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NEWS RELEASE

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AUSTRALIAN FIRM TO DRIVE LIGHTING REVOLUTION

Australian lighting technology firm, Lednium, is set to revolutionise the world's general lighting industry, estimated to be worth US\$78 billion.

The Melbourne-based Optoelectronics company which has developed ground-breaking solid state, LED (Light Emitting Diodes) lighting technologies has just announced two important deals with major international lighting technology leaders for the development of its radical, world class products.

These technologies are expected to make obsolete most forms of conventional lighting – from the humble domestic light globe to sophisticated industrial, commercial and defence lighting products.

Lednium has signed a licence agreement with German giant, Osram GmbH, which will enable them to use white phosphor LED technologies, which produces white spectrum light.

Lednium has also entered into a strategic alliance with OPTEK Technology Inc, a world leader in Optoelectronics – the manufacture of fibre optic sensors for industrial, commercial and military applications.

The company's Chief Operations and Research Officer, Mr Balu Jega, says Lednium will now be well placed to commercialise the technologies that it has developed and patented over the last six years.

“Our family of designs are based on radical dome-shaped geometric discs that have far better performance properties than anything else on the market.

“In some applications, such as public lighting, our designs will ultimately cut electricity consumption by up to 80% which not only reduces costs but also reduces greenhouse gas emissions,” said Mr Jega.

“The applications for our technologies are very wide – automotive, public lighting, defence, industrial, illuminated signage, and many others.

“With our new agreements with Osram and OPTEK in place, we will now be able to exploit our technological efforts in world markets. Our technologies are so advanced that we are confident of winning significant business internationally,” he said.

The new technologies developed by Lednium can be applied to any form of bright lighting and have the advantage of:

- dramatically reducing energy consumption at a time when costs are increasing and the pressure to decrease greenhouse gas emissions is mounting
- increasing product life expectancy and reliability which also will reduce running and maintenance costs
- improving the overall illumination capacities of products thereby increasing safety.

LED lighting can also provide the following advantages:

- eliminate maintenance costs so they require 10 to 100 times LESS maintenance than other lights
- greatly reduce thermal loads and run 10 to 20 times cooler than other lights
- are highly resistant to shock and vibration and have no glass or filaments to break
- are extremely safe. They run on low voltage, no EMI, low temperature
- eliminate recycling costs. They do not contain mercury and are NOT considered hazardous waste unlike fluorescent bulbs
- provide full scale control of light levels and are continuously adjustable from off to full on
- offer the smallest form factors. They are the thinnest lights available

The market for High Brightness LEDs (HB LED) is currently valued at approximately US\$4 billion and is forecast to reach \$10.8 billion in 2010. It is the fastest growing part of the lighting industry because of its vastly superior qualities over existing technologies.

High Brightness LED has emerged over the past two years as a technology capable of replacing more traditional lighting such as incandescent and fluorescent forms. Until now, LED technology has been limited to visual displays on electronic devices but it is now set to make most other forms of lighting obsolete.

The Lednium design stands out from other LED developments because of its cup-style chip which has generated the world’s brightest single-source LED device to date.

About Lednium

Lednium is a subsidiary of the listed Australian company, Avatar Industries limited.

Lednium’s designs have won two major Australian awards – in November 2004 it received the Australian Government Engineering Innovation Award and in October it received the 2004 Engineering Excellence Award for Research & Development.

For further information:

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