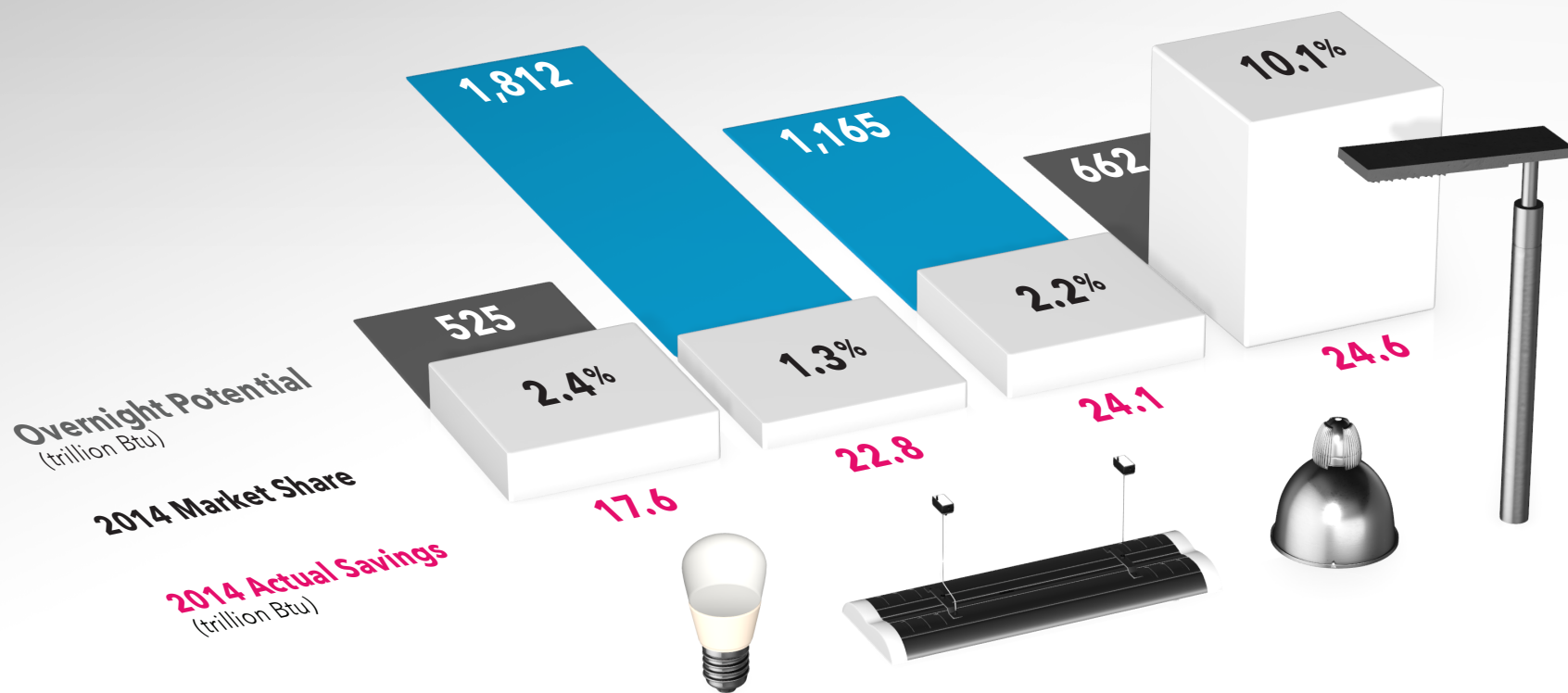


Watt's Next

for Energy Savings in Lighting

If all U.S. lighting installations were replaced overnight with the best LED technologies available in 2014, our nation would save 4,896 trillion Btu of energy. That is MOST of the 7,000 trillion Btu we now use for lighting. **Far and away, two categories of products – linear and low/high bay – have the greatest overnight potential.**



Unlocking the Potential

A19

While A19 replacement bulbs constitute most of today's LED lighting installations, they have gained only a modest market share so far. Potential energy savings remain significant.

Linear Low/High Bay

These two categories of lighting, used in commercial and industrial applications, represent, by far, the greatest overnight potential for energy savings, accounting for 60% of the total for all LED products. Very recently, both have begun to realize competitive success against lower-priced incumbent technologies.

Outdoor

Led by roadway lighting, LEDs have gained an impressive share of outdoor lighting applications. Sizeable headroom remains in parking garage and other applications.