



Press Release

LEDNOVATION INTRODUCES WORLD'S HIGHEST BRIGHTNESS A19 NEUTRAL WHITE LED LIGHT BULBS FOR INCANDESCENT REPLACEMENT OF 60W & 75W BULBS

Introduces best in class LED A19 light bulbs for 60W & 75W Incandescent and CFL replacements

Nov 6, 2009

TAMPA, FL – LEDnovation, Inc. introduces two new state-of-the-art LED bulbs for the North American Market. These LED bulbs are the industry's first and highest brightness 60W and 75W incandescent A19 equivalent replacement bulbs.

The 60W equivalent delivers 600 Lumens with a typical efficiency of 79 Lumens/Watt and consumes 7.6 W. This LED lamp consumes 87% less power than a standard 60W incandescent bulb and 42% less than a standard 13W Compact Fluorescent.

The 75W equivalent delivers 700 Lumens with a typical efficiency of 71 Lumens/Watt and consumes 9.8W. This LED lamp consumes 86% less power than a standard 75W incandescent bulb. Both LED bulbs have a CCT =3500K, typical CRI of 85 and power factor >0.9. The Lamps feature Recycled Reflectance™ optics technology, which reduces overall glare and delivers an extremely uniform and smooth light output in the A19 standard form factor.

LEDnovation "eco-friendly" bulbs promise tremendous potential in achieving energy savings and supporting climate policy without performance sacrifices. These bulbs can simplify the conversion of recessed down lights from Incandescent, CFL and even other LED downlight retrofits with often require full fixture replacement.

"Our goal for this first generation of products is to be the primary choice of LED retrofits of the retail, commercial, and industrial markets" stated Israel J. Morejon, CEO of LEDnovation.

"There are millions of sockets than can be immediately replaced with energy-efficient A19 LED bulbs, LEDnovation can be a part of that solution," added Morejon.

The products are targeted at downlight and other indoor general lighting applications in the commercial and industrial markets. These next generation bulbs are part of the EnhanceLite™ series of LED bulbs. LEDnovation's 60W equivalent LED A19-60-1N-I and 75W equivalent LED A19-75-1N-I products are scheduled to be commercially available in November 2009 for the North American market.



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About LEDnovation

LEDnovation is a pioneering product and technology company in the Solid State Lighting market. The company is committed to delivering energy efficient, eco-friendly lighting products through the development and deployment of innovative LED lamps and luminaires.

LEDnovation's technological breakthroughs use a fraction of the energy required to power incandescent bulbs without the use of mercury common in CFL or Compact Fluorescent bulbs. The products are targeted for several markets including the commercial, industrial, retail, cruise line, gaming, airports, hospitality and residential markets.

For more information, visit www.LEDnovation.com