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"With MOLIS, Hella now leads the industry in the development of modular lighting systems," said Joe Borruso, president and CEO of Hella North America. "Lighting often is a signature vehicle-design feature and MOLIS provides engineers with additional flexibility in designing both exterior and interior lighting systems."

In a MOLIS system, LED mini-lamps can be positioned in strips of different lengths or contours to create a distinctive appearance. Each Hella mini-lamp is 44 mm long by 10 mm wide by 20 mm deep and is available in a variety of shapes.

Hella's LED lamps direct light through a series of special geometric structures that deflect the light to micro lenses at the rear surface of the lamp element. The micro-lenses beam light outward in the desired direction. The mini-lamp's array of reflecting structures, called a Total Internal Reflection (TIR), creates an indirect lighting system that conceals lamp componentry that often is visible to consumers. Designers are turning to indirect lighting to enhance the overall appearance of their lighting systems.

"Light intensity in a MOLIS system is determined by the type of LED and the number of lamps used in the configuration," Jason Bonin, Hella North America's vice president of Lighting Technology, explained. "MOLIS LEDs are able to generate the same intensity with fewer LEDs than comparable lamps that use conventional LED technology, making them more energy efficient as well."

The 20 mm depth of the MOLIS mini-lamp also helps reduce or eliminate the need to cut deep openings in a vehicle's sheet metal, reducing sheet-metal manufacturing costs and increasing structural rigidity.



Borruso noted that MOLIS lights already have been designed and successfully tested as center high-mounted brake lights and as combination rear lights. MOLIS systems also are being considered for interior lighting.

He said MOLIS systems are expected to debut on production vehicles in 2003.

Hella is a tier one supplier of lighting, electronic equipment, sensors and complete vehicle front-end modules to the auto industry. Hella North America and its parent company, Hella KG Hueck & Company, have 22,990 employees at more than 54 manufacturing facilities, production subsidiaries and joint venture companies throughout the world. The company supplies all of the world's leading auto manufacturers.

Worldwide consolidated sales for Hella during the company's 2000-2001 fiscal year grew to more than \$2.53 billion. Additional information about the company is available on the Internet at <http://www.hella.com>.

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