



LEDNOVATION INTRODUCES IMPROVELITE® OMNIDIRECTIONAL A-LAMP LED OFFERINGS

New contractor grade omnidirectional A19 lamps offer energy efficient LED light in a value-oriented package

December 11, 2012

Tampa, Florida – LEDnovation, a leader in innovative design of LED lighting and replacement bulb technology, today released new omnidirectional A19 lamps in its value-oriented ImproveLite® line. Targeted to applications where price value is emphasized, the new contractor grade versions of LEDnovation's retrofit A-lamps, the ImproveLite® omnidirectional A19 LED 40 & 60 watt comparable lamps, produce high quality LED light using a value-oriented non-dimmable design. The ImproveLite® omnidirectional A19 LED lamps are the perfect replacement for inefficient incandescent A19 bulbs in new and existing construction, where an emphasis on lower start-up and installation costs are the primary drivers.

The LEDnovation ImproveLite® LEDE-A19-40-1-27D-IO and LEDE-A19-60-1-27D-IO offer 810 lumen and 450 lumen output, respectively, at a warm 2700K color temperature. Delivering dramatic energy-savings, these LED bulbs are ideally suited for applications such as table lamps, wall sconces, hanging pendants, ceiling lamps and other luminaires and fixtures. Assembled in the same housing as the LEDnovation EnhanceLite® omnidirectional A19, the ImproveLite® omnidirectional A19 lamps share the same visual appeal and are designed to fit in the standard ANSI form factor for A19 type bulbs.

Israel J. Morejon, CEO and President of LEDnovation, commented, "Our new ImproveLite® omnidirectional A19 LED lamps fill a void in the market for a value-packed LED A19 bulb meant for mass installation in new and remodel construction. These contractor grade lamps feature the same high efficiency light as the LEDnovation EnhanceLite® omnidirectional A19 lamps but in a more value-oriented, non-dimmable package." Mr. Morejon continued, "These new lamps make attainable the promises of LED lighting to a much broader audience than before."

ImproveLite® omnidirectional A19 LED Lamp Details:

- 810 lumen output for the 60W comparable with only 10.5W power consumption at 77 lumens/watt.
- 450 lumen output for the 40W comparable with only 7.0W power consumption at 64 lumens/watt.
- 2700K warm white Color Temperature (CCT) with a Color Rendering Index (CRI) greater than 90.
- Strong deep-red rendering/saturation (R9).

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 ImproveLite® Omnidirectional A19 lamps are rated for a 30,000-hour lifetime and carry an industry-leading 3-year warranty. The ImproveLite® LEDE-A19-40-1-27D-IO and LEDE-A19-60-1-27D-IO are starting production in January 2013.



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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