

# BRIGHT IDEAS

## Outdoor LED Lighting is the Way of the Future

The economy didn't slow down attendance at the 20th annual LIGHT-FAIR International tradeshow earlier this month. Another sign that we're on the road to a rebound - there is no shortage of newcomers to the outdoor LED market. The growth of new and existing companies marketing the technology tells us that competitors now understand LED is a mainstream light source.

As healthy as competition is, it's important that performance and quality aren't compromised. Watch out for copy cats entering the market at the lowest possible cost of entry, sacrificing quality and infringing on intellectual property. To help you discern product differences before making a purchase decision, we've developed five fair comparison tips for you to follow.

**1. Carefully consider performance with side-by-side comparisons at**

**the application level. Either independently verified and tested IES files or installations should be used to measure performance.**

**2. Make sure the manufacturer provides a certified photometric report (per IESNA LM-79) from an accredited DOE lab. This ensures third party verification per appropriate IESNA standards to the manufacturer's claims.**

**3. Obtain validation on life data (lumen depreciation value) for the LED system supported by IESNA LM-80 based on the life of the application.**

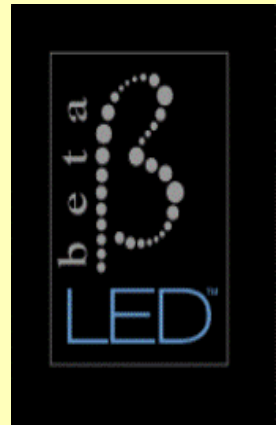
**4. Understand fixture maintenance and light loss factors for the competing systems are not universal. Unlike HID, lumen loss factors (LLF) vary between LED manufacturers. An LED fixture that has a rated life of 100,000**

**hours has a very different light loss than one that is rated at 50,000 hours.**

**5. Analyze cost versus lifetime value by considering all LED fixture benefits such as lighting performance, total power consumption, maintenance, etc.**

We're flattered by the attention that our LED advancements have brought us. Imposter lighting systems are a testament that our team of engineers continues to be successful in their mission to bring the latest technology and design advancements to the industry through BetaLED's THE EDGE and LEDway luminaires.


Remember, the bitterness of poor quality still remains after the sweetness of low cost is forgotten.




New Catalogs/Literature are now available from the following manufacturers.



EUREKA  
2009 Catalog



PRIMA  
LIGHTING  
2009 Catalog



PEERLESS®  
is proud to present...  
Peerless  
Catalog

## BetaLED Qualifies for Pacific Gas and Electric Streetlight Program THE EDGE and LEDway fixtures meet stringent criteria for rebate



Continuing its leadership in energy efficiency, Pacific Gas and Electric (PG&E) launched an LED Street Light Program this month for the state of California. PG&E is working with the Department of Energy, state and local customers, and lighting manufacturers like BetaLED to help bring this technology to market.

Initially, the program will apply only to customer-owned streetlights billed at PG&E's non-metered LS-2 rate. Financial incentives for metered customer-owned streetlights will follow at a later date, as will incentives for other types of outdoor LED lighting.

### Program Components

Two types of incentives will be offered for customers interested in replacing traditional streetlights billed at a fixed LS-2 rate with LED fixtures:

- First, customers who have installed or replaced existing streetlight fixtures with LED fixtures will be able to switch to a lower billing rate under the LS-2 schedule starting May 1, 2009.
- Second, customers who perform such replacements will be eligible for a rebate for every qualified LED fixture purchased and installed after May 1, 2009.

Stressing the importance of selecting quality LED fixtures that will provide energy and maintenance benefits consistently over time, PG&E developed stringent criteria for qualifying LED fixtures to participate in the rebate component of this program. BetaLED is proud to be an approved outdoor LED lighting manufacturer with THE EDGE and LEDway fixtures. For more information about the program, contact PG&E customer service at **(800)468-4743**.

The PG&E LED rate schedule can be accessed using this link: [http://www.pge.com/tariffs/tm2/pdf/ELEC\\_SCHEDS\\_LS-2.pdf](http://www.pge.com/tariffs/tm2/pdf/ELEC_SCHEDS_LS-2.pdf)

# New Products

PEERLESS®  
Introduces...

