



## FOR IMMEDIATE RELEASE

### LEDNOVATION BREAKS 100 LUMEN/WATT EFFICIENCY BARRIER WITH INTRODUCTION OF WORLD'S HIGHEST EFFICACY WARM WHITE LED A19 REPLACEMENT LAMP

First high-quality Edison-type LED replacement offers no-compromise downlight alternative

**November 30, 2010** -- LEDnovation, a leading innovator in LED lighting and replacement lamp technology, announced today the introduction of the industry's highest efficiency and first high-quality 100 lumen/watt, warm white, dimmable A19-type replacement lamp. The first in the series of EnhanceLite® A19 Generation-2 LED lamps, the LEDH-A19-60-1-27D-I offers a 615-lumen output at a warm 2700K color temperature, delivering "on-the-target" light levels equivalent to a 60-watt standard incandescent or 13-watt compact fluorescent in standard downlight applications.

- ❑ 615 lumen output with only 6.15 W power consumption
- ❑ Efficacy exceeding 100 lumens/watt verified at NIST accredited third party lab
- ❑ 90% energy savings compared to a 60-watt Incandescent
- ❑ 53% energy savings compared to a 13-watt CFL, without harmful mercury
- ❑ 2700K dimmable warm white with CRI greater than 90
- ❑ Designed for downlight and recessed fixtures

According to Israel J. Morejon, CEO of LEDnovation, "Our milestone achievement of 100 lumens/watt represents the promise of LED lighting as the highest efficiency lamp-level light source. We continue to invent, commercialize and deliver LED lighting innovations that aim to obsolete energy-inefficient light bulbs. LEDnovation has conscientiously applied LED technology, power management expertise, and our proprietary color mixing technology, including deeper red saturation, to achieve this precedent-setting level of quality and performance. With improved return on investment and a fraction of the operating costs, it demonstrates a clear business case for replacing environmentally unfriendly incandescent and compact fluorescent bulbs in many types of downlight and recessed fixtures."

LEDnovation continues to position itself as a strong proponent of replacement lamps designed for specific applications, rather than simply mimicking the characteristics of incandescent lamps for so many applications that they serve poorly. By understanding and taking full advantage of the directional nature of LEDs, and by adding proprietary technology including Recycled Reflectance®, LEDnovation has designed a lamp that delivers more lumens to the target, while achieving higher efficiency, without aesthetically compromising the installed lamp's appearance in downlight-type applications. LEDnovation's most recent whitepaper on the subject, titled "Choosing the Proper LED lamp for Down Lighting Applications", is available for download at <http://www.LEDnovation.com/whitepapers/> [www.LEDnovation.com/whitepapers/].

This EnhanceLite® A19 Generation-2 lamp further expands the Tampa, Florida based company's full portfolio of LED-based replacement lamps, including the recently introduced line of industry-leading PAR and MR16 replacement lamps. LED lighting continues to gain acceptance for a growing number of applications by providing superior performance, higher efficiency and longer lifetimes. Directional applications, such as those currently served by incandescent, PAR, and reflector lamps and which have seen relatively little acceptance of CFL solutions, are providing the newest solid business case for LED-based replacement lamps.

Mr. Morejon continued, "LEDnovation is continuing to push the technology envelope. This lamp is the first in a series of Generation-2 lamps which will culminate in a full array of color temperatures and outputs to serve all markets seeking the highest efficiency solutions. A dramatic milestone, our second generation A19 lamp is marking the next step in a continuing series of energy efficient, environmentally friendly and cost effective products which deliver on the promise of change without compromise."



#### Additional key specifications

- ❑ Power factor greater than 0.9
- ❑ Strong deep-red rendering/saturation R9 of 90
- ❑ Color Quality Scale (CQS) rating of 90
- ❑ Cosine zonal distribution optimized for downlights and semi-enclosed/recessed fixtures
- ❑ Smooth zonal distribution beam spread of 134 degrees vertically and horizontally
- ❑ LM79 data available for [http://www.lednovation.com/products/A19\\_LED.html](http://www.lednovation.com/products/A19_LED.html) [download].

All LEDnovation lamp models are tested for photometric performance in accredited third-party labs according to IES LM-79 requirements, with reports available online. All lamps meet UL 1993, UL 8750 and CSA 84 safety standards. These commercial grade models are rated for a 50,000-hour lifetime and carry an industry-leading 5-year warranty. The EnhanceLite® LEDH-A19-60-1-27D-I is starting production and shipping in mid December 2010

#### **About LEDnovation - Change without compromise**

Offering a full complement of LED-based replacement lamps, LEDnovation is leading innovation in the field of solid state lighting. Solid state, or LED lighting generates light from complex semiconductor materials, eliminating much of the wasted energy that has been inherent to electric light-generation for over a century. By combining multi-disciplinary strengths in LEDs, electronic systems, power supplies, thermal and optics design, LEDnovation has succeeded in developing one of the highest efficacy warm white LED replacement lamps available, offering a winning business case and rapid return on investment to commercial clients and property operators. The company is headquartered in Tampa, Florida and manufactures its products in the US.

For more information, visit <http://www.LEDnovation.com> [<http://www.LEDnovation.com>] or call +1 (813) 891-9665.

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