2-BILLION KILOWATT HOURS OF ELECTRICITY CAN BE SAVED IN 30 DAYS WITH NEW SOLID-STATE LIGHTING TECHNOLOGY

A U.S. Department of Energy study points out the huge savings possible with light emitting diode (LED) holiday lights.

LITTLETON, CO (Dec. 2) – The U.S. Department of Energy recently released a study entitled, "Energy Savings Estimates of Light Emitting Diodes in Niche Lighting Applications." In the study, "Holiday Lights," the type used by households to light Christmas trees and decorate houses, were one application studied. The study points out that, conservatively, 2-billion Kilowatt hours (kWh) of electricity can be saved in one 30-day period during the holidays each year if traditional incandescent holiday lights were replaced by the new LED-based holiday lights now on the market. That's enough electricity to power about 200,000 homes for a year. LED's have been around since the late 1960s, however it wasn't until two years ago that a company called Fiber Optic Designs of Yardley, PA, introduced a way to power LED-based holiday lights with normal AC power without the use of a transformer. "This created quite a stir," said John Hayes, Chief Operating Officer of Holiday Creations, Inc., the company that licensed the patented technology from Fiber Optic Designs. "Almost immediately, the power companies took notice. The Northwest Energy Efficiency Alliance, a non-profit organization affiliated with Washington State University that looks for energy efficiency, informed power companies of the availability of the technology. Soon afterwards, the California Energy Commission in the United States, and BC Hydro, a major power company in western Canada, began promoting LED

holiday lights to people in the areas they serve. Today, the lights are available throughout the U.S. and Canada under the Forever Bright brand name, and are being promoted by power companies and across North America." Consumers will find that, with Forever Bright holiday lights, they will save about 90 percent of the electricity cost used to decorate their homes. "In aggregate, when viewed nationally, the savings are enormous," added Hayes. "The Department of Energy Study only looks at home usage. It doesn't take into account decorative lights that are also used to light shopping centers and malls, hotels/motels and restaurants, amusement parks and even the trees that line many city and suburban streets. If energy consumption from these other year round uses could be calculated, the overall energy savings potential offered by the LED technology incorporated in our Forever Bright lights is enormous. "Forever Bright holiday lights, using LED technology, plug directly into standard 110/120-volt wall outlets. They are designed to last up to 200,000 hours (more than 20 years), remain cool to the touch when lit, and have Underwriters Laboratories (UL) and Canadian Standards Association (CSA) approval for indoor and outdoor use. Available in major retail outlets throughout North America, Forever Bright holiday lights represent a leap forward in lighting technology. They provide the consumer with the same festive Christmas spirit at a fraction of the operating cost. Further information about Forever Bright holiday lights can be obtained on the Internet at: www.holidaycreations.com Notes to Editor: Department of Energy Study available at: www.netl.doe.gov/ssl Go to "Publications" and then "materials" under the subhead, "DOE Solid State Lighting R&D."