

Free Accessory Pack

Worth over £100

See inside...



serious lights for serious readers

“ I never thought it would do what it does, as I have had many lamps but this one is different. I was quite amazed. It is not like ordinary lights and I have never had something that has pleased me this much. ”

Mrs Cook
Lincoln

Serious Readers
Chapel Offices
Bierton
Bucks
HP22 5DW
Great Britain

0800 028 1890

www.seriousreaders.com



Serious Lights

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

See in High Definition

Discern breathtaking detail and vivid colours that your eyes will adore

Powerful Performance

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

Light Matters

Do you sometimes find detail a little more difficult to see these days?

Perhaps colours don't seem as vibrant as before?

As our eyes age they crave more and better light. From forty, you will have begun to notice a marked deterioration in your visual clarity, which becomes increasingly frustrating with time.

By the age of sixty only about a third of the available light will be reaching the back of your eye as compared to your younger self. In addition, presbyopia or 'aging eye' is the loss of elasticity of the eye lens and makes focussing much tougher.

The natural aging process will not stop, so there seems little point in waiting to restore your lost vision.

Act now to get it back by shedding a better light.

**Free Accessory Pack
worth over £100**

to claim quote

RJ01G

when ordering

see page 35 for details...



Are your eyes yearning for brighter and better light?

Why get Serious?

Everything we see is light. Without it there can be no sight. But all lights are not the same. From the bleakest depths of the ocean to the darkest reaches of space, wherever quality of light makes a life changing difference, Serious is there.

We all have the option to see things as they really are right now. Why wait any longer to see the intricate details and vibrant colours of life's rich tapestry?

Alex

Alex Pratt OBE
Founder

p.s. For a limited period you can claim a FREE Accessory Pack worth over £100. See page 35 for details.



Alex Pratt OBE - a lifetime spent perfecting the ultimate reading light

The Professionals

When lives are at stake, those in the know turn to Serious for absolute clarity. Serious lights illuminate space craft, provide reassurance on the bridges of RNLI lifeboats, and shine unfailing light on instrument panels in air traffic control towers. Whether drawing out the finest of microscopic detail in forensic science laboratories, or delivering life-saving surgical clarity in operating theatres, Serious is the light of choice.

Equally, when ultimate clarity and true colour is all that matters, Serious is there. For over a quarter of a century we have been building the lights used to hand sew the luxurious soft leather seats in a Bentley, study ancient artefacts at the British Museum, and showcase master artworks in the Musée d'Orsay, Guggenheim and Van Gogh Museums.

Isn't your quality of life worth the investment?



