



FOR IMMEDIATE RELEASE

Replacing traditional PAR lamps, LEDnovation extends LED EnhanceLite® lamp line
PAR, R and CFL reflectors in cross-hairs of high-quality eco-friendly alternatives

November 10, 2010 – LEDnovation, a leading innovator in LED lighting and replacement lamp technology, today announced the addition of PAR20, PAR30 and PAR38 lamps to its EnhanceLite® LED product line. High quality LED lamps, such as the EnhanceLite® series, are currently positioned to deliver equivalent or improved lighting performance in comparison to incandescent/halogen and compact fluorescent (CFL) reflector lamps while reducing electricity consumption by up to 88%.

- ❑ Center beam candle power (CBCP) ranging from 1300 for the PAR20 to 3550 for the PAR38 at 27° beam angles
- ❑ Effectively replace 35 to 90 watt incandescent PAR lamps
- ❑ Available currently in 27° and 35° beam angles
- ❑ The EnhanceLite® line is targeted towards retail, hospitality and commercial markets, cost-effectively delivering high quality light into applications which average 8 or more hours of daily use

The Tampa, Florida based company has recently introduced a line of industry-leading MR16 lamps for use in standard low voltage lighting applications and previously brought to market A19 or “Edison” type LED replacement lamps optimized for use in downlights and other semi-enclosed directional fixtures. 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.

According to Israel Morejon, CEO of LEDnovation, “Efficient lighting becomes a business priority when it can positively influence a company’s bottom line. While a number of LED-based PAR lamps have recently become visible in the market, none have demonstrated the full array of characteristics that would allow them to be considered both a compromise-free, and cost-effective alternative to the energy sapping and environmentally unsound PAR lamps. We’re pleased to point to the EnhanceLite line as the type of solution which makes a strong business case for LED lighting.”

LEDnovation's EnhanceLite® line has been both electronically and optically optimized to eliminate the scalloping, rings and other optical variations that are often seen in traditional reflector lamps. That optimization allows EnhanceLite® lamps to smoothly deliver high-quality light to the target area, with CBCP in line with the 35W to 90W reflector lamps they are designed to replace. In addition, all members of the EnhanceLite® family are available in the choice of either 2700K or 3000K color temperatures, a 27° narrow flood or 35° flood beam angle, and offer high color rendering index (CRI) of 80 or more. Additional beam angles and color temperatures will be available throughout 2011.



Mr. Morejon continued, “Whenever LED lighting technology has reached the point of truly satisfying an application space, it has rapidly become the dominant, if not the exclusive solution. The entertainment lighting industry is a perfect example where there is no longer an acceptable alternative to LEDs for variable-color fixtures. To capture the commercial interior market, it’s not simply matching a number on a spec sheet, but actually doing a better job of placing the right amount of high-quality light where it’s needed. Our EnhanceLite line of PAR LED lamps delivers on that, which is what we mean by change without compromise.”

EnhanceLite™ LED Reflector Lamp Details

[EnhanceLite® PAR20 LED](#) - 6.0W, 372lm, 1300 CBCP@27° to replace 50W incandescent PAR

[EnhanceLite® PAR30 LED](#) - 14.3W, 750lm, 2600 CBCP@27° to replace 75W incandescent PAR - Available in both short and long neck versions

[EnhanceLite® PAR38 LED](#) - 19W, 950lm, 3550 CBCP@27° to replace 90W incandescent PAR

All specifications are average values

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, carry an industry-leading 5-year performance based warranty and unlike many CFL and LED offerings, fully conform to ANSI standard form factors to assure compatibility with existing fixtures. The EnhanceLite® PAR20, PAR30 and PAR38 models are in production and shipping now.

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 electronic systems, power supplies, thermal and optics design, LEDnovation has succeeded in developing one of the highest efficacy warm white LED replacement lamp lines 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> or call +1 (813) 891-9665.

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