"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
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.

Receive a FREE Compact Light with any serious light order

Worth £150. See page 35
Quote the code below by phone or at checkout if ordering online

Your Promotion Code:

RJ01K
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 Pratt OBE
Founder

p.s. For a limited period you can claim a FREE Serious Compact Light worth £150. See page 35 for details.
The Professionals

When lives are at stake, those in the know turn to Serious for absolute clarity. Serious lights illuminate spacecraft, 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?
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?

Aqueous humour
Glaucoma develops when pressure builds up in the eye’s inner liquid (Aqueous Humour), often resulting in damage to the optic nerve. Any damage to the optic nerve will have a negative effect on the clarity of your view.

Macula
Macular Degeneration is deterioration of the Macula by exposure to too much of the wrong sort of light. A built-for-purpose, bright task light can offer enormous relief and renewed clarity.

Retina
Colour vision cells in the retina decline in sensitivity as we age, causing colours to become dull and the contrast between different colours to be less noticeable. Serious lights render colour better than any other.

Pupil
As you age, muscles that control your pupil size and reaction to light lose strength. Because of these changes, people in their 60s need three times more light for comfortable reading than those in their 20s.

Cataracts are a clouding of the eye’s lens often resulting in dim vision. Presbyopia is long-sightedness caused by loss of elasticity of the lens. Projecting a strong quality light onto your reading means that much more light makes it through to the retina so you can see more clearly.
Eye Care Experts

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

OVER
FOUR
HUNDRED
OPTICIANS
CANNOT BE WRONG
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.
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.
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: The Best

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 152cm (60”)
Weight 6kg (13lbs)
Power 35w
Bulb life 4,000hrs
Colour Temp 3,500k
Lux@50cm 4,500lx

2. The Alex: Mid-Range

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 152cm (60”)
Weight 6kg (13lbs)
Power 5w LED
Bulb life 25,000hrs
Kelvin 3,500k
Lux@50cm 2,600lx

3. Classic Lightweight: Entry Level

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 71cm (28”)
Weight 4.5kg (10lbs)

Receive a FREE Compact Light with any serious light order

Worth £150. See page 35. Quote RJ01K by phone or at checkout if ordering online
An Accent for Every Setting

No two rooms are the same. To provide you with a style option to complement 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
1. High Definition: The Best

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.
1. High Definition: The Best

Closest 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.

See better. Feel Better
☑ Most powerful model
☑ Breath-taking detail
☑ See colours in a true light
☑ Fully dimmable

High Definition

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<th>Floor</th>
<th>£399.99</th>
<th>Table</th>
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<tr>
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<td>Brass</td>
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Call FREE 0800 032 9366 - www.seriousreaders.com
1. High Definition: The Best

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.

“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.”

Call FREE 0800 032 9366 - www.seriousreaders.com
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
2. Alex Lightweight: Mid-Range

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

### Alex Lightweight

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<td>Black Brass</td>
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FREE Compact Light Worth £150 see page 35

Call FREE 0800 032 9366 - www.seriousreaders.com
2. Alex Lightweight: Mid-Range

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.

Alex Lightweight

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<td>White 130046</td>
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FREE Compact Light Worth £150
see page 35
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?
3. Classic Lightweight: Entry Level

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

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<th>Classic Lightweight</th>
<th>Floor £199.99</th>
<th>Table £149.99</th>
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<td>Brass</td>
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Your Free Serious Compact Light*

- Optimised 3,500k light beam
- 5x brighter than a 60w filament bulb
- Energy efficient 5w light engine
- Slimline 5 inch base

Small but powerful
Just 45cm tall and with a 12cm diameter base, the compact light is the perfect Reading companion when space is at a premium.

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<tr>
<th>Feature</th>
<th>Specification</th>
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<tbody>
<tr>
<td>Bulb</td>
<td>5w (LED)</td>
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<tr>
<td>Height</td>
<td>45cm (18&quot;)</td>
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<tr>
<td>Dimmable</td>
<td>No</td>
</tr>
<tr>
<td>Weight</td>
<td>1.5kg (3lbs)</td>
</tr>
<tr>
<td>Base Diameter</td>
<td>15cm (5&quot;)</td>
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<tr>
<td>Cable Length</td>
<td>3m (10 feet)</td>
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If ordering online don’t forget to enter the following code at checkout.

RJ01K

*FREE whilst stocks last when you purchase a Serious Light. Don’t miss out.
Three Easy Ways to Order

1. Complete your Personal Order Form on the reverse of your letter (FREEPOST address)
2. Call FREE on 0800 032 9366 quoting RJ01K (8.30-5.30 Mon-Fri)
3. Visit www.seriousreaders.com and enter RJ01K at the checkout to claim your Free Compact Light

Remember to quote RJ01K for your FREE Compact Light.

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