



FREE COMPACT LIGHT
WORTH £150

WITH ANY SERIOUS LIGHT ORDER

For a limited time, you can receive a Serious Compact Light free with your High Definition, Alex or Classic Light.

The Serious Compact Light punches out an intense cool white light to support your vision. The ultraportable design of the light makes it ideal for fitting into tight spaces.

You'll also benefit from a 30 day risk-free trial, meaning you can try your lights at home and make sure they are right for your eyes. If not, we will collect them at our cost and refund you every penny.

All High Definition, Alex and Classic Lights are hand-built in the UK. Simply unpack your light, plug it in, and you're ready to start reading.

0800 028 1890
seriousreaders.com



Serious Readers
Chapel of Light
Bierton, Bucks
HP22 5DW.
Great Britain



RJ01P

Exclusive Offer
Free Compact Light
Worth £150



NEW



light up your
life indoors

30 Day Risk-Free Trial

See the difference for
yourself at home

Fed Up Squinting?

A light to take the
strain away

NEW High Definition

Unique technology that
brings detail alive

We Are Serious

Since making a reading light for my mum who suffered from macular degeneration more than 35 years ago, we have been pioneering progress in technology that brings the benefits of natural light indoors.

Today, over 500,000 Serious Lights are used in more than 80 countries. Individual customers include many doctors, surgeons, MPs, opticians, judges, academics, actors and royalty.

This brochure offers the first opportunity to see our revolutionary new High Definition Light. Boasting industry-leading LED technology and an adjustable beam-width, this is quite simply the best Serious Light we've ever made.

Wherever great talent needs great light, Serious can be found.



Alex Pratt OBE
Founder

*P.S. Try one at home for
30 days risk-free.*

FREE COMPACT LIGHT

WORTH **£150**

Your Offer Code:

RJ01P



A lifetime's quest to create the perfect reading light

Light Up Your Life Indoors

Only light changes how well we can see detail and colour. If you're an avid reader or enjoy an indoor hobby, be that sewing, model-making or playing music, Serious Lights are designed to completely transform your enjoyment in a way you never thought possible.

A Serious Light will light up your life indoors by shining a strong, natural light that helps you to read in comfort and enjoy what you love doing for longer, no matter the ambient conditions.

Key Contents

Why Light Matters P6-7
Choose Your Light P18-19

NEW High Definition Light Upgraded Technology P20-25



Turning the light on is like a ray of sunshine.

Dr Simpson
Somerset



Light up your life indoors with a Serious Light

Why Light Matters

Do you find it difficult to focus on a book for long, or struggle to see detail?

If so, you are not alone. Every day the amount of light reaching the retina drops, and by middle age, we have less than half of it to work with.

Many of us struggle with these problems. We all understand the importance of reading glasses, but few realise that light is a key part of our ability to see detail.

Bad light does more harm than good. It can cause avoidable eyestrain, affect sleeping patterns, and contribute to making existing health conditions worse.

Good light can help you read for hours on end. It can return you to your loved hobbies and help support your well-being.

Light can help you regain the joy of life indoors.



The right light can transform your life indoors

Eye Care Experts

Well over 500 independent opticians choose to recommend Serious Lights for the benefits they provide to their patients.

We recently spoke to Tracey Taylor, a leading optometrist, to ask her why she recommends Serious Lights to her patients.



How long have you been an optometrist?

I have been qualified for 30 years and have had my own practice, Taylor Biddle Opticians in Wolverhampton, for 25 years.



How important is it to have a good light?

A lot of people do not understand the importance of good lighting. I can give my patients the best possible prescription, but unless the lighting is right, they won't get the best vision possible.



How long have you recommended Serious Readers?

We have recommended Serious Readers for many years now. I've got them in every testing room so that I can demonstrate them to the patients. Once I turn the light on, they can really see the difference.

Tracey Taylor

Optometrist BSc (Hons) MCOptom
Taylor Biddle Opticians



LEARN MORE

seriousreaders.com/opticians

Bring Daylight Indoors

Serious Lights* use our own proprietary Daylight Wavelength Technology™ to shed an unsurpassed light beam that mirrors the daylight spectrum as closely as is technically possible.

The newly upgraded High Definition Light deploys our latest cutting-edge technology, developed over the last three years. It uses purple LEDs, a bespoke light engine, an adjustable beam and proprietary electronics to replicate the make-up of daylight.

What this means is that you will be able to see every word and image as though you were reading under a pool of pure, natural light.

Gone are the days of straining to see after sunset. Even small print is crisp and clear, allowing you to read in comfort for hours on end. Colours are rendered accurately, perfect if you sew, paint or love jigsaws.

