



US Lighting Group
Intelligent LED Technologies

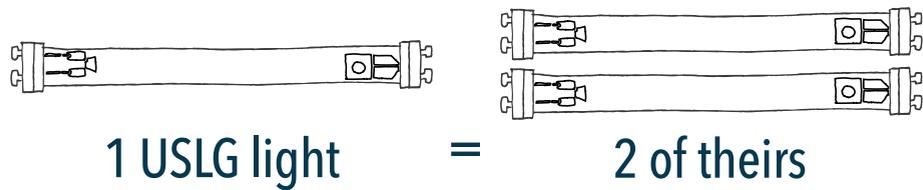


The last light bulb you will **EVER** need.

Seriously. Open and read to understand how ours compares and how we do it.

Facts are facts. And the indisputable fact here is that you will spend less money on lighting and light bulbs — FOREVER — by changing over to US Lighting Group's patent-pending LED lights.

CHECK OUT THE MATH. WE DID IT FOR YOU.



You need 2 of our competitors' light bulbs to generate the same AMOUNT OF LIGHT as 1 USLG light bulb.

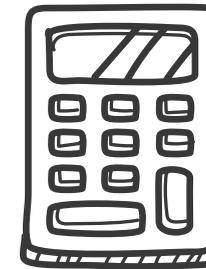
FACT

LEDs come in a million varieties and are measured in lumens.



Combine all of this information into one thought and you get this calculation:

A USLG LED LIGHT EMITS 2X AS MUCH LIGHT AND LASTS 4X AS LONG AS OUR COMPETITORS'.



FACT

The higher the wattage the less energy-efficient; the higher the lumens, the brighter.

$$24 \text{ hours in a day} \times 365 \text{ days in a year} = 8,760 \text{ hours in a year}$$

$$190,000 \text{ continuous hours our light is rated to run} / 8,760 \text{ hours in a year} = 21.69 \text{ years our light will last}$$

FACT

Edison designed the incandescent light bulb; it's the same design used today.

FACT

All incandescent lights have the same lifespan and are measured by wattage use.

FACT

Lumens measure brightness; watts do not. Wattage is just a measure of power used.

that means over a 21-year span, you will spend \$40 on one USLG light or you will spend \$20 eight times on competitors' lights.

YOU DO THAT MATH.

THE BOTTOM LINE IS THIS:

You will spend the least amount of money on lighting and light bulbs using USLG LED lighting.



TRULY, The last light bulb you will ever need.

How do we do it you ask? We know, most companies wouldn't share their secret recipe. But we are transparent with our technology, innovation and process. Because not only do we want to show you how we make this 100% American-made product, but we also want you to understand the science that makes this lighting option the superior and truly most cost-effective lighting tube available. So here are the four ways we make our lighting the best – In. The. World.

1 USLG is run by electronic engineers.

Why does this matter you ask? Because, instead an office full of suits looking at the bottom line in an excel sheet, we figure out how to streamline a light's output efficiency and functionality. We understand what makes the light work — and last!, what can be eliminated and improved, and how to implement those changes.

2 It starts with using the best LED.

You cannot build a more expensive light than USLG's. You're always hearing about companies trying to cut costs, so this probably sounds counterintuitive. But, the actual LED component determines a light's efficiency. So to ensure that ours is the most efficient, we use the world's best commercially available LED (seriously, Google it) — the Samsung LM561C. This LED emits the most lumens per watt, the equivalent to the most miles per gallon.

Our competitors buy the cheapest LEDs to keep production costs low, creating major inefficiencies in their end lighting product. You'll get what they paid for.

3 Science is on our side.

All LEDs are rated to last 100,000 hours — about 12 years. However, this lifespan is only possible should an LED not exceed clearly defined power and temperature limits. Our competitors ignore these power and heat restrictions, by pumping their lights with more current to brighten their otherwise dim LED. The increased power creates excess heat, which is not absorbed by cheap fiberglass or plastic circuit boards they use.

Our lights don't even come close to reaching any power or heat limits. Our patent-pending driverless circuitry underdrives the LEDs, instead of overdriving them as our competitors do. Also, our light is designed to run at 34 watts, but we only run it at 20 watts. It's like driving a Ford Taurus on tires meant for an F-350; those tires are going to last significantly longer without all the weight and force of a huge pick-up truck sitting on them.

4 We scrapped the transformer.

An incandescent light bulb is actually a miniature heater that happens to emit light. In fact, 90% of the bulb's energy comes out as heat and only 10% as light.

An LED is the exact opposite, right down to the type of power it needs to run. Instead of the 110 volts AC of energy the incandescent bulb needs [which is also the amount of

energy standard wall outlets offer], an LED requires only 3 volts of energy.

Most LED lighting companies use a huge transformer to convert the 110 volts from the power source down to 3 volts an LED requires. Transformers, however, emit heat, and as already stated, heat reduces a light bulb's total efficiency. So, USLG has created a

patent-pending transformerless circuit that, instead of braking the speed, controls the speed of energy.

Eliminating the expense of a huge circuit board and timely assembly that goes along with it allows us to put money into the part that matters most — the actual LED. Our UL / ETL-approved testing proves our claims.



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