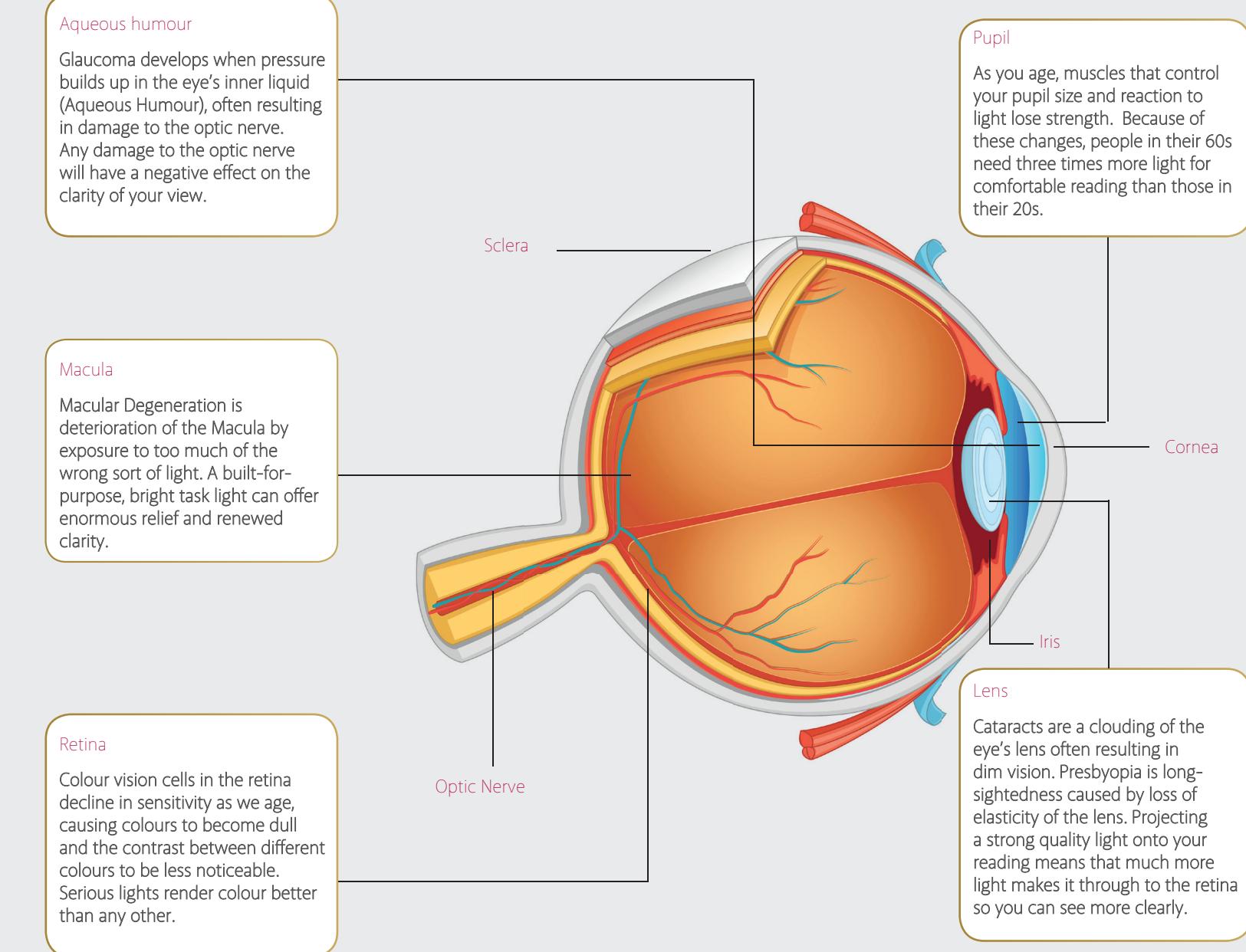
Bentley leather - stitched, shaped and finished by hand under Serious lights.

The Science of the Older Eye

Our eyes are the gateway to the world. Depressingly, science confirms that even healthy eyes suffer natural deterioration with age. You may have noticed things becoming somehow blurred and dim, detail less defined? Age-related conditions also take their toll. Macular degeneration, cataracts, presbyopia, glaucoma - all of them can darken our world and prevent us enjoying a range of activities dependent on clear sight.

While there is no substitute for a professional eye examination, bathing the right part of your eye in the right kind of light can make a dramatic difference. Serious lights unexpectedly brighten life for owners throughout the world, with or without prescription lenses, and many owners tell us they wish they had bought one years earlier.

Why wait to emerge from the darkness?



Those who know and understand the eye, recognise the life-changing difference the right kind of light can make.

Over 400 independent Ophthalmologists agree that Serious lights relieve the incredibly frustrating symptoms of eye strain, either in conjunction with a change to your prescription lenses or without.

If you've read this far you must see the possibilities. It makes no sense to wait to regain the intricate details and vibrant colours of life's rich tapestry? Why not try one for yourself at home and see what all the fuss is about?

What have you got to lose?

“I can recommend Serious Readers to my patients with complete confidence **”**

Sue Martynski
BSc (Hons) MCOptom,
Adlam & Coomber Optometrists



O
VER
FOUR
HUNDRED
OPTICIANS
CANNOT BE WRONG

Three Serious Ranges

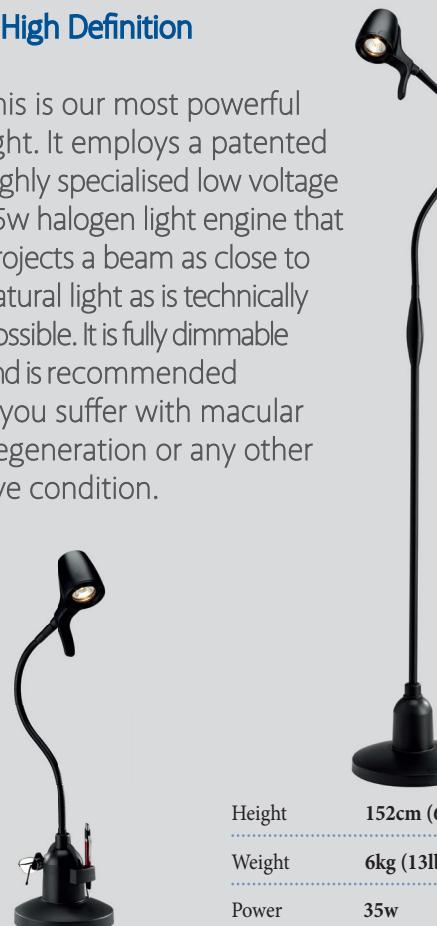
These days we spend more of our time inside our homes under artificial light, coping with adverse effects such as eye strain, headaches and tiredness. A great reading light will provide instant relief. It will bathe your page with all of its soothing light, and it will adjust easily and stay where you direct it. All of which will allow you to read in more comfort.