*High Definition and Alex Lights

LEARN MORE

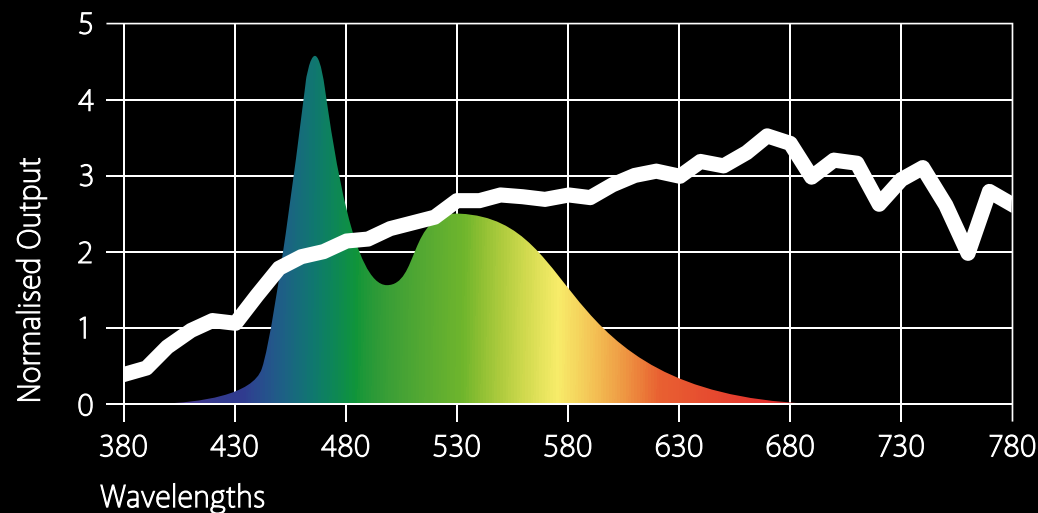
seriousreaders.com/daylight

Standard LEDs project too much blue and not enough red light. This affects visual contrast and colour rendition making it harder for the eye to see detail.

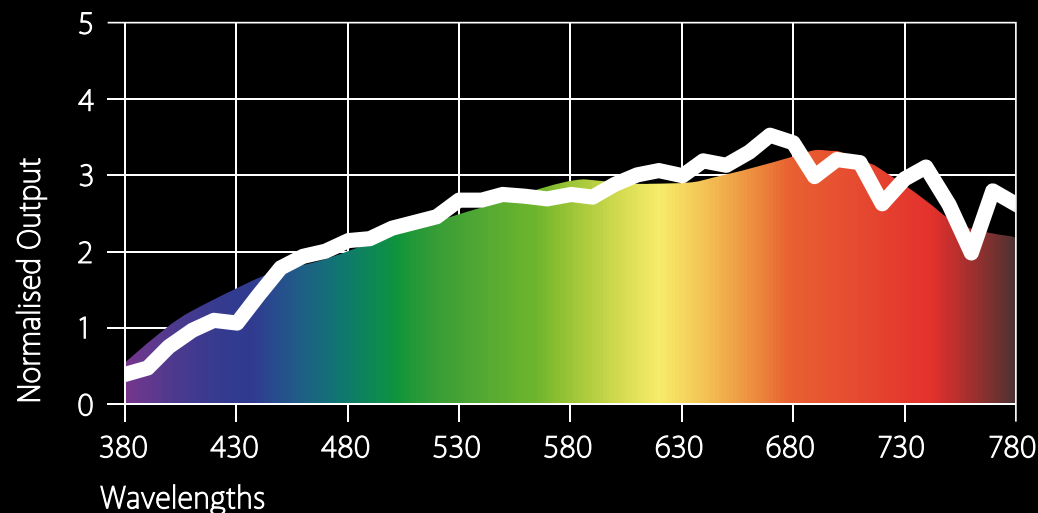
Serious Lights do not suffer from a blue spike and project the full natural light spectrum, allowing you to read in more comfort.

Comparison With Daylight

Standard LED



Serious LED



The white line represents the daylight spectrum

Light And Sight

Light itself is as complex as our eyes, with many variables which all combine to determine the overall effect on our sight and well-being. Here, we explore recent improvements in lighting technology.

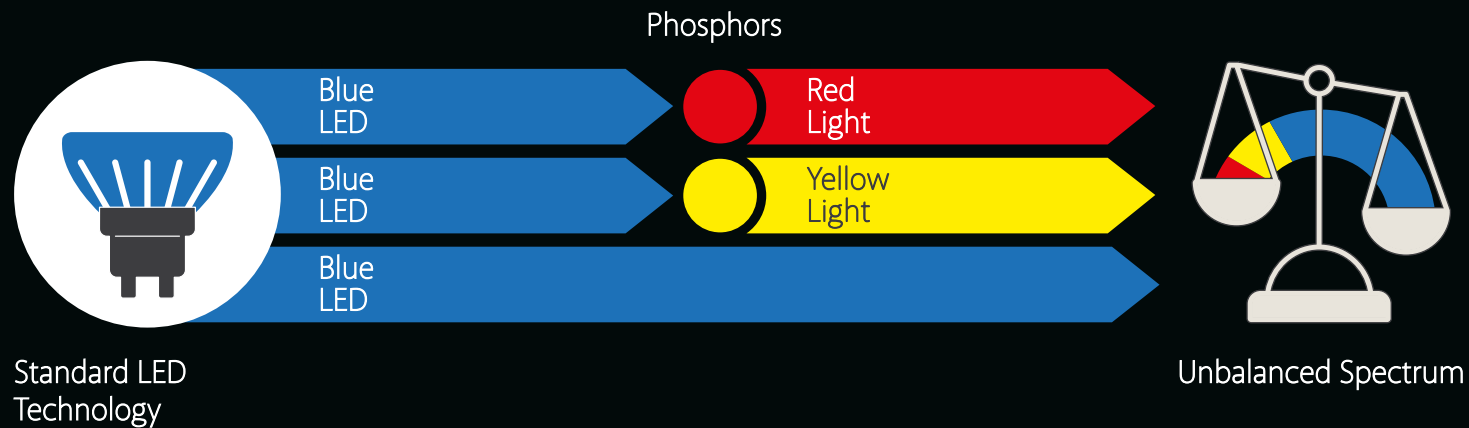
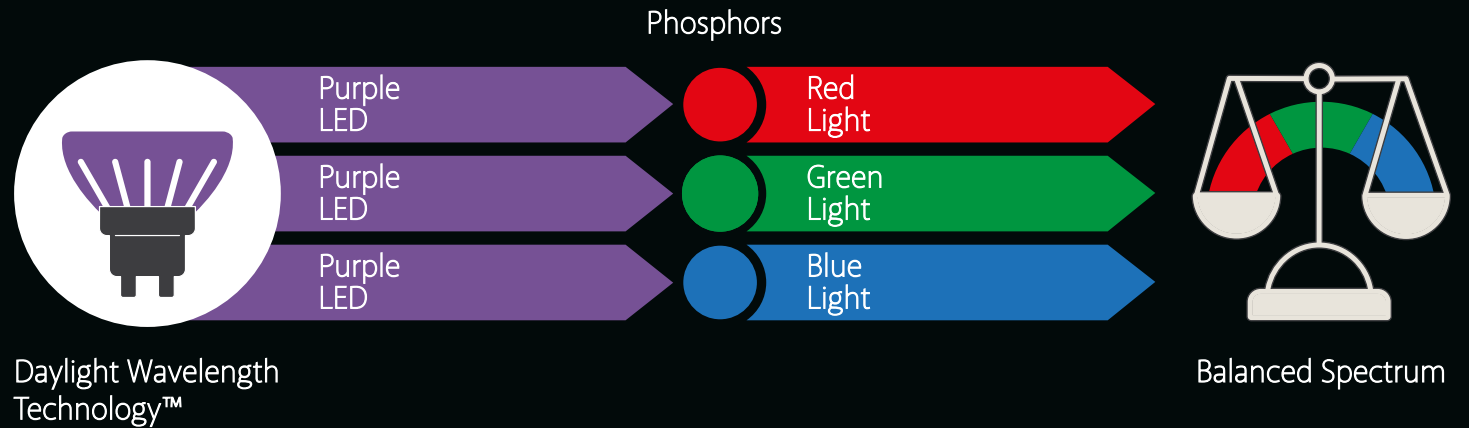
In Focus: LED Technology

