

GE Consumer & Industrial Lighting

HIR™ Plus Halogen PAR38s

You Can Get Less Than a One Year Payback Just By Changing A Light Bulb!



Product Overview

GE's next generation of HIR PAR38 Lamps are arriving. With increased demand for energy saving lighting alternatives, GE - the inventor of HIR technology - has developed another breakthrough ecomagination product within the Halogen product family.

GE Advantage

Although several companies offer PAR38 HIR lamps GE's **HIR® Plus** lamps will lead the industry in efficiency (LPW).

Product features & benefits

- Huge Cost of Light Savings
 - ... Less than a one year payback in most cases
- Long 4,200 hour life
- Up to over 2X longer life than Std PAR38s
- Up to 55% more efficient than Std PAR38s
- Industry most efficient Halogen PAR38 lamps (LPW)

HIR™ Plus

PC	Description	Lumens	CBCP	Available
90515	48PAR/HIR+/SP10	970	15500	May-07
90519	48PAR/HIR+/FL25	970	3800	May-07
90601	67PAR/HIR+/SP10	1500	22000	May-07
90602	67PAR/HIR+/FL25	1500	5000	May-07
90520	60PAR/HIR+/SP10	1260	19000	July-07
90529	60PAR/HIR+/FL25	1260	4700	July-07
90605	83PAR/HIR+/SP10	2030	30000	July-07
90606	83PAR/HIR+/FL25	2030	7000	July-07
71446	55PAR/HIR+/SP10	1120	17500	Oct-07
71598	55PAR/HIR+/FL25	1120	4100	Oct-07
90512	45PAR/HIR+/SP10	870	14100	Mar-08
90513	45PAR/HIR+/FL25	870	3500	Mar-08

GE Halogen PAR38 Up Sell Logic:

Good			Better			Best					
STD Halogen			HIR™			Retail HIR™			HIR™ Plus		
Life = 2500 - 3000 Hours			Life = 3000 Hours			*will be delisted 6 months after HIR+ Launch Life = 4000 Hours			Industry Leading LPW's Life = 4200 Hours		
Watts	Lumens	LPW	Watts	Lumens	LPW	Watts	Lumens	LPW	Watts	Lumens	LPW
120	1900	15.8	100	2030	20.3	*90	2030	22.6	83	2030	24.5
100	1500	15.0	80	1500	18.8				67	1500	22.4
90	1310	14.6	70	1260	18.0				60	1260	21.0
									55	1120	20.4
75	1050	14.0	60	1050	17.5	*55	1050	19.1	48	970	20.2
60	800	13.3	50	800	16.0	*45	800	14.5	45	870	19.3



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How Much Can Be Saved By Using HIR™ Plus?

Lamp Description
Lamp Life @120V
Wattage
Lumens
LPW
Estimated Price Premium per lamp vs. STD
Lamp Cost Example (prices vary)

	Good	Better	Best
	<u>STD</u>	<u>HIR™</u>	<u>HIR™ Plus</u>
Lamp Description	75PAR/H	60PAR/HIR	48PAR/HIR+
Lamp Life @120V	2500	3000	4200
Wattage	75	60	48
Lumens	1050	1050	970
LPW	14.0	17.5	20.2
Estimated Price Premium per lamp vs. STD		\$3.50	\$7.25
Lamp Cost Example (prices vary)	\$6.00	\$9.50	\$13.25
Annual Cost Per Socket			
Annual Lamp Cost (Price * Annual Op Hours / Lamp Life)	\$10.80	\$14.26	\$14.19
Labor (Labor Rate * Annual Op Hours / Lamp Life)	\$3.60	\$3.00	\$2.14
Electricity (Electric Rate * Lamp Wattage * Annual Op Hours)	\$33.75	\$27.00	\$21.60
HVAC Savings		\$0.74	\$1.34
Total Annual Operating Cost	\$48.15	\$43.52	\$36.60

Annual Savings Per Socket vs. STD
Cost Of Light Savings vs. STD
Simple Payback in Years
Return On Investment

\$4.63
10%
0.8
130%

\$11.55
24%
0.6
160%

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Annual Kwh's
Kwh's Reduction
Kwh's Reduction %
Carbon Dioxide: CO2 Reduction (lbs)

Annual Kwh's	338	270	216
Kwh's Reduction		(68)	(122)
Kwh's Reduction %		-20.0%	-36.0%
Carbon Dioxide: CO2 Reduction (lbs)		(94)	(169)

Assumptions:

Annual Operating Hours = 4,500, Labor Rate = \$2.00
Average Electric Rate = \$0.10 kwh
HVAC Savings = 1/3 watt for every 1 watt saved times the HVAC Coefficient .33 (from ASHRAE guidelines)
Simple Payback calculation = (Lamp Price Premium / Annual Savings)



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