The three Serious ranges each perform specific roles, but have been designed in the instantly recognisable Serious style, so you can select different models for specific needs at different locations in your home.



1. High Definition

This is our most powerful light. It employs a patented highly specialised 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 any other eye condition.



Height	71cm (28")	Colour Temp	3,500k
Weight	4.5kg (10lbs)	Lux@50cm	4,500lx

2. Alex

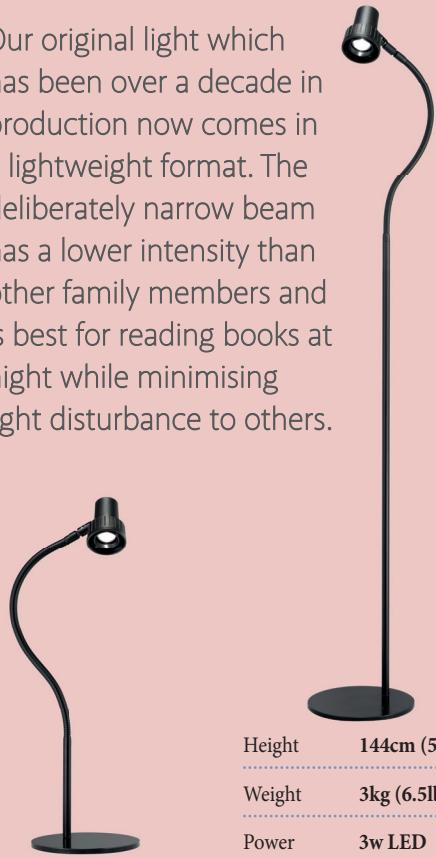
The Alex Light is named after our Founder himself and projects a brighter beam in a wider pattern than the Classic Light. It uses state of the art LED technology to project a cool, long-life, energy-efficient, high intensity beam to support your vision.



Height	68cm (27")	Kelvin	3,500k
Weight	2.2kg (5lbs)	Lux@50cm	2,600lx

3. Classic

Our original light which has been over a decade in production now comes in a lightweight format. The deliberately narrow beam has a lower intensity than other family members and is best for reading books at night while minimising light disturbance to others.



Height	68cm (27")	Kelvin	4,000k
Weight	2.2kg (5lbs)	Lux@50cm	2,200lx

An Accent for Every Setting

No two rooms are the same. To provide you with a style option to compliment your favourite reading space, we offer three superior quality finishes. Which would suit your room the best?

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 heavyweight floor models adds a final flourish, making this combination a perfect match for the more traditional space.



Choose a high quality accent to suit your room

Range One: High Definition Heavyweight

The Mind

Touched by more than 70 highly trained hands during construction from over 100 bespoke components, each Serious Light is carefully crafted in minute detail. Slow-start circuitry protects the bulb and lengthens its life. Nothing is an accident or left to chance.

The Body

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

The Soul

So many products these days look the part on paper but prove a let-down in the flesh. Not this time. No other light helps your eyes to see more clearly.

Personal Touch

Complement your room with one of three arm accents: Black, Nickel or Brass.

The Heavyweight Base

Deliberately heavy, its job is to plant your light firmly on the ground and allow single-handed stable operation.



Seeing in High Definition

If you care about seeing the detail and richness of what you view and want to suffer less eyestrain, you will love this light.



Full Control

Dimmable, a flexible gooseneck arm, and rotating swivel joints mean you can set the light up just for you so it takes the strain, not your eyes.

Truly Special

This is no ordinary lamp. It has a colour rendering index of a near perfect 99; bettered only by the sun itself.

High Intensity

Unlike multi-directional lamps the Serious design focuses all of its colour corrected light onto your page making it many times brighter than traditional lights.

Range One: High Definition Heavyweight

Closest to natural light

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

Closest to natural light

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.

