



Lighting The Specifier

An update of lighting and application developments

March 2005

- LightFair 2005
- Meet our new Spec Engineer
- UltraMax™ HID electronic ballasts



Visit GE's booth at LightFair International April 12th through 14th

While in New York, we hope you will visit the GE booth to see our new Lighting, GELcore and Lighting Systems products – all displayed within one large space for your convenience. We'll be there to answer your questions about GE's traditional and LED light sources, electronic ballasts, lighting control components, lighting control devices and luminaires. The GE booth, #1319, is located just inside the Javits Convention Center near one of the main show entrances off East 11th Street ([show floorplan](#)).



Meet our new Specification Engineer!

We are pleased to announce that Adrienne Shulman has joined the GE team as the Specification Engineer in New York City. Adrienne will be responsible for leading the specification efforts by supporting various consultants and lighting designers in the northeast. She joins the team from her most recent role as a lighting designer in the NY/NJ area.

Adrienne has worked on several high profile lighting projects from the Guggenheim Museum to May Company department stores. Her strong knowledge of the lighting industry, commercial skills and thirst for knowledge make her a great asset to the team. Adrienne holds a Bachelors of Fine Arts from Syracuse University and a Masters in Theatrical Lighting Design from Rutgers.

Don't miss the opportunity to meet Adrienne at LightFair!

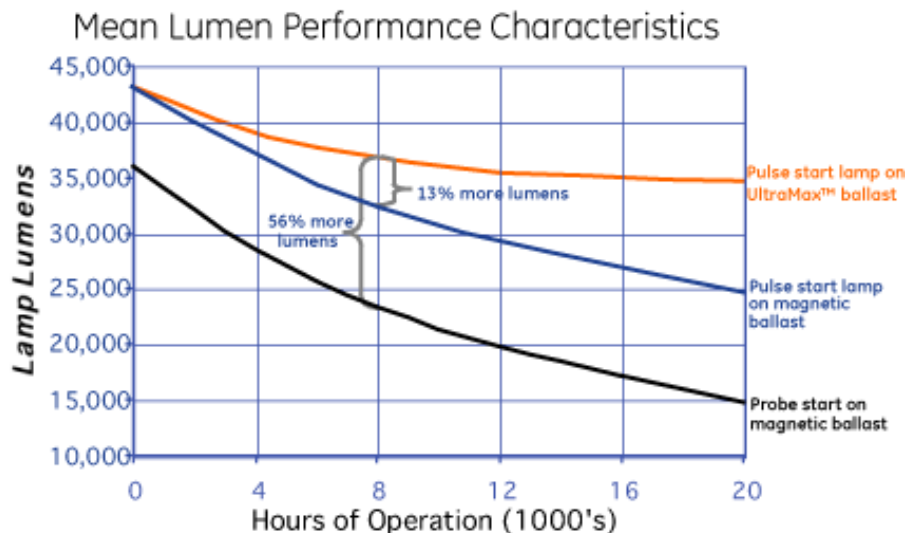


GE UltraMax™ HID electronic ballasts deliver 13% more mean lumens and offer improved lighting quality

GE's new UltraMax™ HID electronic ballast is a product you won't want to miss at LightFair! This revolutionary, new ballast system for 250-, 300-, 320-, 350-, and 400-watt pulse-start metal halide lamps and GE CMH® Ceramic Metal Halide lamps features superior lumen maintenance and lower ballast losses compared to magnetic HID ballasts. It's also the only low frequency electronic ballast currently recommended for use with ceramic metal halide lamps.

The UltraMax HID ballast is 70% more efficient than typical probe-start metal halide CWA electromagnetic ballasts and 20% more efficient than electromagnetic pulse-start systems. This means huge reductions in energy consumption, evidenced in new installations where fixture counts can be reduced as much as 35%, and in existing applications when 400-watt standard metal halide lamps are replaced with GE 250- or 320-watt PulseArc® metal halide lamps.

Specify GE's UltraMax HID ballast and realize a 13% improvement in mean lumens (see chart). Other benefits including reduced lamp blackening, improved color consistency and virtually no flicker!



Choose to specify fewer fixtures in new installations or to replace higher-wattage lamps with lower-wattage options - one ballast does it all...the GE UltraMax™ HID electronic ballast.

For more information and detailed specifications, [click here](#).



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