



## 2003 GE Edison Award Call for Entries

GE Lighting is proud to announce its 21st annual **call for entries** for the GE Edison Award. The GE Edison Award recognizes excellence and quality in professional lighting designs that employ significant use of GE lamps.

The call for entries is open to lighting professionals who use primarily GE lamps in a lighting design project installed during the 2003 calendar year. Entries must be received by January 12, 2004 to be considered.

Please visit [www.geedisonaward.com](http://www.geedisonaward.com) for all details, including Terms and Conditions, Entry Rules/Eligibility, and Entry Forms.

### GE Unveils Exclusive Silver Coating Halogen Technology

*New Silver-Coated GE Halogen Lamps Provide Additional Energy Savings and Longer Life*

GE has enhanced its technological leadership position in the PAR halogen industry with the introduction of its new silver coating technology. By coupling its silver coating process with halogen and Halogen-IR™ GE now offers the widest variety of energy saving lamps and long life options in PAR halogen history.

#### **Retail HIR™**

Named to represent the market for which they are best suited, GE's new Retail HIR™ lamps combine a silver-coated reflector with GE's exclusive thin film HIR™ technology. Retail HIR lamps provide long life and energy savings, virtually no UV and 50% less heat in the beam.



Replace a 60PARHIR lamp with a 55PAR Retail HIR lamp and save 8% in energy, get 33% longer life...**with no reduction in lumens.**

#### **Retail HIR™**

	<u>45PAR/HIR/R</u> <b>60PAR or 50HIR</b>	<u>55PAR/HIR/R</u> <b>75PAR or 60HIR</b>	<u>90PAR/HIR/R</u> <b>120PAR or 100HIR</b>
Replaces			
Watts	45	55	90
Lumens	800	1050	2030
Life	4000	4000	4000
Spot CBCP	14000	17000	30000
Flood CBCP	3400	4000	7000
lpW	17.8	19.1	22.6
Beam Offerings	SP 10° FL 25°	SP 10° FL 25°	SP 10° FL 25°

- Up to 10% energy savings vs. HIR, plus 33% longer life
- Up to 27% energy savings vs. standard halogen and up to 60% longer life
- Equal or greater lumens than the lamps indicated above
- 50% less heat in the beam
- UVB & UVC reduced 100X
- UVA reduced 2X.

**Available Now!**

**Silver Saver™**

New Silver Saver™ products combine GE's silver coating and halogen technology to deliver energy savings and 3000 hours life, **with no reduction in lumens.**



**Silver Saver™**

	<u>53PAR/H/SS</u>	<u>66PAR/H/SS</u>	<u>79PAR/H/SS</u>
<b>Replaces</b>	<b>60PAR</b>	<b>75PAR</b>	<b>90PAR</b>
Watts	53	66	79
Lumens	800	1050	1310
Life	3000	3000	3000
Spot CBCP	14000	18000	20000
Flood CBCP	2900	4000	4700
lpW	15.1	15.9	16.6
Beam Offerings	SP 10° FL 25°	SP 10° FL 25°	SP 10° FL 25°

- Up to 12% Energy Savings
- Up to 20% Longer Life
- No reduction in lumens

**Available Now!**

**Silv-IR™**

GE Silv-IR™ lamps combine a silverized reflector, GE HIR™ technology, and a **robust filament design** that make these lamps ideal for areas where rough handling is common. Available in 50 and 60 watt spots and floods with a long 4000-hour lamp life.

**GE's technology platforms are unsurpassed in the industry today**

GE Lighting invented and launched its exclusive Halogen-IR™ lamp thin film technology more than 12 years ago and continues this leadership today with the broadest family of products currently on the market.

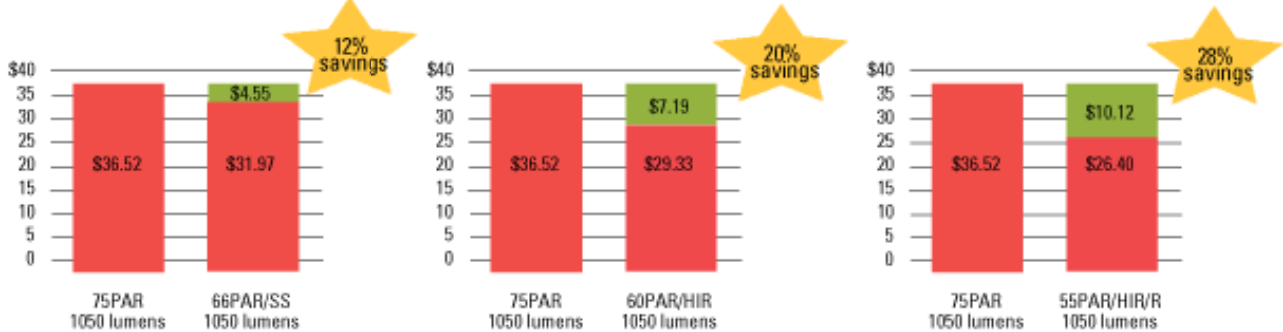
**The GE Halogen Mission - Delivering the highest energy efficiency and longest life products... without compromising quality and quantity of light.**

GE Technology Advantage:	Silver Coating	IR Film	Silver Coating & IR Film
<b>"Good"</b> PAR38, PAR36, PAR30, PAR20, PAR16	<b>"Better"</b> PAR38	<b>"Best"</b> PAR38, PAR30	<b>"Optimum"</b> PAR38
<p><b>Standard &amp; Plus</b></p> <ul style="list-style-type: none"> <li>Crisp, white light</li> <li>Perfect CRI - 100</li> <li>2000-2500 hours, 60W - 3000 hours</li> </ul>	<p><b>Silver Saver™</b></p> <ul style="list-style-type: none"> <li>Up to 14% more efficient</li> <li>Up to 12% energy savings</li> <li>Up to 20% longer life - 3000 hours</li> </ul>	<p><b>HIR™</b></p> <ul style="list-style-type: none"> <li>Up to 28% more efficient</li> <li>Up to 22% energy savings</li> <li>Up to 20% longer life - 3000 hours</li> </ul> <p><b>HIR XL™</b></p> <ul style="list-style-type: none"> <li>Lasts 6000 hours with up to 13% energy savings</li> </ul>	<p><b>Retail HIR™</b></p> <ul style="list-style-type: none"> <li>Up to 42% more efficient</li> <li>Up to 27% energy savings</li> <li>Up to 60% longer life - 4000 hours</li> </ul> <p><b>Silv-IR™</b></p> <ul style="list-style-type: none"> <li>Heavy duty filament for rough handling</li> <li>Same 4000 life with up to 20% energy savings</li> </ul>

ENERGY SAVINGS ↑

LONG LIFE →

- Key:
- Operating cost
  - Operating savings
  - Labor cost=\$2.00
  - Energy rate=\$0.10
  - Annual hours=4000
  - Lumens=1050 for all



\*All comparisons are made against Standard & Halogen Plus at same/similar lumen output

[Click here to learn more about GE Halogen Lamps.](#)

[Top of page](#)

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