See better. Feel Better

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

High Definition		Heavyweight
Floor	£399.99	Table £349.99
Black	810001	Black 830001
Nickel	810021	Nickel 830021
Brass	812011	Brass 830011

Free Accessory Pack worth over £100

when you purchase
your first serious light

see page 35 for details...



Call FREE 0800 028 1890 - www.seriousreaders.com

Range One: High Definition Heavyweight

Quite simply the best we make

Featuring bespoke Daylight Wavelength Technology™, High Definition Lights offer the closest light to daylight that we can create. They are the best light in our range for anyone who struggles to see or who may suffer from an eye condition like macular degeneration, cataracts or glaucoma.

The High Definition lights featured here are in the deliberately heavyweight format which plants itself firmly in place for single handed operation. In addition, the table heavyweight lights are supplied with a removable space-saving pen and spectacles holder.

All High Definition Lights are equipped with an intuitive dimming function, and hidden slow-start electronic circuitry protects the bulb and lengthens its life.

High Definition		Heavyweight
Floor	£399.99	
Black	810001	
Nickel	810021	
Brass	812011	
		Table £349.99
		Black 830001
		Nickel 830021
		Brass 830011

Free Accessory Pack worth over £100

when you purchase
your first serious light

see page 35 for details...

“ 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. ”



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Four Key Questions

What will I notice?

Because everything we see is dependent on light, the better your light, the better your view. Why not see what you have been missing?

“ For reading, this light is better than daylight ”

Mrs Watkins London

Will it work for me?

Only you can work that one out. 98 out of every 100 people who try a Serious light keep it. Try one for yourself and see how much your eyes prefer it.

“ No more tired eyes at the end of the day ”

Mr Smith West Lothian

Are they really better?

All reading lights are not the same. Only a Serious light replicates the daylight spectrum this way, your eyes will love it more than any other lamp.

“ It actually lives up to the promise ”

Mrs Lindsay Somerset

Are they worth the money?

You get a high performance light designed to make a huge difference and can enjoy the massive benefits for just a few pence per day over the life of the light.

“ As they say, you get what you pay for ”

Mr Markland Yorkshire



presumably held a traffic signal. ‘Look in it and there’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 precautions. Some instinct was telling him to beware.
He watched Hamid turn the car and disappear, then 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 building 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 dock, he was sure he was not being watched, he turned his back to the lorry and stripped his clothes, having to

himself feet first into the water. The surface was slick with rainbows of spilt fuel and gave off the sweet, choking fumes of diesel. Bond emptied his lungs, duck-dived, and dove himself downward.
Opening his eyes, he could see the great metal legs 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, looking for a way in. The natural undulations of the sea floor, particularly so close to the shore, must surely mean that there would be a gap. It was likely he thought, that the building was open at the bottom, though he would take him too long to swim through to the interior, having to

been underwater for nearly a minute, and 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, discarding seaweed and cloud.

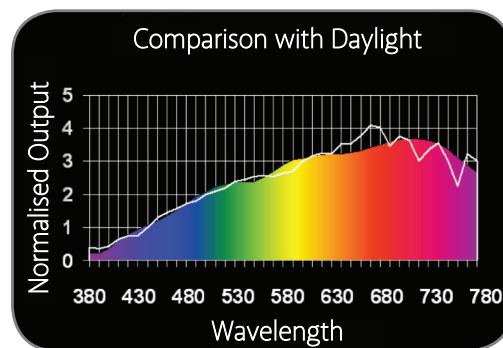
98 in every 100 readers love and keep their light

Daylight Wavelength Technology™

There is nothing quite like daylight – we've all experienced the urge to move closer to a window to see better. Serious lights replicate aspects of natural daylight for which our tired eyes yearn.

Good lighting is not a question of brightness alone. What really makes the difference is projecting a spectral power distribution akin to natural light. Colour Rendering Index (CRI) is a measure of natural light simulation, with 100 considered perfect. Our High Definition lights project a CRI of 99, making them the best for seeing colours in their true light.

Imagine seeing crisp contrast, vibrant colours and breath-taking detail again.



The colour illustrates the make-up of natural light. The white line shows how close our High Definition Light gets to it.



Daylight Wavelength Technology™ is bespoke to Serious lights

Range Two: The Alex Lightweight

High performance. Low energy.

If you prefer to trade a slightly less perfect light beam for a low heat, improved energy efficiency solution, the Alex Light will deliver just what you need and at a lower cost than his High Definition sister.

All the light. Half the weight

The latest high-performance 3,500k LED with a Colour Rendering Index (CRI) of 96 out of a possible 100 maximum means you can give your eyes the help they need to read small print for longer, using just 5w of power in the process.

