

LEDNOVATION RELEASES WORLD'S MOST EFFICIENT 60W EQUIVALENT OMNIDIRECTIONAL LAMP

Introducing best in class A19 LED lamps to replace inefficient incandescent bulbs and environmentally unfriendly compact fluorescent lamps

December 7, 2011 -- LEDnovation, a pioneering product and technology company, today released the world's most efficient 60 watt-equivalent omnidirectional A19 lamp. This new lamp addresses a need in the marketplace for high-quality solid-state light bulbs with beam distribution comparable to traditional incandescent A-lamps. The first in the series of EnhanceLite® Omnidirectional lamps, the LEDH-A19-60-1-27D-IO offers 810-lumen output at a warm 2700K color temperature, delivering energy-saving LED light ideally suited for applications such as table lamps, wall sconces, hanging pendants, ceiling lamps and other luminaires and fixtures.

Describing the new lamp, Israel J. Morejon, CEO of LEDnovation, stated, "From the company's inception, our mission has been to deliver the highest quality light possible over a full spectrum of products. Our new omnidirectional A19 lamp truly embodies that mission by bringing crisp design and brilliant performance to traditional lighting applications. The LEDnovation team has done a remarkable job of developing a product that we are confident will exceed expectations. These light bulbs deliver high-performance in a number of critical areas: total lumen output, lumen per watt efficacy, color rendering, high power factor, stable color temperature and a long operational life."

The EnhanceLite® Omnidirectional A19 lamp greatly expands the potential for businesses and property operators to save on energy costs while serving as environmental stewards. Exacting care was given to keeping the design not only in the ANSI form factor, but as close as possible to a 60 watt incandescent lamp to ensure proper fit in any standard fixture. This lamp complements our directional EnhanceLite® A19 products currently available and shipping from the Tampa, Florida based company.

Mr. Morejon concluded, "We predict our omnidirectional A19 will see wide adoption across many markets, including hospitality, restaurants, retail, furniture, healthcare, offices and residential. Another milestone, this lamp further demonstrates LEDnovation's commitment to creating environmentally friendly and cost effective products which deliver on the promise of *Change Without Compromise*."



Key Specifications:

- 810 lumen output with only 9.4 W power consumption
- Efficacy of 86 lumens/watt verified at NIST accredited third party lab
- 2700K warm white with CRI of 94
- Strong deep-red rendering/saturation R9 = 85
- Dimmable to 5% on most dimmers
- Power factor greater than 0.97
- Omnidirectional zonal distribution

All LEDnovation lamp models are tested for photometric performance in accredited third-party labs according to IES LM-79 requirements. Please visit our website to view the reports. All lamps meet UL 1993 safety standard. The EnhanceLite® Omnidirectional A19 lamps are rated for a 50,000-hour lifetime and carry an industry-leading 5-year warranty. The EnhanceLite® LEDH-A19-60-1-27D-IO is starting production and shipping in Early January 2012.

About LEDnovation - Change without compromise

Offering a full spectrum 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 some of the highest efficacy 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 North America.

For more information, visit <http://www.LEDnovation.com>

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