



## EMBARGOED UNTIL MAY 10, 2010

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### **BetaLED® Introduces Sleek Addition to the LEDway Streetlight Family** *LEDway SLM™ is designed primarily for residential street lighting applications*

**Sturtevant, Wis., May 10, 2010** – BetaLED, a division of Ruud Lighting, Inc., introduces the LEDway SLM, a new addition to its line of LEDway streetlight products. The LEDway SLM (single light module) is a sleek, low profile luminaire designed to replace existing traditional cobrahead systems along residential streets. The new luminaire offers more than 90 lumens per watt delivered and uses a new generation LED chip package coupled with advanced optical design techniques from BetaLED.

The LEDway SLM streetlight incorporates scalable light modules that can be configured up to 60 LEDs and feature NanoOptic™ product technology that delivers industry leading optical efficiency, improved uniformity ratios and superior light control with reduced light loss.

“By continually using the latest in technology, our BetaLED engineers were able to harness the high performance of larger luminaires into a smaller, slimmer profile,” said Christopher Ruud, president of Ruud Lighting, Inc. “Plus, the introduction of LEDway SLM offers communities an economical and more aesthetic option when converting traditional systems to LED throughout their neighborhoods.”

LEDway SLM is compatible with existing pole mounting configurations and can be mounted to a vertical or horizontal tenon for increased flexibility. In addition to its IP-66 rated, LEDway SLM is UL, cUL, ENEC, and CE compliant. Product options include an occupancy sensor, two-level capabilities and dimming.

LEDway SLM streetlight is designed, engineered and manufactured in the United States and meets the Buy American Requirements under the American Reinvestment and Recovery Act. Production is scheduled for June and is a stylish and flexible option municipalities and utilities can choose from to enhance the quality of life within their communities.

Significant benefits of LEDway streetlights include:

- Use Less Energy.** Energy savings from LEDway streetlights, for typical street lighting applications, is generally 40-60 percent compared to traditional high-intensity discharge (HID) products. Lighting controls can be added to further enhance overall energy savings.
- Control Light Pollution.** LEDway streetlights comply with IESNA and International Dark Sky Association guidelines. Patented NanoOptic™ product technology directs light into target areas, without spilling onto neighboring properties or into the night sky.

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## *2-BetaLED Introduces LEDway SLM Streetlight*

- **Eliminate Hazardous Materials.** LEDway streetlights are Restriction of Hazardous Substances (RoHS) compliant. No mercury or other hazardous substances are used as compared to traditional sources that present potentially hazardous disposal and environmental issues.
- **Lower Greenhouse Gas Emissions.** LED streetlights reduce the amount of energy used and ultimately help to reduce the carbon footprint of a municipality.
- **Reduce, Reuse, Recycle.** LEDway products are made using a total of 20-25 percent (by weight) post consumer recycled materials (aluminum castings and extrusions). Seventy percent (by weight) of LEDway components are aluminum castings and extrusions that are readily recyclable. Corrugated packaging is 100 percent recyclable.
- **Less Landfill Waste.** The extended life rating of an LED fixture means that less waste from fixture components is sent to landfills each year. Less waste from relamping and disposal means less pollution, less soil contamination, and less environmental noise from maintaining the landfill.
- **The Difference You Can See.** Energy-efficient LED streetlights are a visible example cities can use to show citizens how tax dollars are invested in energy-saving initiatives. Cities will improve their bottom line and enhance the quality of life for its citizens.

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### **About BetaLED**

BetaLED is recognized throughout the world for advanced engineering, innovative design and excellence in manufacturing LED lighting solutions. As an industry-leader, BetaLED has proven performance with thousands of successful installations in over 1,000 cities worldwide. BetaLED is the industry' leading manufacturer of specification grade LED luminaires. Capitalizing on our extensive in-market success, BetaLED luminaires have consistently proven their performance over traditional lamp sources and other LED products.

BetaLED luminaires deliver an environmentally friendly solution while bringing proven performance in efficiency, performance, longevity, and style. For more information visit [www.BetaLED.com](http://www.BetaLED.com)

### **About LEDway Streetlights**

LEDway Streetlights from BetaLED™ use 40-60 percent less energy than traditional streetlight lamp sources. Its highly efficient thermal management design is the foundation for a long-life fixture while the superior optical design provides unparalleled light control and uniformity without costly relamping or maintenance. LEDway streetlight technology sets the example, achieving sustainability goals and improving the quality of life within communities. For more information visit [www.LEDway.com](http://www.LEDway.com).