See More Clearly.

- CRI of 96
- Fully dimmable
- Ultra energy-efficient
- Half the weight

The Alex Lightweight Lightweight	
Floor £299.99	Table £249.99
Black 110034 Black	Black 130034 Black
Nickel 110036 Nickel	Nickel 130036 Nickel
Brass 110035 Brass	Brass 130035 Brass

Free Accessory Pack worth over £100

when you purchase
your first serious light
see page 35 for details...



Call FREE 0800 028 1890 - www.seriousreaders.com

NEW
white & nickel

Range Two: The Alex Lightweight

The latest addition to our range

The Alex range is offered in a wider array than our other two main ranges. In this brochure we are pleased to be able to offer our latest addition – the stunning new white model with nickel accent.

With the recent advances in LED technology, this is our chosen light source for the Alex range, due to the quality of light, its energy efficiency and because it runs cool to the touch. The bulbs should also last for many years.

As with all our lights, the Alex is hand-built in Great Britain and carries the reassurance of a 5 year warranty.

The Alex L ightweight	
Floor £299.99	Table £249.99
White 110046	White 130046

Free Accessory Pack worth over £100

when you purchase
your first serious light

see page 35 for details...



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The Serious Community

More than 250,000 Serious lights are owned by Serious fans in 63 countries worldwide. Many own multiple lamps, making light work of a wide variety of activities and pastimes. The Serious family includes members of the Royal Family, MPs, judges, professors, actors, doctors and a host of other well-read minds.

Reasons for joining the Serious family vary and are unique to each person.

Busy professionals often decide that being able to see clearly is just too important to get wrong. Others with time on their hands feel they owe it to their eyes to invest in the best.

Many give the gift of clarity to someone they love as the ultimate "thank you" gift.

Whatever prompts you to order, 98% of those who experience the brilliant impact of a Serious light decide to keep it.

Why not brighten up your own life by giving one a go yourself risk-free for 30 days?



More than 250,000 Serious lights brighten life for fans in over 60 countries

Brighter by Design

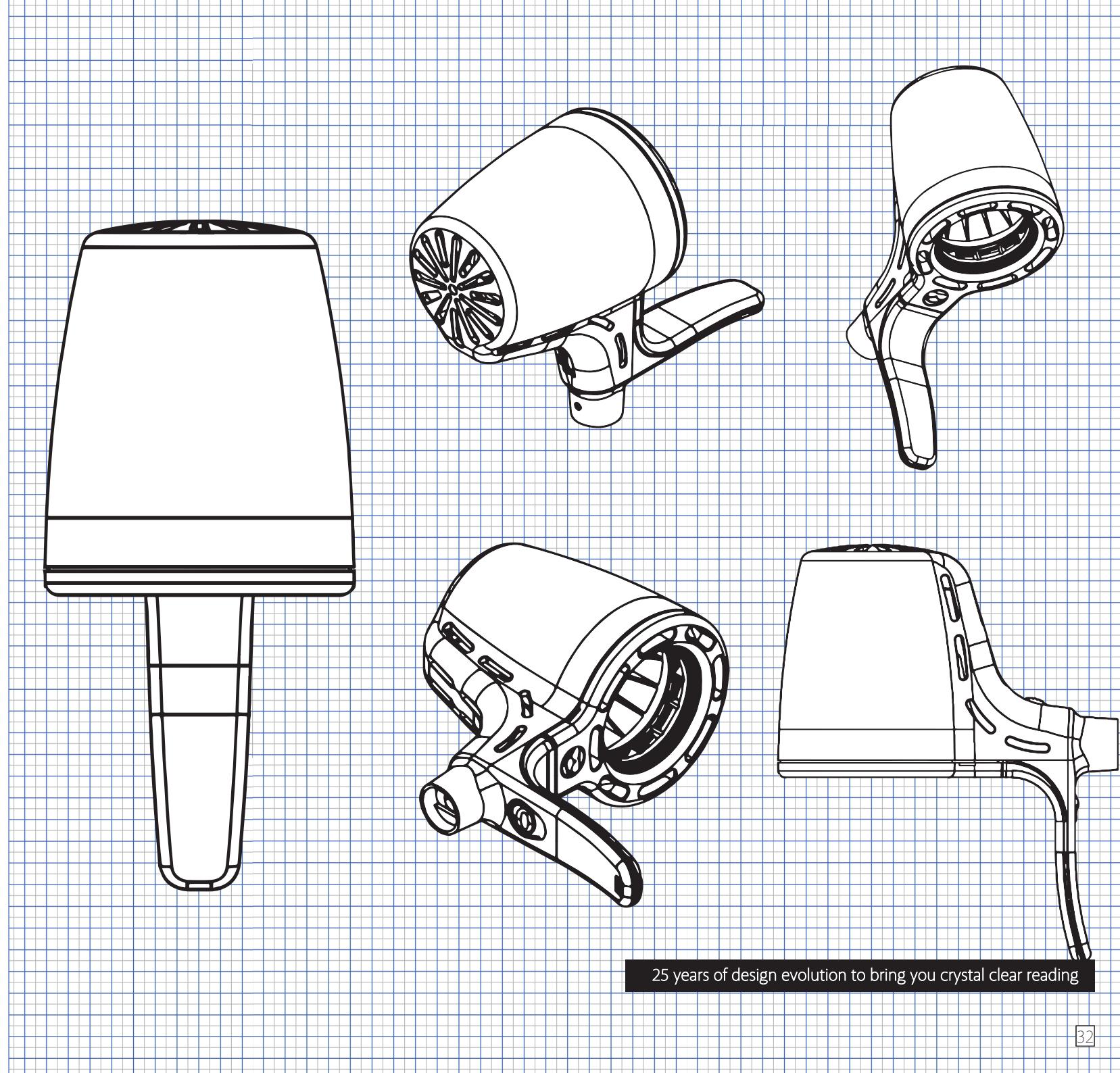
All reading lights are not the same. Every aspect of the Serious experience has been designed with the discerning reader in mind. You will instantly notice the difference.

