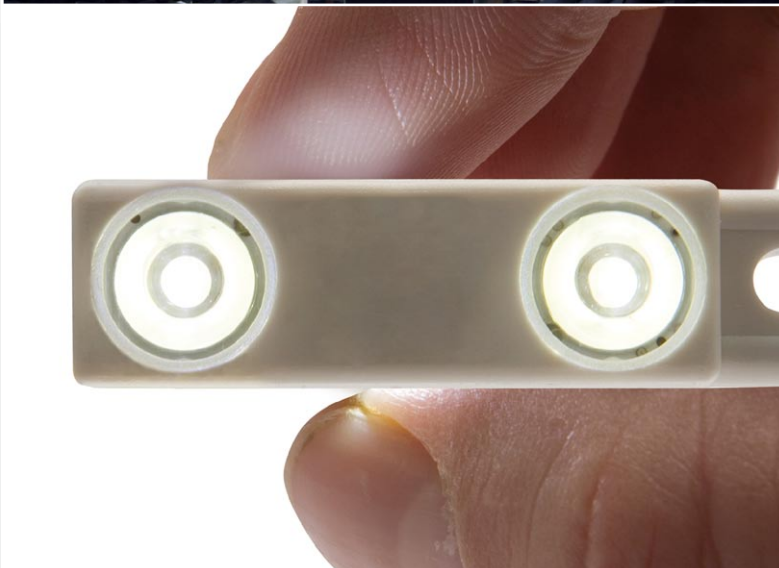


The
new generation
of **LED Lightboxes**



for
retail
& signage

primeX LED™

The new LED technology will revolutionize the lightbox market!

The new generation of LED technology has outstanding ecological and economical advantages compared to the conventional (T8) light boxes. Now we can support our commercial, retail and signage market with attractive solutions and conditions to achieve remarkable return on investment figures.

The energy costs will be reduced by **75 %** vs. the conventional T8 as well as exchange and maintenance charges. The lifetime of the LED is **250 %** longer, you have no recycling expenses (fluorescent tubes contain lead). Additionally the packaging cost will be decreased by **35 %** and the freight cost by **25 %**.*

*application examples

Ready for the future - the 3 LED systems!

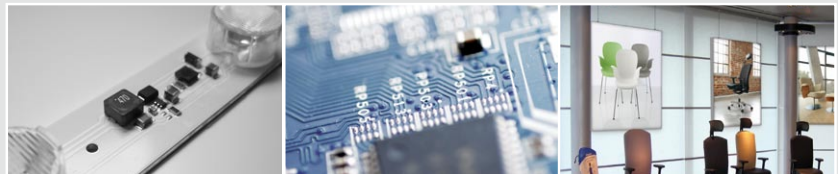
SMART LED:

- all-purpose, can be used in a wide range of lightbox profiles
- for especially big lightboxes
- indoor- and outdoor usage
- existing boxes can be upgraded



REMOTE LED with intelligent controls:

- same features as SMART LED plus
- allows environment interaction
 - dimmable manually / by photocell
 - photocell as motion detector
 - many more features possible



CHAIN LED:

- highest outdoor certification
- longest warranty
- existing boxes can be upgraded

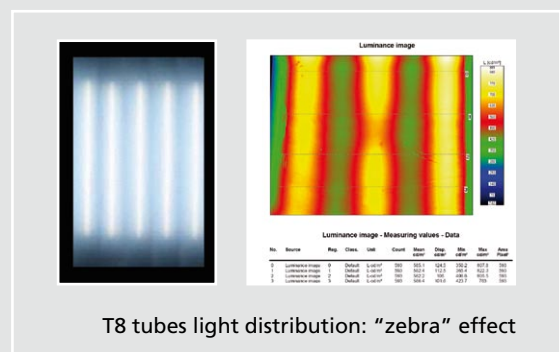
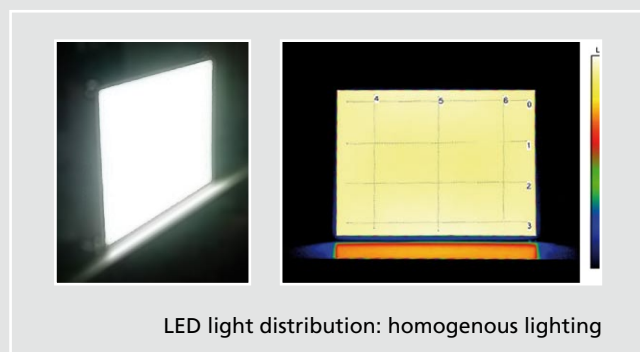


Feature overview

| model | SMART | REMOTE | CHAIN |
|------------------------|------------------------------|-------------------------|-------------------------------|
| lifetime | 50000 h | 50000 h | 50000 h |
| colour temperature | 5300 K | 6000 K | 3200 / 6500 K |
| lumen per module | 720 lm (5 LEDs = 15 W) | 1250 lm (5 LEDs = 18 W) | 576 lm (3 rm / 9.8 ft = 15 W) |
| warranty | 3 years | 2 years | 5 years |
| possible outdoor usage | yes, IP 20 (IP 67 on demand) | no, IP 20 | yes, IP 66 |

Light performance of LEDs vs. fluorescent tube lightboxes:

Our high performance LED modules allow an even, homogenous light distribution over the complete lightbox without the "zebra" effect.



Energy comparison chart

This chart shows the electricity consumption based on one unit with 12 h usage per day during 1 year. Additional savings occur with packaging, shipping, installing, maintenance & recycling!

| indoor lightbox example: 350 x 150 cm | conventional T8 | Primex T5 | Primex LED |
|---------------------------------------|------------------|----------------|----------------|
| lightboxes | 1 unit | 1 unit | 1 unit |
| power | 65 kW | 28 kW | 15 kW |
| amount tubes / LEDs | 15 pcs | 18 pcs | 18 pcs |
| operating hours per day | 12 h | 12 h | 12 h |
| operating days | 365 d | 365 d | 365 d |
| price per kW (European level) | 0,15 EUR | 0,15 EUR | 0,15 EUR |
| energy costs | 640 EUR | 331 EUR | 177 EUR |
| costs for air conditioning* | 1.281 EUR | 662 EUR | 354 EUR |
| total energy costs per year | 1.921 EUR | 993 EUR | 532 EUR |

* Statistics from retail market: For each consumed W of light energy you have to consume approx. 2 W for air conditioning!

Overall comparison chart

These figures show you how fast you can reach the return of invest:

| | conventional T8 | Primex T5 | Primex LED |
|---------------------------------------|---|--|-----------------------------------|
| light performance | flickering / possible zebra effect | possible zebra effect | no flickering & homogeneous light |
| lifetime | 10.000 h | 20.000 h | 50.000 h |
| energy consumption | 100 % | 50 % | 25 % |
| maintenance | exchange of neon tubes | no electrician (plug & play) | no need |
| setup & installation | with electrician or preassembled -> more shipping costs | no electrician, can be shipped unassembled (plug & play with integrated ballast) | no electrician needed |
| relative shipping costs / weight in % | 100 % | 85 % | 50 % |
| relative packaging costs in % | 100 % | 90 % | 60 % |



Textile frame equipped with **SMART LED** module

Seeing is believing...

... the new LED light boxes will create attention, will reflect the desired atmosphere and expose your product and idea in the way you want to be recognized.



CHAIN LED:

- outdoor light ad
- retailer
- "Marks and Spencer"



CHAIN LED:

- outdoor light ad on building facade
- hotel group "Hilton"



SMART LED:

- indoor wall decoration
- retailer

Feel free to contact us if you have any questions!

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