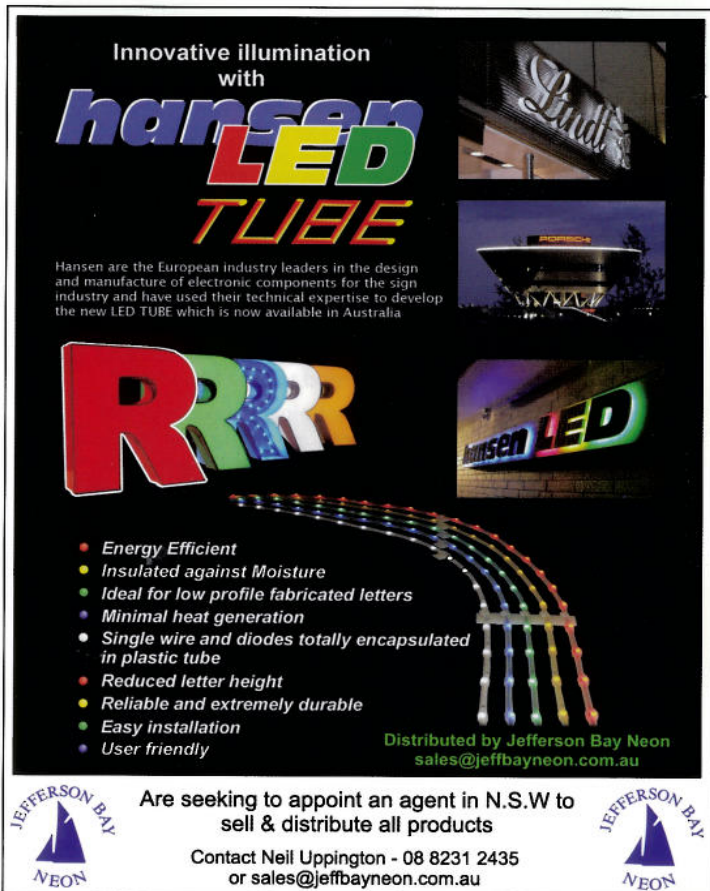


Innovative illumination with
hansen LED TUBE



Hansen are the European industry leaders in the design and manufacture of electronic components for the sign industry and have used their technical expertise to develop the new LED TUBE which is now available in Australia.

- Energy Efficient
- Insulated against Moisture
- Ideal for low profile fabricated letters
- Minimal heat generation
- Single wire and diodes totally encapsulated in plastic tube
- Reduced letter height
- Reliable and extremely durable
- Easy installation
- User friendly

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LED:

it won't break. There's no filament, no glass. What affects the life of it is how you put the whole system together. How will it deal with temperature, voltage fluctuations, and humidity?

"The system includes the printed circuit board, the cable mounting or the mounting system you're going to hold the LEDs together with, and the power supply you drive it with. With cheaper, brighter systems, it's quite likely that in a year or so those systems will have failed or won't be as bright any more."

Moving visual display

For those companies concerned with LEDs more as an ever-changing advertising and information service, the issue is less the competition than the possibilities – and selling them to uncertain customers.

Computronics manufactures LED displays, supplied to such information-hungry outlets as the Hoyts cinema chain. "The main thing is, the price to the end-user has come down dramatically," says sales manager Ossie Cesaro. "You can have a static sign or an LED display for practically the same price. For that you get programmable messages and the ability to change things as you need."

"We aim mainly towards the retail market, as well as real estate offices. Anywhere you want someone to see an image and read a message from a distance."

Nir Eshed, at Polycomp Signs, sees big potential in the Australian market for his alpha-numeric LED signs. "The applications include information displays, receptions, changeable notice boards, movie houses, petrol signs, score boards – anything that needs changing without additional cost."

Besides the variety of message, Eshed's argument for LED installation is familiar: "There are the extra maintenance costs with fluoro. With LED the actual cost is more expensive, but there's no maintenance for nearly 10 years. It's value for money."

Lighting

The improvement in LED technology and the reduction in price is also forecast to have another major effect: how we light our homes. As Damian Normile at Neon Products says, "One white LED three years ago was 10 to 18 dollars – now they're a few dollars."

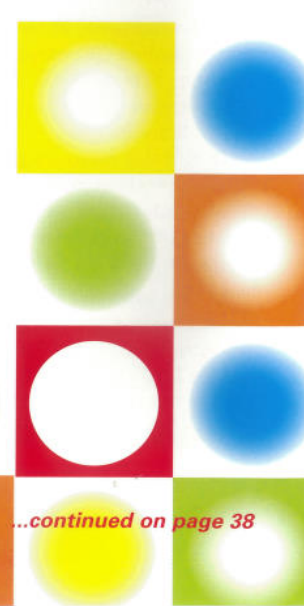
"Fluorescent light-banks in high-rise buildings will all be LEDs in 10-15 years' time," predicts Ed Darmanin. "If current suppliers don't have an LED solution for general lighting they won't have a business. A big part of R&D is being driven by that, and LED light output and efficiency is improving at a tremendous rate. We didn't have white LEDs in a commercially viable package until late last year. Now we do with the recent release of Tetra Power White LED system for signage."

"I went to a meeting with Osram last year," says Volker Rademacher. "They were talking about LEDs only. They believed that within the next five to 10 years every single new lighting application will be powered by an LED."

This potential is all very well, but does anyone know about it? How much does the average end-user know about the brave new world of LED?

"It's spreading through to the shopfitters and to the consumer," insists Normile. "They're aware of it and that it's lower maintenance."

"They're becoming more and more aware as we go on," says Cesaro. We just finished the Channel Seven building in Martin Place [Sydney], which now has a ticker 70m in length that runs around it, for example. But it's a steady growth, I think.



We don't just move boxes ...
We are moving the Australian Signage Industry into the future LEDs!

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Some of our Australian LED customers



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imagination at work GE

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