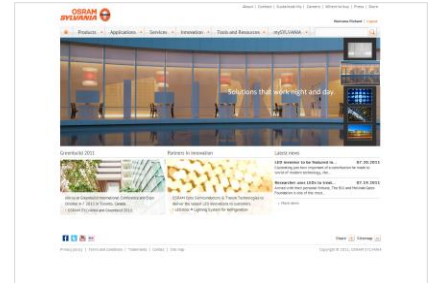


## Welcome to the new SYLVANIA.com!

Welcome to the new SYLVANIA.com and mySYLVANIA.com. We'd like to invite you to explore some of the upgrade and new features we've included based on your feedback and comments.

### Overview and Highlights



- Redesign of SYLVANIA.com and mySYLVANIA.com with new cleaner design and improved user interface
- Optimized search engine and improved content
- One part of an integrated web strategy incorporating e-commerce, enhanced e-mail campaigns, web advertising, and mobile media micro sites
- Focus on new products, case studies and market/application segment content
- Increasing future web-based application developments:
  - iPad and iPhone mobile applications
  - OEM LED fixture tool
  - SLS store branch locator
  - Flash-based catalogs and brochures
  - Expansion of Lamp Legislation Tool

### mySYLVANIA.com – Your online lighting marketplace



mySYLVANIA provides simple paths to the information and products you need within a personalized and intuitive Web-based environment.

Now there are more reasons than ever to join mySYLVANIA.com, the lighting industry's leading business-to-business lighting workplace. mySYLVANIA.com offers each user personalized news and product updates that are specifically geared towards you and your role in the lighting industry.

mySYLVANIA.com is also open 24 hours a day, 7 days a week, 365 days a year. Whenever you need detailed information on OSRAM SYLVANIA products or services, it's nice to know that there's some place to go and find it. With

mySYLVANIA.com, all you need is a computer and an Internet connection. Using mySYLVANIA.com is easier than making a phone call and totally self-service. [Find out more](#)

## **Feedback**

"The search is quicker to use when needing literature for a specific item."

"This new site is much easier to navigate than the old site!"

"Looks very good and modern. Faster response via the new top drop-down tabs. Search on the main page works great!"

## **Questions?**

For more information please call 1-800-LIGHTBULB.