In recent years, there has been a rush into LEDs because of their low energy advantages. Many incandescent bulbs have been banned, but low energy lighting has become synonymous with poor lighting that tires the eye.

Standard LEDs are dominated by the blue part of the spectrum, shedding a cold, harsh light, not conducive to placing the visual system at ease.

Thankfully, all LEDs are not the same. Our newly upgraded High Definition Lights benefit from revolutionary new purple LEDs, and go further than ever before to project a comfortable, natural light onto the page.

The purple LED light source is transformed by a coating of highly specialist phosphors to replicate the spectrum. A phosphor is a chemical which is capable of turning one light colour into another.



Light For Your Eyes

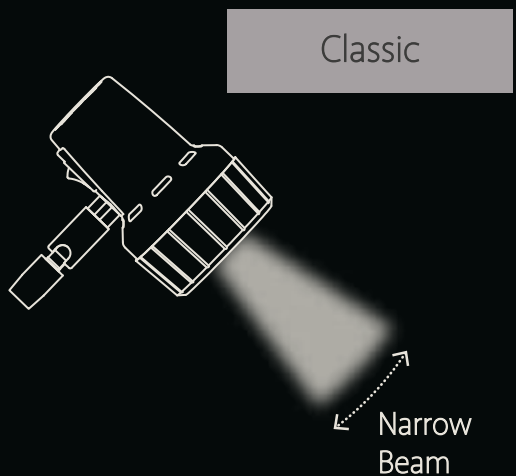
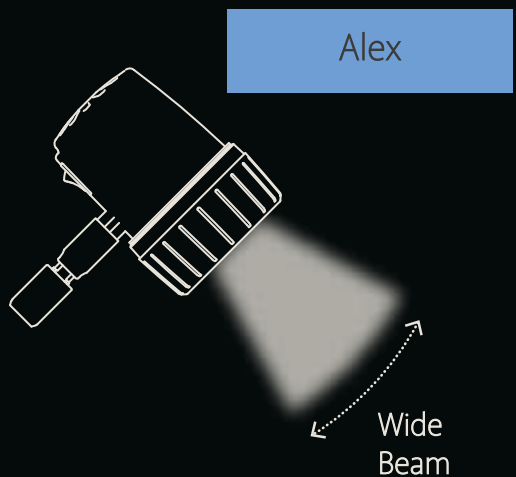
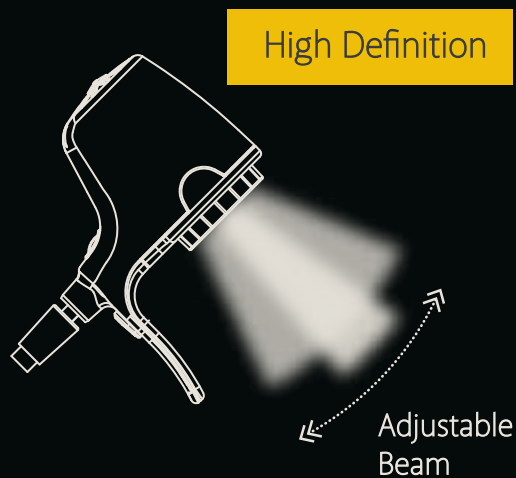
The fidelity of the light spectrum is critical, but it's not the only thing that matters. Here we explore why the shape of the beam itself is an important consideration when picking a reading light.