To start with, to make your life as easy as possible, your light will arrive fully assembled and ready to use. Simply plug in and enjoy.

Making the most of your light couldn't be easier. 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 you want to concentrate for longer. This is also why the arms on Serious lights bend easily to your required position.

For your complete peace of mind, all the Serious lights featured in this brochure have integrated low voltage design for added safety and improved efficiency.



25 years of design evolution to bring you crystal clear reading

Range Three: Classic Lightweight

Deliberately Narrow Beam

The light that started it all, now in our lighter, shorter lightweight format was designed to be less intense than our other lights, with a deliberately narrow beam pattern. It is ideal for reading in bed; books in particular.

What you will notice

The latest incarnation of this purpose-built reading tool is half the weight of the original. It is perfect for nocturnal bibliophiles with partners who prefer to sleep. All of the focused 4,000k LED light beam is directed onto your page, not around the room.

See More Clearly

- Deliberately Narrow Beam
- Consumes Only 3w
- Designed for Bedside Tables
- Easy to Lift and Move

Classic Lightweight	
Floor £199.99	Table £149.99
Black 171001	Black 161001
Nickel 171003	Nickel 161003
Brass 171002	Brass 161002

Free Accessory Pack worth over £100

when you purchase
your first serious light
see page 35 for details...



Image shows Brass Accent Finish (Left) and Nickel (Right)

Your Free Accessory Pack *
Worth over £100



RRP
£79.99

- Compact
- Lightweight
- Positioning Swivel
- LED Bulb
- 16" Tall

+



RRP
£12.99

- Hand-held magnifier
- Pull to illuminate
- Batteries included
- 5" Long

+



RRP
£8.99

- Cable tidy
- Soft rubber
- No spaghetti!
- 3.5" Diameter

If ordering online don't forget
to enter the following
code at checkout.

RJ01G



Built to last in Great Britain

Three Easy Ways to Order



Complete your Personal Order Form on the reverse of your letter (FREEPOST address)



Call FREE on **0800 028 1890** quoting **RJ01G**
(8.30-5.30 Mon-Fri)



Visit www.seriousreaders.com and enter
RJ01G at the checkout to claim your Free
Accessory Pack

Remember to quote **RJ01G** for your FREE Accessory Pack.

Not to be used in conjunction with any other offers

Please note: Postage and packing is **£9.95** for UK
and overseas deliveries.

For peace of mind



You start with a 30 day in-home risk-free trial. If you're not totally happy with your light we will refund the full amount and will come and will collect from any UK Mainland address.



All Serious lights are built by hand in Great Britain and delivered fully assembled. No flat pack misery. No tools needed. Just plug them in and read without delay.



Decide to keep your Serious light, and you will be covered by a 5 year no quibble guarantee.



Try one in your own home risk-free for 30 days