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OSRAM SYLVANIA MOVES THE DIAL FORWARD ON LED CAPABILITIES

Company Introduces New Post Top Fixture LED Retrofit Kit Which Inserts the Advanced Lighting Technology into the Streetlighting Application

Danvers, MA (October 30, 2008) – OSRAM SYLVANIA, North American lighting leader, has a long history of providing sustainable solutions. The company is pleased to introduce its latest addition, the Post Top Fixture LED Retrofit Kit, a LED streetlighting system that competes with high-intensity discharge (HID) lamps. Although the company is over 100 years old, OSRAM SYLVANIA is on the leading edge of advanced LED lighting technology and is now able to insert the technology into new applications like streetlighting.

THE SITUATION:

According to the U.S. Census Bureau, studies show that the United States consumed nearly 98,605 trillion British Thermal Units (BTU) of electric energy in 2005. On average, New York City uses 52,280 GWh and spends approximately \$13.4 billion annually in electricity to power residential, commercial, industrial and institutional/government sectors. One of the best ways New York and other American cities can save energy and money is by upgrading their streetlighting to complete, energy-efficient lighting systems. Traditionally, streetlights anywhere

from 175W to 400W metal halide lamps, which coupled with a ballast increases the system wattage by another 40W-50W.

THE SOLUTION:

Lighting typically accounts for 22 percent of a city's total electrical consumption, so cities can benefit from an energy-efficient makeover. The Post Top LED retrofit kit is suitable for college campuses, industrial parks, city street lighting, parking lots and many other outdoor lighting applications. The retrofit often replaces HID technology and [fluorescent lighting](#) with a LED light source. This adds to the security of the application by creating a better lit, more welcoming atmosphere for people to feel safe outdoors after dark.

Product:

Without having to replace an entire fixture, the Post Top Retrofit Kit can be installed in several outdoor fixtures. The revolutionary system from OSRAM SYLVANIA only uses 38 watts of power to operate, reducing each fixture by well over 100 watts. The kit takes advantage of the directional light distribution of 66 high brightness, [Golden DRAGON® Plus LEDs](#) from [OSRAM Opto Semiconductors](#) and delivers light only where needed, minimizing light trespass and disruption to an application's surroundings and neighbors. It is a perfect solution for communities wishing to convert their existing street lighting system to a more environmentally preferable solution, which offers substantial energy savings and dramatic improvements in light quality.

Additional key features & benefits of the Post Top Fixture LED Retrofit Kit include:

- Reduces energy and maintenance cost for end-users
- Reduces light pollution by eliminating upward light emissions
- Enhances light quality with better uniformity and color performance
- Operating temperature range (-30°C to 40°C)

- 120–277 VAC input voltage at 60 Hz
- Type-III light distribution
- Correlated color temperature (CCT) of 5700K, color rendering index (CRI) of 70
- Average rated life of 50,000 hours with 70% lumen maintenance
- Powered by SYLVANIA OPTOTRONIC® UL1310 recognized Class 2 power supply

The Green Effect:

By upgrading to the Post Top LED Retrofit Kit, communities can be “green and save “green”. The product reduces the impact on the environment and the budget. Reducing lighting energy consumption subsequently lowers greenhouse gas emissions. A typical 200 fixture business park conversion from a standard 250W metal halide system to the Post Top Retrofit kit saves over 200,000 kWh of energy. This translates to removing approximately 300,000 pounds of carbon dioxide (CO₂), 1,200 pounds of sulfur dioxide and 600 pounds of nitrogen oxide from the atmosphere. Every 12 fixtures retrofitted reduces the equivalent amount of air pollution produced by 1 car each year.

Energy isn't the only savings a retrofit will experience. Based on the same example of a 200 lamp upgrade, a community could yield an annual energy dollar savings of \$150.00 per fixture at \$0.15 per kWh. If a city converted 500 fixtures, then the retrofit would result in \$75,000.00 energy dollar savings annually.

A Success Story:

Last October, [Maine Governor John Baldacci](#) flipped the switch on over 200 street lighting fixtures retrofitted with [OSRAM SYLVANIA](#) LEDs to illuminate the campus of [Pineland Farms](#) in [New Gloucester, Maine](#). This is the first significant installation of the company's new LED product, the Post Top Fixture LED Retrofit Kit.

Pineland converted their existing 175W and 250W metal halide system to the state-of-the art Post Top LED Retrofit Kit outdoor lighting solution. As a result, Pineland reduced its park lighting power consumption from 235,000 kWh per year to 34,000 kWh per year. This means that the business park will save 201,000 kWh per year with this simple switch. Savings equate to eliminating 114 metric tons of CO₂ from their carbon footprint. Additionally, the shift in technology is removing 29 cars from the road and cutting \$30,000 dollars from Pineland's annual electric bill.

Pineland Farms is a 5,000-acre working farm, diverse business campus and educational and recreational venue. The site's LED retrofit project has the support of [Efficiency Maine](#), a statewide effort to promote more efficient use of electricity, help Maine residents and businesses reduce energy costs, and improve Maine's environment. Administered by the [Maine Public Utilities Commission](#), the [Efficiency Maine Business Program](#) provided support for the LED pilot project at Pineland and offered advice to help Pineland Farms save energy and improve Maine's environment.

Quotes:

- Geoff Hunt, senior vice president of communications and human resources, OSRAM SYLVANIA: "The installation of the Post Top Fixture LED Retrofit allowed Pineland Farms to utilize their existing light fixtures to save energy and improve light quality on their campus without sacrificing safety and aesthetics. This retrofit is predicted to save Pineland Farms an estimated \$30,000 dollars a year."
- "When Pineland and Sylvania asked Efficiency Maine about financial assistance in creating a prototype project for park-light LEDs, they and our staff worked hard to make sure the project would meet our cost-effectiveness standards," said Sharon M. Reishus, Chairman of the Maine Public Utilities Commission. "The result of this partnership is an exciting

example of cutting-edge technology that can help create a brighter and more energy efficient future for all of us.”

- “Government cannot accomplish energy independence and security alone; instead, it takes just this kind of partnership,” said Maine Governor John Baldacci. “We know change is not easy, but the improvements we make today are too important to put off any longer.”

SUMMARY:

PRODUCTS: Post Top LED Retrofit Kit

BENEFITS: Improved image
Higher quality illumination
Reduced light pollution
Reduced operating costs
Reduced CO₂

About OSRAM SYLVANIA:

OSRAM SYLVANIA is a leader in lighting solutions and specialty products that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit www.sylvania.com.

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