In Focus: Beam Width

One thing that puts strain on your eyes is continually moving between light and dark. It is important to project a beam that covers the entirety of your reading materials.

If the beam is too narrow, you will have to constantly move your reading materials under the light. Too wide, and you may find the beam causes light disturbance to others.

Each Serious Light range has a different beam width. The Classic Light is narrow-beamed for paperback books. The Alex Light beam is wider and brighter. The newly upgraded High Definition Light has a fully adjustable beam for ultimate control. Switch between the widest beam for newspapers, and a more focussed beam for book reading.



Complete Peace Of Mind

We realise that a Serious Light is a considered purchase. We build lights to transform lives, not to cut costs or to simply look good.

Hand-built in Great Britain

Every Serious Light is hand-built in our factory in Aylesbury, Buckinghamshire and delivered fully assembled, directly to your door. These are serious tools for improved sight.

You will find Serious Lights in all corners of the world working to improve lives relentlessly day in and day out. We are really proud as a British company to be making such a difference to so many people.

Built to Last

Each light is built to order by skilled craftsmen, using only the highest quality parts. Made from over 100 bespoke components, each light is carefully crafted in minute detail. Nothing is an accident or left to chance. This is why we are able to give you a full five-year warranty.

LEARN MORE

seriousreaders.com/handbuilt



Choose Your Perfect Light

Your eyesight is as personal to you as your beliefs and hobbies. The best light for you is therefore the right match for your eyes and what you plan to use it for.

Your Eyes

Do you have any vision concerns or an eye condition like macular degeneration? The age of your eyes makes a big difference to your ability to focus and see colour.

Your Hobbies

If you read newspapers, you will need a wider spread of light than for paperbacks. If you sew or enjoy jigsaws, a light close to daylight will help you to discern different colours.

Your Choice

All Serious Lights are built to the same high standards and carry a five-year warranty. The higher the cost, the more advanced the technology. You can even opt for a cooler or warmer colour temperature beyond the standard specification. *

FREE COMPACT LIGHT

WORTH £150
see page 39

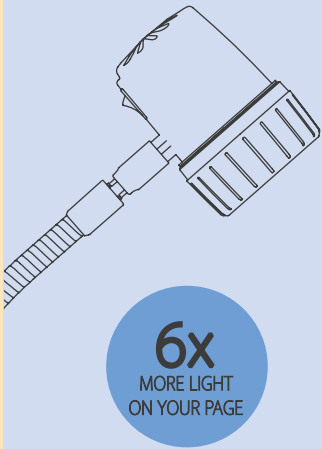
Light range

Use our comparison chart to find the Serious Light that best suits your needs.

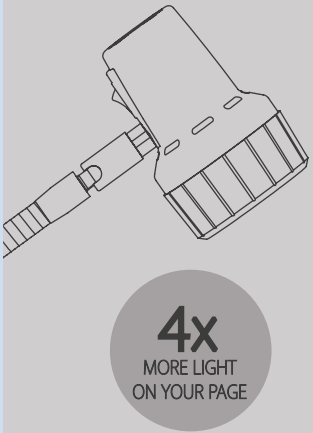
NEW High Definition
The Best



Alex
Mid Range



Classic
Entry Level



Recommended for:

Books



Magazines and Newspapers



Hobbies with Colour



Eye Conditions



Technical details:

Similarity to Daylight

Best

Good

Moderate

Brightness (Lux)

Brightest (4,200-12,000lx)

Bright (3,600lx)

Softer (2,400lx)

Colour Temperature (Kelvin)

White (4,000K)*

White (4,000K)

Warm White (3,500K)

Colour Rendering Index

99/100

98/100

85/100

Bulb Type

LED

LED

LED

Bulb Life Guarantee

5 Years

3 Years

2 Years

Wattage

7.2W

5.5W

5W

Page 20 - 25

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1 High Definition: The Best

NEW

Our designer engineers focus relentlessly on continually improving upon the ultimate personal reading light experience.

Our new upgraded LED High Definition Light is hand-built to order in Great Britain by our own skilled technicians, using over 100 unique components. It is no ordinary light.

Every detail of the user experience has been considered, tested by thousands of users and refined by our engineers. Nothing is an accident or left to chance.

If you're an avid reader or you love to lose yourself in a hobby, this light will enhance the detail and richness of what you see and transform your ability to do what you love in comfort for longer.

