cm (60")
Weight	6kg (13lbs)
Power	3w LED
Bulblife	20,000hrs
Kelvin	3,500k
Lux	2,200lx



Height	71cm (28")
Weight	4.5kg (10lbs)



A timeless original

The light that started it all remains a much-loved and popular classic. It is less intense and has a narrow beam which is ideal for reading in bed and for books in particular.

What you will notice

This purpose-built reading tool is perfect for nocturnal bibliophiles and directs all of its focused new 3,500k LED light beam onto your page, and not around the room. Also available in lightweight format.

Read in More Comfort

- Narrow beam
- Consumes just 3w
- Best for bedtime
- Fully dimmable



Floor

764011
Black

£229.99

764013
Nickel

764015
Brass



Table

761011
Black

£179.99

761013
Nickel

761012
Brass

A man with short, light brown hair is sitting in a dark leather armchair, reading a newspaper. He is wearing a light blue button-down shirt and light-colored trousers. To his left is a tall, adjustable desk lamp with a black shade, which is turned on and casting a warm glow on him. In the foreground, a wooden chessboard with several pieces is visible. To the right, there is a large green plant in a terracotta pot. The background is a plain, light-colored wall with a wooden baseboard and a power outlet.

“ I hadn't realised how much I was struggling to read until I switched on your light for the first time. ”

Mr Corfield, *Somerset*

Light bulb moments



“ Love my light, not sure how I managed before without it! ”

James Whale
TV & Radio Broadcaster



“ At last I can read again after struggling for so long. ”

Mrs Boulton, Lancs



“ Does everything my optician said it would. ”

Mrs Spooner, St Neots



“ I can now read for hours without any eye strain. ”

Mrs Hopkins, Shropshire



“ With the dull Winter days and long nights, I am enjoying my new light for reading. Truly delighted. ”

Mrs Hand, *Bristol*



“ Your customer service is second to none - straight forward, honest and prompt. ”

Mrs Smith, *Louth*



“ My wife (who has AMD) finds the light a huge help. ”

Mr Murray, *Essex*



“ I'm delighted, it's not just superb for reading but also for sewing. ”

Miss Dibble, *Suffolk*

And finally...



Your vision normally dominates your perception of the world around you, making so many life-enriching pursuits possible.

Many customers have initially felt our lights were not cheap, but on trial they have subsequently found they are well worth the cost, and now feel they wouldn't want to be without one.

Our relentless search to build the best possible task lights has taken Serious as far into Space and as deep under the Ocean as man has yet travelled.

You have nothing to lose by trying one in your home.

Alex

Alex Pratt
Founder

P.S. Check us out online at:
www.seriousreaders.com



Complete peace of mind

“ I am now able to pinpoint the right light that will most benefit my patient, and be sure that Serious Readers will deliver what they need in an altogether excellent customer experience.”

David Baddeley
BSc (Hons) MCOptom,
DipOphth (Middx)



The human touch

You will be served by a trained specialist from our British team, minus any annoying push-button telephone systems. I spend a lot of my own week on the phone to our customers. It is after all why we are here.

*There are things, and there is soul.
Imagine a world only of tools,
bereft of guile, emotion, insight and care.
Such a world would weep.*

*It would cry out for the service of man,
for attention and for a connection.*

*It is service that breathes
the humanity into business.*

A.L.J Pratt OBE
Founder



Carbon-light. Hassle-free.

Why struggle to park, trudge and carry, when you can get the light that you need delivered direct to your door on a 30-day risk-free no hassle in home trial?

Remember - Your light will be fully built so there will be no need for tools or wondering why you have been left with spare parts.

It is not only much more convenient to shop this way but recent research has brought to light that driving to the shops is twenty-five times less carbon efficient.

30 day risk-free trial

At a glance



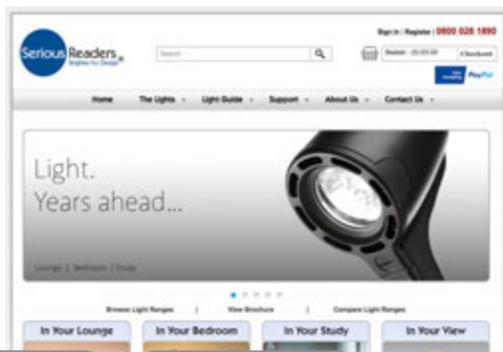
	up to £399.99	up to £299.99	up to £229.99
	HD	Alex LED	Classic
			
	<i>The Best</i>	<i>The Latest</i>	<i>The Original</i>
Light Source	Halogen	LED	LED
Brightness*	10x	6x	4x
Whiteness	White 3,500k	White 3,500k	White 3,500k
Energy Use	35w	6w	3w
Beam Spread**	18"	27"	16"
Average Bulb Life	4,000 hrs	25,000 hrs	20,000 hrs
Dimmable	✓	✓	✓
Varifocus Model***	✗	✓	✗
Lightweight Model	✓	✓	✓
Cable Length	9 ft	9 ft	9 ft

* Comparison with 60w traditional filament bulb

** At a distance of 25"

*** See page 20 for bulb specification and price

Visit www.seriousreaders.com for our complete range of lights.



Compact Classic

From £99.99

Alex Lightweight

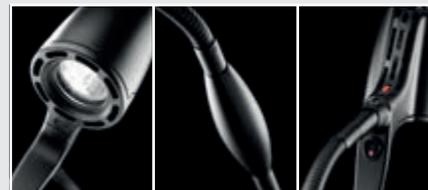
From £219.99

Winston

From £349.99

High Definition

Closest to Natural Light



If you are simply looking for the best light we make, this is it. Highly recommended if you suffer with an eye condition, it is a big help for those with macular degeneration in particular.

Alex LED

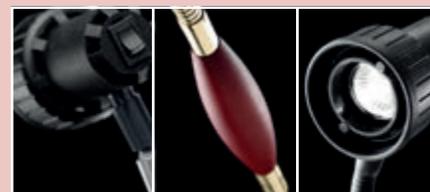
Highest Performance LED



This is our most versatile range in its newest 3,500k low energy, high performance LED incarnation. It runs cool to the touch and is dimmable. The range includes Varifocus featuring adjustable beam width and intensity.

Classic

The Uprated Original



These lights are at their best in an otherwise darkened room where you want to read on your own without disturbing others. The narrow new concentrated 3,500k LED beam is ideal for a book at bedtime.

Call FREE 0800 028 1890 - www.seriousreaders.com

Serious numbers



250,000

of a British designed, hand-made and purpose-built Serious Light.

350



independent opticians recommend us.

63



countries to which Serious Lights have been shipped.

007



and Jason Bourne have been seen with Serious Lights.

1



pair of eyes to look after.

100



customer service rating.

30

risk free days to try one at home

5

year

guarantee



Zero

risk or hassle to trial a light in your reading space.

98



readers in every 100 who try a Serious Light prefer to keep it.

22

p max per day

investment in your eyes secures our top of the range light.

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Serious Readers
Chapel Offices
Bierton
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HP22 5DW
Great Britain

+44(0)1296 390390
www.seriousreaders.com