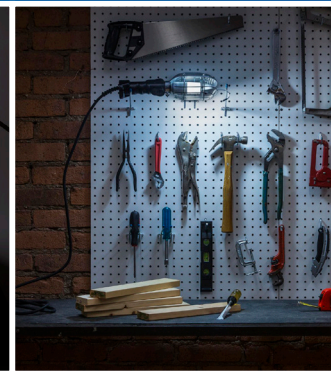




# Introducing the GE LED Bright Stik™

Light that's just right.

Lamps come in many shapes and sizes, and so should light bulbs. Our new cylindrical-shaped LED Bright Stik was designed to fit even more sockets than ordinary bulbs. It is the ideal choice affordable LED light bulb that delivers instant brightness for any room in your house.



## Wide beam angle

240 degrees beam angle

## Energy saving

By replacing a halogen lamp, you are saving more than 70€

## Multi use

Innovative, compact size fits more sockets than an ordinary bulb

## Instant on

Instant full brightness with a warm, soft, white light

## Long lifetime

Lasts 15 years at 2,7 hours/day you are saving 750 kWh

## No mercury

Environmentally friendly





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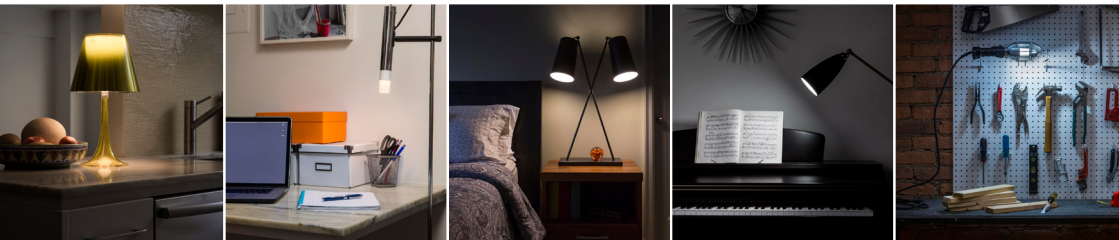
These are revolutionary times for the lighting industry. Brand new low-cost LED light bulbs appeared on the market with the promise to cut peoples home's power draw without breaking the bank. But GE LED Bright Stik™ even stands out from these pioneer LED bulbs.

Why is that?

Lamps come in many shapes and sizes and so should light bulbs. Everyone has seen nice lamps that were blemished by bulbs too long. With this insight in mind GE's new cylindrical shaped LED Bright Stik™ was designed to fit even more sockets than ordinary light bulbs or first generation LEDs. It even looks better than spiral or original shaped bulbs in many fixtures.

It's cost effectiveness beats many on the market with using up to 80% less energy than an incandescent and up to 20% less energy than a compact fluorescent lamp (CFL). By replacing an incandescent bulb you can save as much as 750 kWh. To put it in other words, including retail price the Bright Stik™ bulb pays for itself in 7 months and lasts 13.7 years at 2,7 hours usage per day.

The Bright Stik™ is always ready because it gives an instant full brightness with a warm, soft white light even in cold environments. It provides 470, 810 or 1521 lumens based on the model, nearly the same as a 60-watt incandescent, and comes in three color options: warm white, white and daylight. With a 240 degrees beam angle light goes exactly where you want it to.



The GE LED Bright Stik™ quells environmental concerns as it contains no mercury and so it gives a worry-free use.

Cost is no longer a barrier to introducing LED technology into everyday household

environments. Energy-conscious shoppers who want superior quality of light have a realistic option. Beyond its low costs, the sleek, modern look of the GE LED Bright Stik™ bulb will seduce even the most lighting-conservative consumers.