*Lightweight base is also available

LEARN MORE

seriousreaders.com/design



Flexible Arm

Stay-put arm is guaranteed for life

Carry Handle

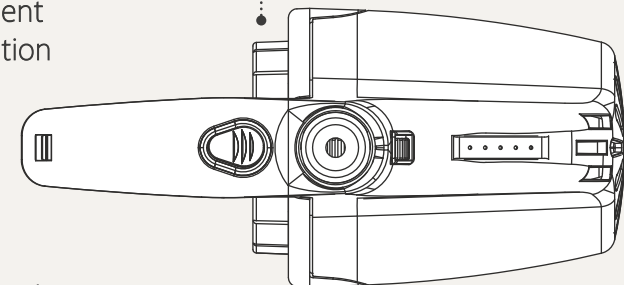
Real-wood handle for moving the light

Heavyweight Base*

Firmly planted base ensures stability

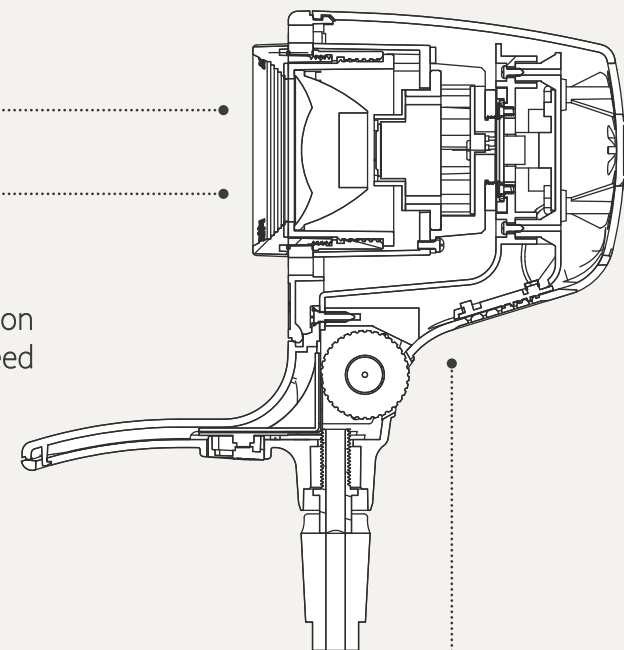
Adjustable Beam

Intuitive beam adjustment gives beam personalisation



Bespoke Technology

Our light sources are used in art galleries to show fine detail and colour

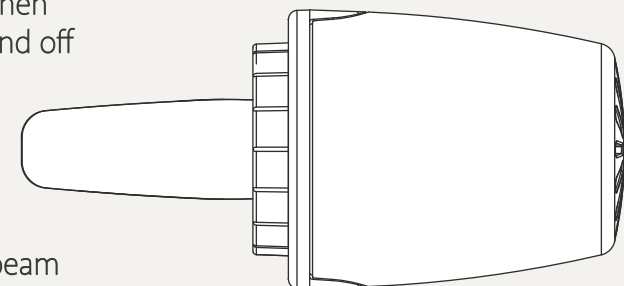


Light Engine

Simulated High Definition Natural Light. Guaranteed for 5 years

Slow-start Circuitry

Avoids tiring the eye when the light is turned on and off



Ergonomic Handle

Helps you direct light beam precisely where you need it

1 High Definition: The Best

NEW

This model stands alone as our best light because its impact on visual acuity is near perfect. Using revolutionary new LED Daylight Wavelength Technology™, the upgraded HD projects a light beam not just closer to daylight than before, but with the added benefits of low heat, low energy and long-life.

We recommend this light if you suffer from any eye condition or enjoy a hobby. The HD is our brightest, most natural light, with full beam control. It is dimmable, has an adjustable light spread, and separate controls on a grab handle for ultimate ease of use.

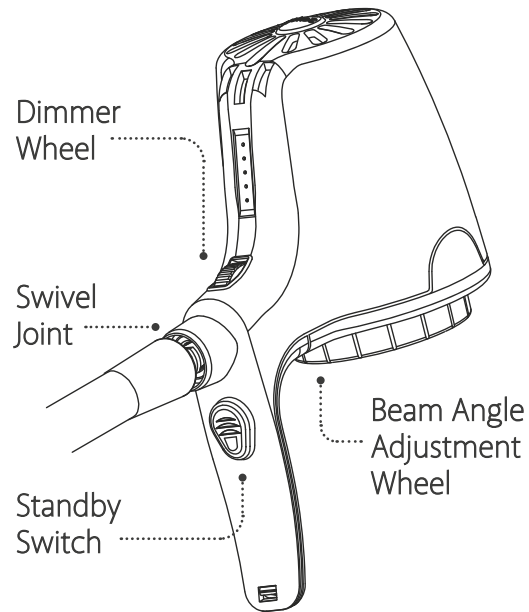
- ✓ Brightest and most natural light
- ✓ Adjustable wide-angle beam
- ✓ Best for eye conditions

FREE COMPACT LIGHT

WORTH £150
see page 39



You're In Control



Everything you need to finely adjust and personalise the lighting conditions to suit you, your eyes and what you are doing.

High Definition Floor Light

£399.99

High Definition Table Light

£349.99

To choose your finish turn to pages 32 and 33.

