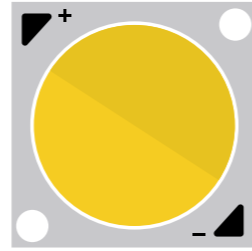


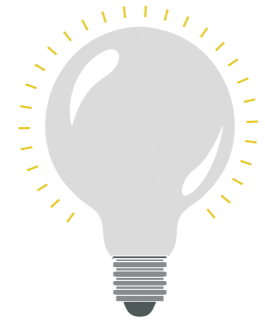
WHAT ARE LEDS?

Light Emitting Diodes are miniature light sources offering increased efficiency, longer lifetime and virtually no infrared or UV emissions, by using semi-conductor technology.



LONGEVITY?

LEDs lamps on average last around 20,000 hours compared to halogen which only last 2,500-4000 hrs.



WATTS, LUMENS AND EFFICIENCY?

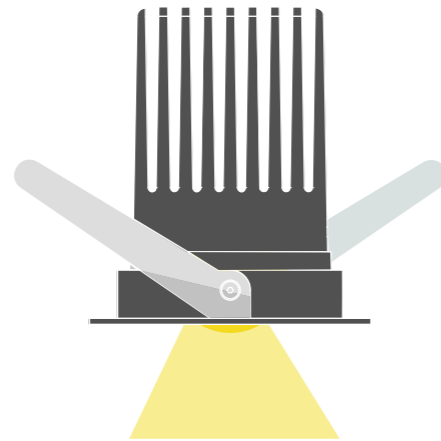
Watts - Watts is the measure of energy consumed - (W)

Lumens - Lumens is a measurement of light output - (Lm)

Efficiency - Efficiency is the number of lumens generated for each for each Watt of energy consumed - (Lm/W)

VIEW 50 FIXED

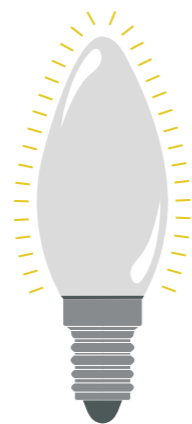
WATTS - 10.5W
LUMENS - 779Lm



= 74W/Lm

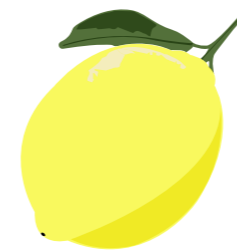
CANDLE LED

WATTS - 4W
LUMENS - 280Lm

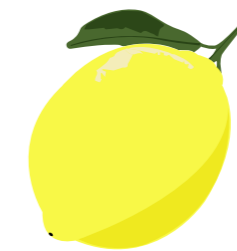


= 7W/Lm

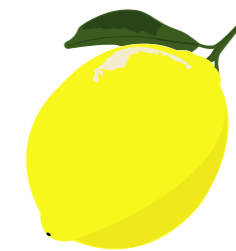
CRI?



70 CRI



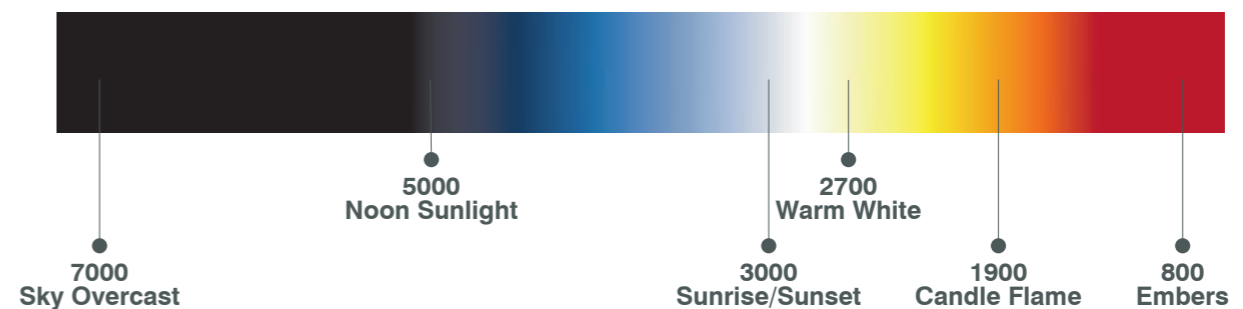
80 CRI



90 CRI

Simply put, the higher number CRI (Colour Rendering Index) will allow you to see the true colours of what you are trying to illuminate. Good is between 80-90, superior 90+.

COLOUR TEMPERATURE?



White light is produced in different shades as it is made by combining other colours together. A Simple method of describing the colour characteristics of the white light is by using the Kelvin scale.

Very warm white is typically around 2700k - similar to an incandescent lamp.