What?

Colour Rendering Index (CRI) is the measurement of how colour looks under a light source when compared with sunlight. The properties of the light source will influence the appearance of an object. Light sources with a CRI of 80 to 90 are considered good at colour rendering. Light sources with a CRI of 90+ are excellent at colour rendering.

Image 1: CRI >80

Image 2: CRI 90+

The lower the CRI value in the light source the more washed out the fruit appears. Using the wrong light source for certain projects can have dramatic effects on real life appearance of an object.

LimeLite's 90+CRI option really highlights the true colours within the object on display. Therefore colours appear more vibrant and much more appealing

Why?

Have you ever purchsed a shirt thinking it's a certain colour, you wear it for the first time outside and it looks completely different? This is because the shop has used poor quality LED's in their lights. For some projects, 80 CRI LEDs are appropriate, although when you need to highlight an objects appearance and promote the vibrancy of the colours, a higher quality CRI LED will definitely produce the results you require. High CRI lighting can dramatically improve the appearance of an object. Particularly in retail stores, shops, super markets, museums and galleries. Capturing the true colours of the product could lead to higher sales and less returns due to the customer knowing exactly what they are purchasing.

E.g. Fruit shop

A fruit retailer really wants to show off the true colours of the fruits on display.

Using a 90+CRI option you can really see the vibrancy and saturation in the individual colours over the entire visual spectrum (as seen above). The fruits look much more appealing to the consumer.