Lightline Direct  
More than just a  
whiteboard luminaire!



Wall Wash



Symmetric



Asymmetric

Available  
suspended,  
surface, or  
wall mounted.



Visit our [website](#) for details.

LEDALUX® VISILUX Dimmable PAR 30 LED Lamp

- LED DIMMABLE PAR30 Equal to 75 watt incandescent
- High efficacy/high lumen package
- Up to 50,000 hour average lamp life
- Uses 80% less energy than standard incandescent bulbs
- Dimmable on standard commercial dimmers
- ROI in less than one year





# LED Special Lettering Signs



LED Special Lettering Signs provide single- and double-sided custom illuminated signage to clearly mark entrances, exits, rest-rooms, stairwells, elevators, lobbies, X-Ray rooms, off limits and other special-use areas in most commercial and industrial environments. Special Lettering Signs are energy efficient, economical and architecturally pleasing.

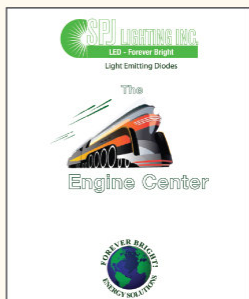


FYI...

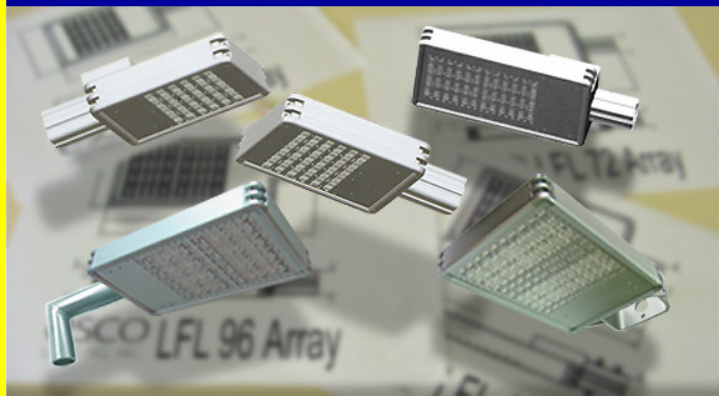
New 48 Page LED "Engine Center" is **NOW** available:

- CD
- Catalog

Available on our website:  
"Forever Bright" [www.spjlighting.com](http://www.spjlighting.com)



# New LED Selection...



Now offered in 48, 60, 72, 96 and 120 arrays.



### Features:

- **Patented Optical System**  
Computer enhanced lamps. Specially designed duplex lens for exact photometric performance.
- **Patented heat sinking system**  
Computer designed with ANSYS ICEPAC software, each 12 LED module has its own heat sinking system consisting of 42 aluminum alloy fins connected by a copper thermal conducting tube for maximum heat dissipation.

### Benefits:

- Reduces energy consumption
- Provides maximum Lumen flexibility
- Starts up instantly, no warm up period
- Environmentally friendly
- Contains no lead or mercury and is completely recyclable



## "FOREVER BRIGHT" LED LIGHT BLOCKS

### 5 Watts Each!



### Wall Packs



**Watts**  
1.66 Watt  
3.35 Watt  
5 Watt

**Voltage**  
9-26v  
120v  
220v  
277v

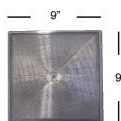
**Temperature**  
2750K  
3500K  
5000k  
6000k

### Lanterns



### Wall Pack

Example:  
**20 Watts**



## Exterior LED Bollards



# FYI

- K.L.I. will be closed on the following day:
  - 3 July in Observance of Independence Day
- Upcoming Manufacturer's Visits:

Strand Lighting

7-8 July



21-22 July

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[www.kli-hi.com](http://www.kli-hi.com)

KLI is known as the premiere lighting manufacturer's representative in Hawaii since 1976. In general, we promote our lighting manufacturers through Architects, Engineers and Designers and distribute through wholesale electrical houses.

KLI was originally incorporated in 1976 under the name KLOPFENSTEIN'S and operated out of a house in Hawaii Kai. In December of 1987 we moved our operations into our present location on Nuuanu Ave in Downtown Honolulu. In 1997 we reincorporated as KLOPFENSTEIN'S LIGHTING INC (KLI).