

Kia Cadenza - Scintillating with DOMINANT LEDs

The DomiLED made by DOMINANT Opto Technologies scintillate the interior illumination of Kia “Cadenza” or Kia “K7” in South Korea what is Kia’s new full-size car.



Sales start as a 2010 model elsewhere, and in the United States and Canada, as a 2011 model. The Cadenza was showcased before in the ‘City of Gold’, Dubai International Motor Show, Dec 2009 and at the Beijing Auto Show in April 2010.

The Cadenza name is derived from an Italian musical term used to describe an elaborate, ornamental flourish for a concerto or aria. It perfectly symbolizes the dynamic sedan’s striking design philosophy and upscale image. The 4965 mm long Cadenza will take over the role of large luxury sedan for the Kia marque from the 10-year old Opirus (‘Amanti’ in some markets). The design team targeted ‘stand-out’ looks with modernity, while incorporating Kia’s evolving design DNA to ensure the new large sedan boasts an appearance that will humble potential rivals.

Under the direction of Kia’s Chief Design Officer (CDO), Peter Schreyer, formerly AUDI designer, the “Cadenza” design team in Korea was determined to transform every aspect of the brand’s range-topping model, to deliver sporty and sleek styling, agile and dynamic performance, exceptional comfort and refinement and competitive high-tech features featuring a distinctive “tiger nose” front fascia with its signature grille.

Inside, the new Cadenza is every bit as stylish and sophisticated as the exterior promises. The interior is dominated by the treatment of the futuristic ‘floating’ dashboard that highlights Kia’s innovative design approach, supported by using compact LED technology lighting systems. In the dashboard center, DomiLED in special customized colors provide accent lighting.

The backlighting of audio LCD was scintillated by 12 pieces of amber DomiLED, which are also implemented in various buttons and switches as indicator light source such as red DomiLEDs in the hazard lighting and wheel remote control buttons. The interior door mood lighting strip, which runs all around the door trims, creates a warm ambience within the vehicle lighted up by our amber Power DomiLED package.

Again, Kia's design team has opted LED light sources for their design choosing DomiLEDs and Power DomiLED not only due to their low power consumption and high functionality but also due to the extremely small size - a crucial benefit for automobile designers replacing traditional light sources with LEDs in automotive applications where limited space is the decisive factor.

DOMINANT is proud being chosen as partner by innovative automobile customers for their stringent and demanding projects.



Kia Cadenza's Interior Design

About DOMINANT Opto Technologies

DOMINANT Opto Technologies Sdn. Bhd. is a dynamic Malaysian company belonging to the world leading SMT LED manufacturers. It has an excellence driven organization and offers a comprehensive product range for all kind of lighting applications needed in the automotive, consumer, communications and industrial market segments. With extensive industry experience and relentless pursuit of achieving the highest quality combined with a state-of-the-art manufacturing, innovation, research and testing capabilities DOMINANT has become a trusted and reliable brand across the globe. More information about DOMINANT Opto Technologies, a QS 9000, ISO/TS 16949 and ISO 14001 certified company, can be found under <http://www.dominant-semi.com>.

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