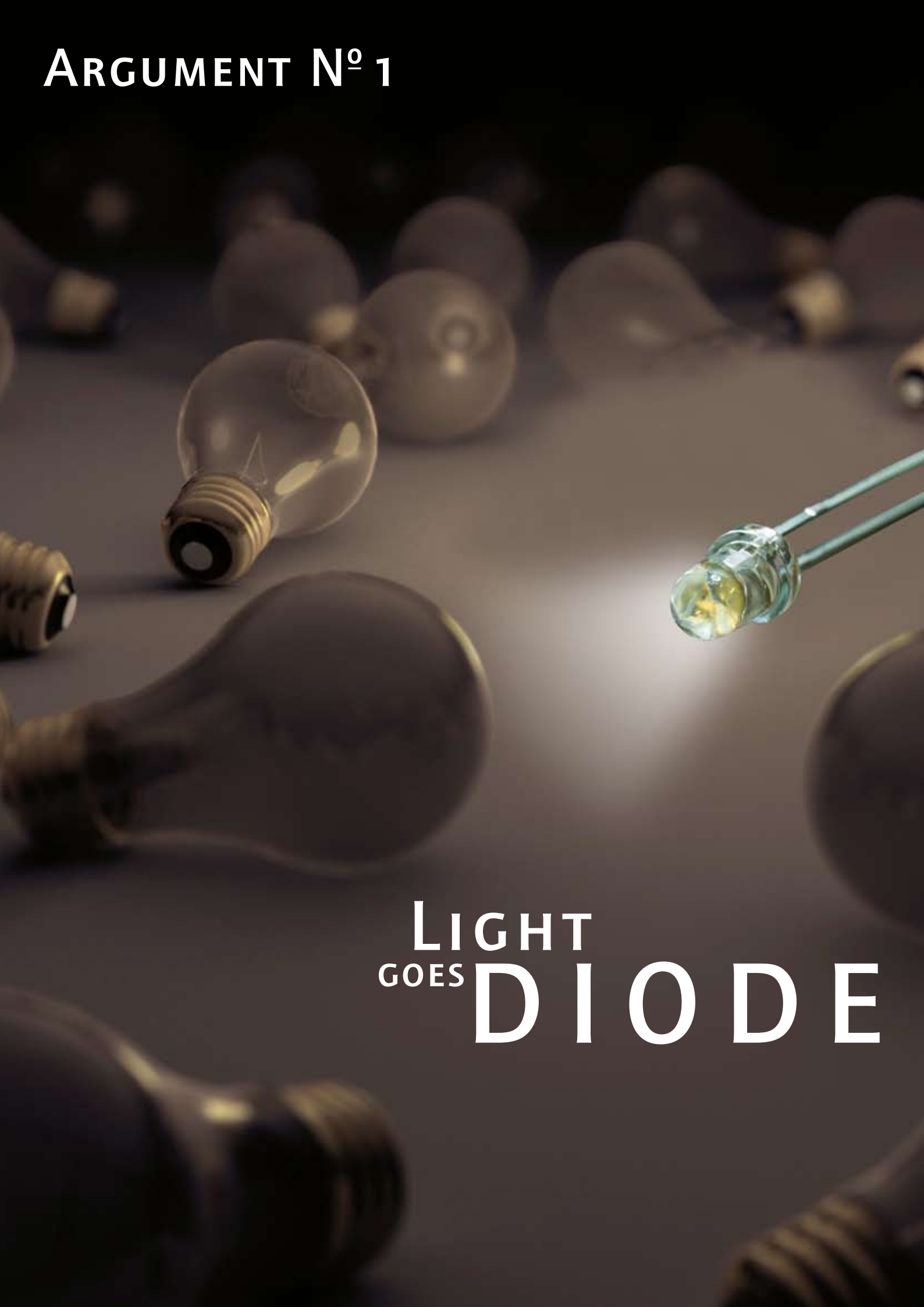


ARGUMENT N° 1



LIGHT
GOES **DIODE**



LIGHT
GOES
DIODE

A good hundred years are enough – not for the car, the telephone or the computer – but for the light bulb. Time is up for the well-loved, good old-fashioned light bulb. Energy-wise, it has become too expensive and, not wishing to offend, performance-wise, leaves a lot to be desired.

Critics have long mocked the light bulb as “a form of heating often suspended from the ceiling”. Our old friend, the light bulb

is, of course, an artificial source of light, in which electricity passes through a conductor making it light up, or rather, “heat” up – using vast amounts of energy: not environmentally friendly and certainly not “en vogue”.

A LOT MORE  **A LOT LESS**

Over a hundred years on, the key question is: What shines just as brightly, but consumes less energy? The answer: Light goes

Diode! The result: brighter light, hugely lower electricity consumption and, not wishing to boast, ten times the lifespan.

Diodes put an end to ‘heating from the ceiling’ and mark the start of a new era in industrial light applications.

Any questions on the industrial applications of highly innovative diodes?

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