



LEDO
THE ELEMENTS OF LIGHT



To all representatives of the press LEDO presents the new generation of high-quality LED retrofit lamps!

Nieder-Olm, March 29, 2011

It is done!

After its resounding success at the Light+Building 2010 trade fair and the positive response that followed, LEDO LED Technologie GmbH is ready to claim its place as a new leading expert in the lighting market. LEDO's innovativeness convinced not only the judging panel for the ‚Pioniergeist‘ award for new entrepreneurs in the German state of Rhineland-Palatinate, but also renowned investors and cooperation partners.

Now the young company from Nieder-Olm has succeeded in bringing a top-of-the-line product to the market: the BULLED LED lamp. Less than eight weeks after EuroLuce in Milan, LED retrofit lamps of the BULLED series will begin leaving the production lines. Orders can be placed at the fair already, though retail customers will be able to purchase BULLED lamps at specialist outlets.

Since there is no competition of similarly high quality, LEDO can pride itself in having created a new market segment with BULLED - the S-class among illuminants, so to speak. After all, the BULLED is the only known energy-efficient LED substitute for incandescent light bulbs that can match not only the luminosity of a 60-watt incandescent bulb but at the same time its size, shape and light quality. The BULLED does not attempt to imitate the conventional light bulb, however: It is a new archetype. Its innovative design and beam angle of more than 330° set new standards among omnidirectional illuminants.

Functional Beauty

The BULLED CLASSIC (image) works with eleven individual LED modules, matching the performance of a regular 60-watt incandescent light bulb at a total output of only 11 watts. It is remarkable how strictly its design adheres to the principle „form follows function“. While almost all other LED substitutes for incandescent bulbs use a fifty-fifty composition of translucent lamp bulb and heat sink, the BULLED solution is logical as it is creative: the LEDs are fitted directly into the cooling fins, together forming the body of the lamp. This is a pivotal factor as light-emitting diodes do not have a high thermal capacity. The heat balance of an LED illuminant is one of the main deciding factors in the development of a light bulb substitute, as heat build-up within the illuminant must be avoided. Since the LEDs in the BULLED are distributed evenly on the heat sink as opposed to being placed next to each other on a circuit board, heat dissipation by the heat sink is much more efficient.

Another advantage: The even distribution of the LEDs on the heat sink results in uniform light dispersion at any angle. This effect is optimized through the use of synthetic acrylate diffuser caps designed specifically for this purpose; the diffuser beads within the cap refract light in such a way that it is dispersed evenly in all directions, much like from an incandescent light bulb.

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Unlike the fifty-fifty composition, which usually casts light forward almost like a spotlight, the BULLED provides consistent light dispersion to all sides. This and its luminosity are its greatest advantages. The BULLED is just as versatile as an incandescent light bulb; depending on the place and purpose of its use, the light can be directed with the help of different lampshades, such as that of a suspended, bollard or table lamp.

The superior concept and resulting efficiency when it comes to heat dissipation can be seen even more clearly with the BULLED MODULAR (image), which uses the air current around the lamp in such a clever way that it doesn't need any cooling fins at all. Here the individual LED modules take the shape of „fin cones“. By combining these modules in the BULLED MODULAR, small ventilation ducts are formed that utilize the resulting thermodynamics to guide the air current through. The individual LED modules are designed in such a way that they are always evenly cooled, regardless of the angle at which the BULLED MODULAR is installed.

And there are more reasons both versions will leave you heavily impressed: once you feel the weighty metal and high quality workmanship, you won't want to put them away!

Diodes are Forever

With its high-quality concept, the BULLED will end the widespread use of disposable illuminants - after all, how often do you have to replace a lamp with a potential lifespan of 80,000 hours? Its extreme durability is partly owed to its innovative design, but the driver electronics designed specifically for the BULLED make it last even longer. This longevity is also what will justify the price tag of approximately EUR 89 when the BULLED is launched in June 2011 - equipped with E27 sockets and A55 bulbs for the time being. It has a wide range of possible uses: whether in homes, offices, restaurants, hotels, shops or in sophisticated lighting design - the BULLED is not only robust thanks to its resilient metal surfaces and shock-resistant diffusers, it also renders colours impeccably, making it the right choice for any place and purpose. Furthermore, the BULLED is dimmable and available in warm white and daylight white.

The creators of the BULLED

The BULLED was designed and built by designer Jürgen Honold, who has been in the lighting market for more than ten years and who has worked with LED technology for just as long. Together with his partner Norbert Harkam, he founded LEDO GmbH in 2007. After functioning as an OEM for various lighting manufacturers during its early stages, the company now sells the BULLED, its first own product.

**Visit us at the EUROLUCE fair in Milan between April 12 and April 17, 2011!
Pavilion 15, Booth G 38**

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bulled
CLASSIC



bulled
MODULAR

Further Information,
Logos and Images
may be downloaded here:

www.ledo-led.com

We also offer
postal service on
your request.

Technical specifications of the BULLED

Colour temperature	2800K / 5300K
Luminous flux:	700 / 1000 lumen
Beam angle:	>330°
Colour Rendering:	Ra / CRI 90
Power Factor:	>90
Lifespan:	80,000 h
Dimensions:	Ø 55 x 98 mm
Output:	11 watts
Socket:	E27
Warranty:	5 years

Contact

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