



LEDNOVATION EXPANDS THE ENHANCELITE MR16-35L LANDSCAPE LINE WITH NARROW-FLOOD BEAM OPTION

MR16-35L LED lamp now available in both 24° narrow flood and 11° spot beam angles

March 21, 2012 – LEDnovation, a preeminent developer of LED lighting and replacement lamp technology, today expanded its EnhanceLite® MR16-35L Landscape line to include a 24° narrow-flood beam angle. This new lamp complements the EnhanceLite® MR16-35L, 11° spot already in production, giving customers greater choice to select the optimum lamp for their application. All MR16-35Ls are designed for comparable replacement to 35 watt halogen lamps.

Designed for use in IP66 rated outdoor fixtures, the EnhanceLite® MR16-35L narrow-flood landscape lamp is of a robust design meant to see harsh environments. The EnhanceLite® MR16-35L makes it possible to have the same high-quality, energy-efficient LED light available for interior spaces in exterior spaces. The MR16-35L narrow-flood produces light at a color temperature of 3000K.

In describing the new lamp, Israel J. Morejon, CEO and President of LEDnovation, said, “The new narrow-flood EnhanceLite MR16-35L benefits from the same robust design as the MR16-35L spot. We focused on creating a lamp that would meet the safety and long term reliability required for the landscape environment.”

As with all EnhanceLite® LED MR16 products, the new 35 watt-equivalent narrow-flood landscape is a premium quality lamp that represents the very best in solid-state lighting. All versions of the EnhanceLite® MR16-35L are sized for exact fit into any standard MR16 fixture and are compatible with most transformers.

Key Features of the EnhanceLite® MR16-35L Narrow-Flood:

LEDL-MR16-35-12-30D-INF

- Beam Angle: 24°
- CBCP (cd): 1301
- Lumen Output (lm): 350
- Power Consumption (W): 4.7
- Efficacy (lm/W): 74
- Dimmable to 5% on most dimmers
- Comfortable 3000K color temperature with CRI of 82
- GU 5.3 base
- 35,000 hour life with a 3-year warranty

All LEDnovation lamp models are tested for photometric performance in accredited third-party labs according to IES LM-79 requirements, with reports available online. The EnhanceLite™ MR16-35L narrow flood will be available in early April 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 the North America.

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

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