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**NEW AGRICULTURAL LED LIGHTBAR PROVIDES KEY PERFORMANCE ENHANCEMENTS WHILE DELIVERING UP TO 80% COST SAVINGS COMPARED TO HID TECHNOLOGIES AND 20% COST SAVINGS COMPARED TO ALTERNATIVE LED TECHNOLOGIES**

*SunBrite Agricultural LED Lightbar Combines Superior Light Absorption, Longer Lifespan, Ease-of-Use, and Simple Installation*

CAROL STREAM, IL – Lumex announces the global launch of its SunBrite Agricultural LED Lightbar for optimal plant growth stimulation. Available in both red and blue wavelengths for diverse plant types and growing cycles, the SunBrite Agricultural LED Lightbar offers significant performance and cost benefits compared to high-intensity discharge (HID) and alternative LED technologies.

The new technology can generate up to 93% more efficient light absorption, 50% space savings and 80% cost savings compared to some HID technologies. Due to its efficient design, the SunBrite Agricultural LED Lightbar can be up to 20% more compact in size and 20% more cost-effective than alternative agricultural LED technologies.

Compared to HID technologies such as metal halide and high pressure sodium (HPS) solutions, LED lightbars offer key performance benefits in the areas of efficiency and ease-of-use for a wide range of agricultural applications including: horticulture, greenhouse, gardening, planting and seeding.

**Enhanced Efficiency**
The SunBrite Agricultural LED Lightbar provides significant efficiency enhancements in the areas of light absorption, power consumption and space allocation.

Academic research has demonstrated that optimal light exposure for chlorophyll absorption is obtained when plants are exposed to red (640 to 660 nm) and blue (450nm to 460nm) light sources. LEDs offer full spectral composition control, ensuring that nearly 100% of emitted light waves are finely tuned to match the absorption wavelengths of chlorophyll compared to HPS technology where only 7% of the light created is absorbed by plants. Because LEDs offer 93% more efficient light absorption than HPS technology, use of fertilizers and other plant food can be significantly reduced, generating cost savings and minimizing the use of chemicals.

LEDs also allow for enhanced efficiency in the area of power consumption as the technology consumes up to 80% less energy than some HID technologies.

Space savings are generated due to the reduced heat output and compact design of the SunBrite Agricultural LED Lightbar. Unlike HPS technologies, LEDs do not require ballasts and also generate up to 75% less heat output, eliminating the need for space-consuming cooling systems and venting and reducing space requirements by as much as 50%.

**Ease-of-Use**
The operating ease, longer lifespan and ease-of-installation of the new LED lightbars also provide significant performance enhancements compared to alternative technologies.

The SunBrite Agricultural LED Lightbar can be easily incorporated into programmable, digitally controlled systems that allow for red and blue light arrays to be zoned and controlled in order meet the specific light requirements of different types of plants and different stages in the growing process (that respond better to blue or red light, respectively). Also, unlike emerging technologies such as Light Emitting Plasma (LEP), LEDs also offer instant turn-on for greater operating ease.

Ease of use is further supported by the long lifespan of agricultural LED lightbars which can last up to 4x longer than HID technologies and reduce maintenance time requirements by up to 75%.

The SunBrite Agricultural LED Lightbar also comes with three unique mounting clip options and optional transformer for easy plug-and-play performance.

**Cost Savings**
These efficiency and ease-of-use performance enhancements allow the SunBrite Agricultural LED Lightbar generate up to 80% cost savings compared to some HID technologies. Though initial up-front investment is higher, these efficiency and ease-of-use savings allow for ROI often within one to two years.

“Agricultural is one of the fastest growing application sectors for LED technology,” explained Kay Fernandez, Product Design Engineer at Lumex. “The SunBrite Agricultural LED Lightbar is a powerful new tool in that it combines significant performance benefits and cost savings with ease-of-use and ease-of-installation.”
The RoHS and CE compliant SunBrite Agricultural LED Lightbar (SSP-LB24 series) is available in both red and blue for a wide variety of agricultural applications. The IP66 rating protects the lightbar against dust and water jet. The lightbars measure 24 inches by 0.874 inches in size with a 120° beam angle. Operating temperatures range from -20°C to 45°C. Mounting clips are available in vertical, 45°, or swivel formats. Transformers are available for easy plug and play performance.

Pricing for the SunBrite Agricultural LED Lightbar is dependent on size and quantity ordered and is approximately $75 per unit in production volumes. Production lead times range from eight to ten weeks.

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**Lumex Contact Information**

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**About Lumex**

For over 30 years, Lumex, a member of the ITW Photonics Group, has been a global leader in the optoelectronics industry. With the broadest range of high efficiency, high performance LEDs and LCDs in the industry, Lumex provides thousands of standard products and specializes in semi-custom and custom designs. Lumex's optical range encompasses a wide spectrum including UV, visible and infrared wavelengths. Lumex's team of Technical Design Specialists are experts in collaboratively developing effective, smart solutions from the most complex design dilemmas.

Lumex has a global footprint with the worldwide headquarters outside Chicago and the Asian headquarters in Taiwan. With manufacturing capabilities in the United States, China, Taiwan and Thailand, Lumex is able to support over 23 end markets with more than 80,000 customers both directly and through our distribution channel partners. Lumex received its initial ISO 9001 registration in 1996.

**About the ITW Photonics Group**

The ITW Photonics Group was created to bring together and build on the technical expertise of individual companies that specialize in photonics technology and span the full spectrum of wavelengths. The group consists of:

- Lumex - LED and LCD technology
- Cal Sensors - IR Detector and Emitter technology
- Opto Diode Corp - LED, Silicon Photodiodes and Electro-Optical Assembly technology
- ITW Linx – Surge protection technology

The synergy of these industry front-runners provides an unsurpassed range of photonic capabilities within a broad spectrum of markets, including medical, military and industrial controls. The ITW Photonics Group provides integrated solutions that encompass the technology and experience from all three business units, offering design engineers higher performance with greater feature enhancements. For more information on the ITW Photonics Group, go to www.itwphotonicsgroup.com

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**Photography**

IMAGE: SunBriteAgriculturalLEDLightBar.jpg

SAMPLE CAPTION: Due to its efficient design, the SunBrite Agricultural LED Lightbar can be up to 20% more compact in size and 20% more cost-effective than alternative agricultural LED technologies.

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