

GE Consumer & Industrial
Lighting

Immersion™

LED Display Case Lighting

Backed by a reputation for reliability in the lighting industry, GE has proven experience in designing quality LED systems you can depend on.

Quality of Light

GE LED Lighting distributes light more evenly throughout the entire case to improve average case illuminance. Using specially designed optics, peak light is focused to the center of the case and radiates out across the case surface. This results in a brighter, more uniform look throughout the entire display. Multiple point sources of light also increase visual reflectivity and sparkle.

Design Flexibility

Available in 6 inch increments, enabling a closer edge-to-edge fit that is difficult to achieve with size-limiting fluorescent tubes. This reduces shadows within the case that disrupt uniformity and dull the look of your merchandise.

Energy Efficient

Up to nearly 80 percent energy savings vs. halogen.

Long life = labor savings

50,000 hour rated life reduces hassle and maintenance expenses associated with lamp replacement.

Environmentally responsible

RoHS compliant; does not contain any lead, mercury or glass.



GE – bringing LED technology and efficiency to display cases



imagination at work



BEST IN CLASS
Award Winner

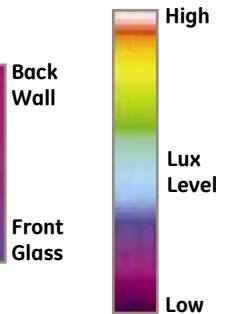
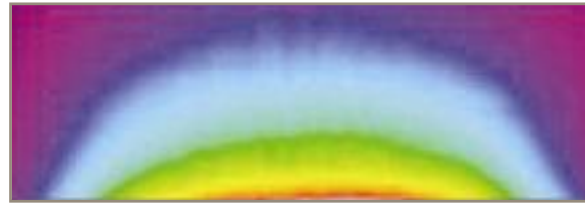
GE Immersion™ LED Display Case Lighting

Light Distribution (Lux)

Immersion LED Display Case Lighting

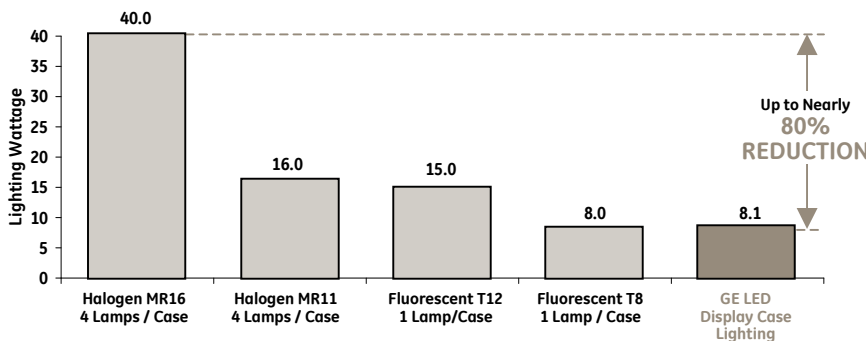


Fluorescent T8 in Typical Extrusion



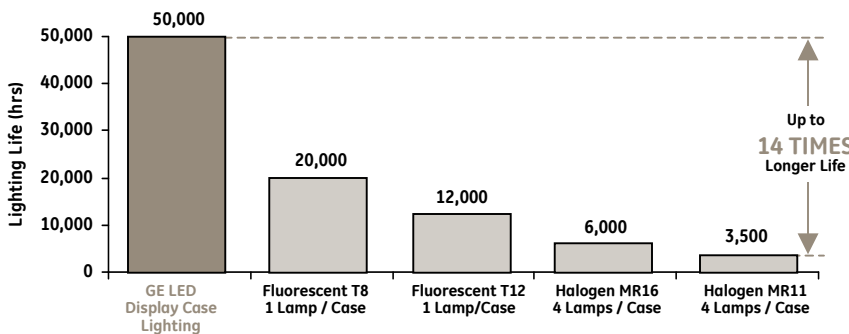
Measurements taken from a typical 5-foot display case appropriately outfitted with a 60-inch Immersion LED light (LEFT) and 48-inch fluorescent tube (RIGHT), as seen from an overhead view of the case.

Lighting System Wattage Illustration – Watts/Foot

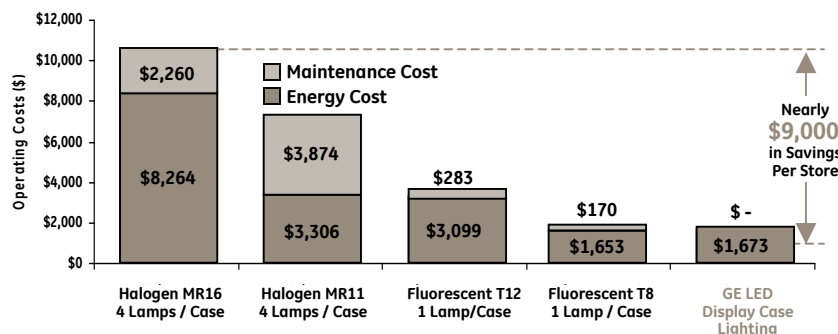


- GE LEDs produce higher average illuminance than fluorescent systems
- Halogen systems provide higher average illuminance than LEDs (approximately 1800 vs. 2400 average lux), but GE LED display case lighting offers significant energy savings, higher uniformity, and longer life

Lighting System Life Illustration - Hours



Operating Costs Illustration – 10 Year Period



Assumes:

- 10 cases per store
- 4,000 hrs of annual operation
- 4 Halogen, 1 Fluorescent or 1 LED fixture per case
- Energy cost of \$.1033/kwh
- Lamp cost of \$2.65
- Labor cost of \$6.00 (spot relamp) \$1.50 (group relamp)
- Scheduled relamping at rated life
- Spot relamping upon lamp failure

For additional product and application information, please consult GE's Website: www.gelighting.com

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