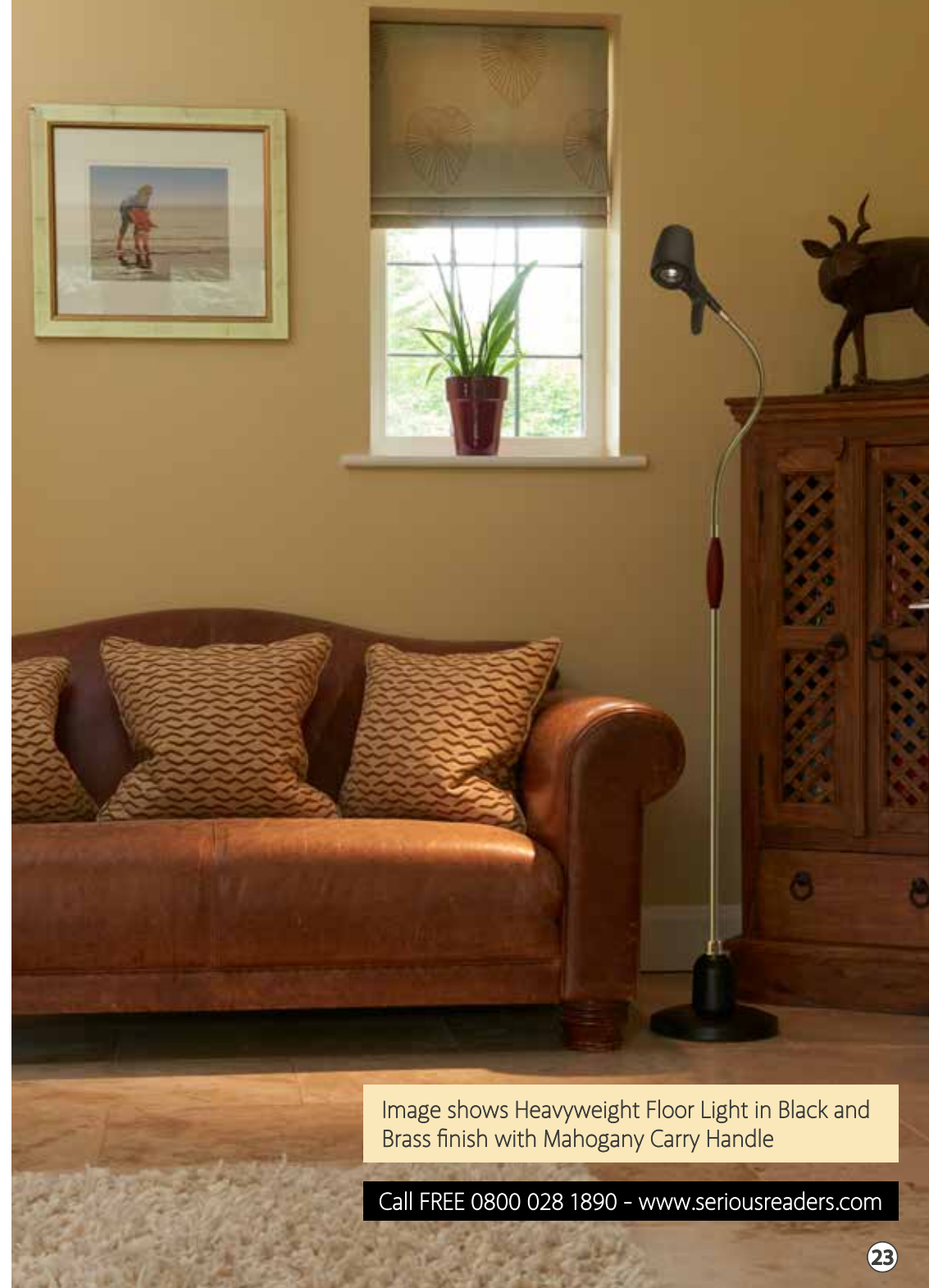


Image shows Heavyweight Floor Light in Black and Brass finish with Mahogany Carry Handle

Call FREE 0800 028 1890 - www.seriousreaders.com

1 High Definition: The Best

NEW

New Features

The newly upgraded High Definition Light is the culmination of decades of focus, dedicated to building the best reading lights in the world. Designed purely with your vision and well-being in mind, for the first time you can now enjoy the combined benefits of high definition light and LEDs.

This is our newest and best light. Our light engineers have referenced years of user-inspired ideas to create the most easy to use Serious Light yet.

Adjustable Beam – From a wide angle soft beam to a narrow, more intense spotlight.

Light Engine – Purple LED technology, specialist phosphors and bespoke electronic innovation.

LED Technology – Cool to the touch. A full five-year warranty. Uses just 7.2W of power.

Intuitive Dimmer – Smooth action dimming wheel and light indicators.

LEARN MORE

seriousreaders.com/newhd



Adjustable Beam



Light Engine



LED Technology



Intuitive Dimmer

Call FREE 0800 028 1890 - www.seriousreaders.com

2 Alex: Mid Range

The Alex is our mid-range light. It is designed to support you when reading most materials by projecting a strong, balanced light beam onto your page.

Benefiting from all the advantages of our LED technology, the Alex runs cool to the touch, uses just 5.5W of power and has a 3-year bulb life guarantee.

This light is suitable for those who love reading, do not suffer from a difficult eye condition, and don't need the additional beam width offered by the HD.

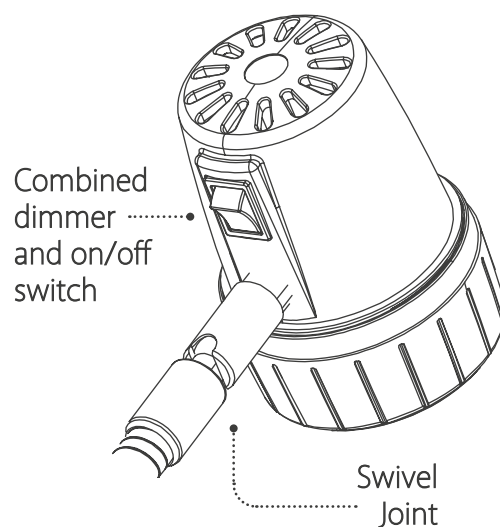
- ✓ Bright, white light
- ✓ Wide light beam
- ✓ Fully dimmable

FREE COMPACT LIGHT

WORTH £150
see page 39



You're In Control



With a quick press of the switch, turn your light on and off. Hold it down to activate the in-built dimmer and adjust the brightness level.

Alex Floor Light

£299.99

Alex Table Light

£249.99

To choose your finish turn to pages 32 and 33.



Image shows Lightweight Floor Light in White finish

Call FREE 0800 028 1890 - www.seriousreaders.com

3 Classic: Entry Level

Our original light is designed to shine less light in a more focussed beam. It is designed for younger eyes and bedside reading.

