

## LED:



### 10-Times Brighter LED

A newly available, GE-quality, high-power, white LED solution from GELcore, LLC-the 1-watt Tetra™ Power White LED Lighting System-offers a bright, low-voltage, low-maintenance alternative to older technologies such as white neon tubes or fluorescent lamps.

"Our Tetra™ Power White LED Lighting System provides superior brightness and simple installation compared to standard LEDs, says Michael DeMarco, Tetra™ product manager. "This is the solution that companies with white and multi-colored face signage have asked us to create. And as an added benefit, our design also enables close colour matching with a variety of tough-to-match yellow signage faces. We expect it to match the corporate identity requirements of some major players in the restaurant and retail sectors."

Made to last up to 50,000 hours, this latest GELcore Tetra™ LED innovation delivers hassle-free operation in the form of fewer system changes, lower maintenance costs and fewer disruptions due to burnt-out or broken tubes, failed transformers or cold weather.

By providing 10 times the brightness of traditional white LEDs, the Tetra™ Power White LED Lighting System expands the realm of possibilities in a variety of applications, including: large signs and channel letters; box, cloud and monument signs; multi-coloured signs; and reverse-halo signs.

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States, where opinions vary only on how far ahead their adoption is of LED. Ed Darmanin: "At Visual Impact Sydney '04, there was only one LED stand. At the International Sign Association Show in the US in '01, there were five LED stands; last year there were 30. Australia is three years behind the US, at least."

Donna Blackwood goes even further: "Australia is 10 years behind the States, in various technologies – not just LED signs. I think people [in Australia] probably can't appreciate the value of the technology yet. Americans & Europeans are using these signs in a lot of different applications we aren't here: schools, banks, even churches. Last year we installed 2 displays in a theatre in Singapore displaying English and Mandarin subtitles for their opera's. It has been exciting working on innovative projects like that."

"In America it's well used," agrees Normile. "Architects and specifiers have taken to LED and the major chain stores are going for it."

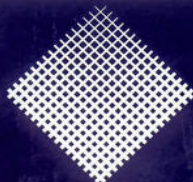
"I would say, within Australia, within three years, 80 per cent of all signs will be LED," predicts Rademacher.

And don't forget Las Vegas, of course. This technology is not exclusive to electronic displays and video wall monitors. It's in traffic lights, clocks, jukeboxes, car taillights, video displays and POP

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