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LED bulb earns Philips \$10M from U.S. Energy Department

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Plain Dealer Reporter

The U.S. Department of Energy has awarded a \$10 million cash prize to Philips Lighting North America for its development of an LED light bulb.

The bulb uses less than 10 watts to produce more light than the standard 60-watt incandescent light bulb that it replaces. The 60-watt bulb is the most common bulb in household use.

Light bulb manufacturers are racing to develop high-efficiency bulbs as federal efficiency regulations kick in Jan. 1, eliminating the old incandescent designs unable to meet the new standards.

A similar Philips bulb already

available sells for \$39.97, and only at Home Depot. The bulb is designed to last about 25 years for most consumers.

Philips spokeswoman Silvie Casanova acknowledged that most people will balk at that price no matter what the life expectancy.

But the LED technology is so superior and durable that it will change how people think about light bulbs, she said. The durability includes handling.

Philips says the bulbs won't break or fail if you drop them. They are not made of glass, contain no mercury and can be dimmed.

"That is the challenge," Casanova said of the price. "We are going from what has been a disposable good to a durable good," she said of LED light-

ing technology, which many experts think will eventually sweep away compact fluorescent bulbs as well as incandescent bulbs.

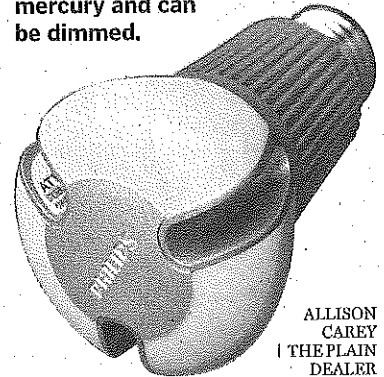
"You are talking about a small appliance now," she said, comparing the purchase of an LED light bulb in the future to the purchase of any other household appliance. "You will have to look at how you will use a [specific] light bulb."

The new U.S. efficiency standards will knock off the traditional 100-watt incandescent bulb by the first of the year.

Philips is developing an LED bulb to replace the 100-watt incandescent, and it should be on store shelves by the end of the year or early in 2012, said Casanova.

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The yellow phosphor cladding of this Philips LED bulb — critical to producing the light — is bright white when the bulb is turned on. The 12.5-watt bulb, which lasts for 25 years and is selling for \$40, contains no glass or mercury and can be dimmed.



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