The deliberately narrow beam is a firm favourite with those blessed with better eyesight in need of a great light for bedside reading. The focussed beam illuminates small books. It also helps minimise light disturbance to others in the same space.

The Classic does not benefit from our Daylight Wavelength Technology™ central to our High Definition and Alex models, but it does benefit from a 2-year bulb life guarantee and the same strong, high-quality build.

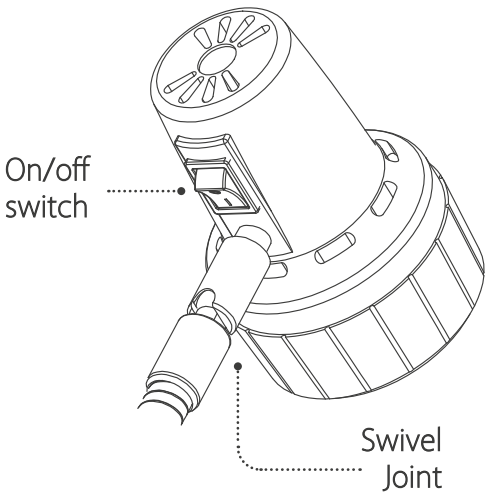
- ✓ Soft, less intense light
- ✓ Narrow beam pattern
- ✓ Non-dimmable

FREE COMPACT LIGHT

WORTH £150
see page 39



You're In Control



The switch is conveniently located on the back of the light head for easy operation.

Classic Floor Light

£199.99

Classic Table Light

£149.99

To choose your finish turn to pages 32 and 33.



Image shows Lightweight Table Light with Black finish

Call FREE 0800 028 1890 - www.seriousreaders.com

Serious Reviews

No one is ever 100% convinced by any sales pitch or marketing hype. This is why we use Feefo, the leading independent online review engine which publishes feedback from genuine customers.

In the past year, our lights and service have both been rated at 99% by our customers. We are proud to have earned the rare Platinum Trusted Merchant status following six straight years of world-class caring about what we do.

The facts speak for themselves: 98 out of every 100 people who try a light and experience its unique benefits love it and keep it.

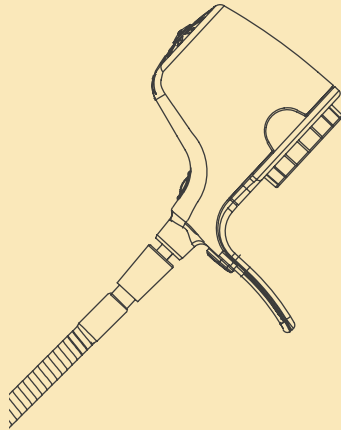
**Platinum
Trusted Service Award**
For consistently
delivering excellence



2020 **feefo**



High Definition The Best



The superb aspect is that I can zoom the light in where I need it.

Mrs Stimpson
Berkshire



If you want the light back, please contact my solicitor!

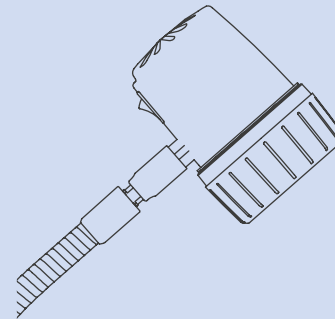
Mr Taylor
Suffolk



Reading has been even more of a pleasure in these times.

Dr Robb
Tyne & Wear

Alex Mid Range



Wonderful to be able to read again without any eyestrain.

Mrs Stapleton
St Neots



This light has made reading an even greater pleasure.

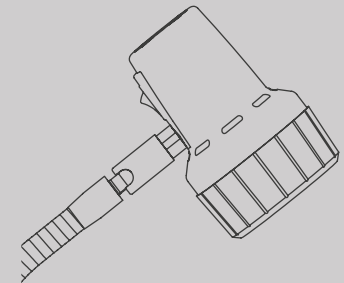
Mrs Ross
Alcester



I didn't realise the lamps would make it so easy to read.

Mrs Ashley
Cumbria

Classic Entry Level



Now I can continue to enjoy reading at night.

Mr Ferns
Kent



The light is wonderful and is perfect for reading in bed.

Mr Bent
Herefordshire



Delighted. Now able to read in bed in comfort.

Mrs Stevenson
Heathfield

Serious Choices

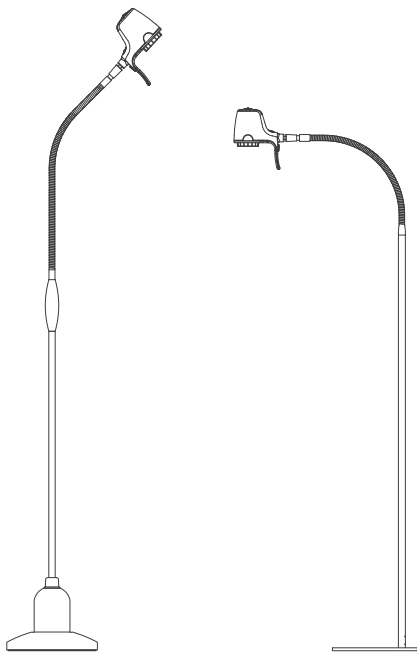
Once you have chosen which light range is the right match for your eyes and hobbies, there are three choices to make.



