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HELLA REDEFINES ENTERTAINMENT LIGHTING WITH APELO

Hella marine enters the underwater entertainment light market with Apelo, a line of surface-mount LED lamps incorporating optical intelligence and robotic manufacturing for superior marine lighting brilliance. Apelo comes in models producing 1,800 or 3,000 lumens of blazing blue/white or RGB light, and marks the debut of Hella's innovative Edge Light technology. Backed by an industry-leading 5-year warranty, Apelo can be relied on to set the perfect dockside mood, boost the party vibe or attract the next trophy catch.

Apelo lamps are designed, engineered and robotically manufactured in Hella's New Zealand facility to the same exacting quality standards as its lighting for high-performance carmakers. In the hand, the unprecedented fit and finish of these 3-3/4" lights are impressive. Engineered for absolute waterproof reliability, Apelo lamps are completely sealed to IP68 and IP69 levels, are electronically protected and can be run out of the water.

A high-strength, UV-resistant Grilamid lens delivers exceptional transparency and durability. Hella's unique Optical Intelligence focuses the asymmetrical light pattern efficiently below the waterline in a narrow vertical angle for a spectacular effect.

The Apelo A1 is perfect for small- to mid-sized boats up to 40'. Delivering an impressive 1,800 lumens, it's available in an intense blue/white combination that draws a mere 20W or RGB model that uses only 15W. Offered with a white or charcoal front, it has a durable corrosion-resistant black thermal polymer housing.

For even more output, the Apelo A2 delivers an impressive 3,000 lumens with its choice of blue/white or RGB models in a black marine-grade aluminum housing with a charcoal front. The blue/white version includes a "fishing mode" strobe effect setting.

In the Apelo A2 lamp, Hella marine debuts its innovative Edge Light technology—distinctive glowing signatures of elegant illumination bordering the lamp front. Edge Light mode floods the stern in pure white as both utility and accent lighting. It's especially attractive and useful when the boat is on its trailer. On the RGB model, Edge Light can be used simultaneously with the lamp's center LEDs. Intended for boats up to 60', both Apelo A2 models draw less than 30W; in Edge Light mode only 3W.

Compact at only 3-3/4" in diameter and less than 1" high, Apelo A1 and A2 fixtures install easily with Hella's robust surface mounting system. Unlike some underwater lights that require a large cutout, they need only a 5/8" center and three screw holes.

The color of RGB lamps can be selected using virtually any controller, including many networked multifunction devices. Prewired with just over 8' of multi-core marine cable, they feature Multivolt technology for spike-protection to +500V and reverse polarity to -700V. Apelo lamps are electromagnetic compatible to suppress potential interference with radios, navigation and other onboard electronic devices. A video is at bit.ly/HellaApelo.

Matching Hella marine's commitment to the environment, Apelo packaging is 100% recycled material. The A1 Apelo underwater light starts at \$199; the A2 version, \$269.

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Editor's note: See Hella marine's innovative Apelo line at IBEX, September 28-30, Tampa, Florida, booth 3-1825.