1 Floor or Table?

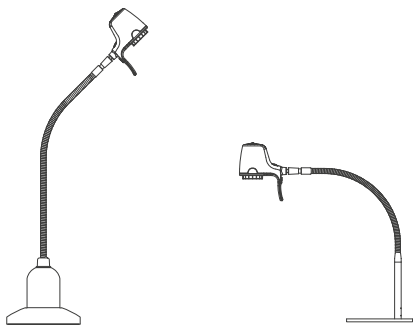
Floor Lights: ideal for positioning behind a favourite armchair.

Table Lights: for a desk or for bedside reading.



Heavyweight Floor Light

Lightweight Floor Light



Heavyweight Table Light

Lightweight Table Light

2 Heavyweight or Lightweight?

Heavyweight Bases: firmly planted and ideal if you plan on keeping your light in one place.

Lightweight Bases: perfect if you want to move your light around or slip it under low furniture.

	Height	Weight	Base Diameter
Heavyweight Floor	60" (152cm)	13lbs (6kg)	9½" (24.1cm)
Lightweight Floor	57" (144cm)	6.5lbs (3kg)	8" (20.3cm)
Heavyweight Table	28" (71cm)	10lbs (4.5kg)	8" (20.3cm)
Lightweight Table	27" (69cm)	5lbs (2.2kg)	7" (17.8cm)

3 Which Finish?

Personalise your light with a finish to match your living space.

Body Finish: the colour of the light head and base (and rigid stem on lightweight floor lights).

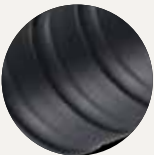


Black



White*

Accent Finish: the colour of the flexible arm (and rigid stem on heavyweight floor lights).



Black

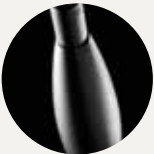


Brass



Nickel

Carry Handle: the colour of the carry handle (heavyweight floor lights only).



Black



Mahogany



White*

* Nickel Accent only

Frequently Asked Questions



Why are your lights not cheaper?

You can always make something cheaper, but this always means a trade-off. We build lights with no compromise in terms of light fidelity and build quality, and we have spent 35 years learning how to do this. We use specialist technology designed to bring daylight indoors.



Alex
Founder



What makes Serious Lights different?

We believe that light transforms life. Our pledge is to bring you the best quality balanced light we are able to produce in a fitting that is built to last, and in a style and design that we are proud of. They are transformational tools first, and pieces of furniture second.



Sean
Quality Assurance Manager



How will my light be delivered?

We will agree a convenient delivery date with you, which will be confirmed by email once your order is placed. Your light will be delivered by our courier service, APC. You will receive an email confirming despatch the working day before your light is due to arrive.



Jen
Delivery Experience Manager



Serious Lights are built by 35 skilled technicians



Alex Pratt OBE
Founder

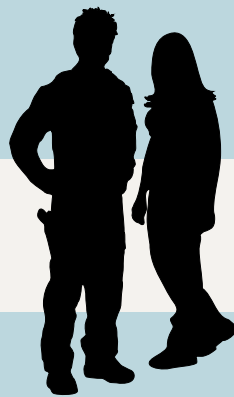
Serious quality can sometimes be hard to quantify, but the figures speak for themselves. 98 in every 100 readers who try a Serious Light decide to keep it.

More than 500,000 Serious Lights are loved by fans in more than 80 countries around the world.

The number of respected independent opticians recommending our lights strongly grows year on year.

Platinum Feefo Awards for consistent customer service over years are rare.

We believe that light transforms our indoor lives. Our number one priority is being sure you love your light because it makes such a big difference to you.



500,000+

British designed, hand built, purpose-made lights now cover the globe

500+

independent
opticians
recommend us



99%



FEEFO Platinum for customer
service and product reviews

98



readers in every 100 who try a
Serious Light prefer to keep it,
and do

86



countries in which Serious Lights
are used each day to reduce
eyestrain

35

skilled technicians
build a Serious Light

30

day risk-free trial

22p

the maximum per day
investment to secure our best
light over the 5 year warranty

007



plus Jason Bourne and a host
of global celebrities have
been seen with Serious Lights

5

year
warranty



3

light ranges to
choose from

1

pair



of eyes to help by seeing
in high definition

Zero

risk and hassle involved in
trailing a light at home

Three Easy Ways to Order



Call **0800 028 1890** (UK) or **+44(0) 1296 390390** (International) to speak to an advisor who will help find the right light for your eyes. (8:30am-5:30pm Mon-Fri)



Visit **seriousreaders.com/RJ01P** and enter your promotion code RJ01P in the box shown below at checkout.

Promotion Code: [CLICK HERE](#)



Complete your order form on reverse of letter (Freepost address)



£9.95 P&P for light orders.
£3.95 P&P for bulb only orders.

Your Free Serious Compact Light †



For Complete Peace of Mind



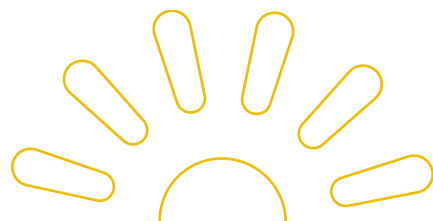
If you are not 100% satisfied with your light, we will collect from any UK mainland address.



These are serious tools for improved sight, carrying a full five year no quibble warranty.



Our lights are hand-built in Great Britain and delivered fully assembled to your door.



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. Built overseas to exclusive license.

Bulb	5W (LED)
Height	45cm (18")
Weight	1.5kg (3lbs)
Warranty	1 Year

When ordering over the phone or online don't forget to quote your promotion code

RJ01P

† With any Serious Light order.

