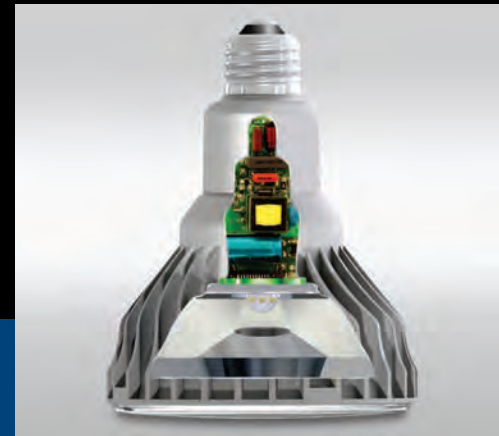


LED BR30 LAMP

LBR-30™



The LED lamp that combines color quality and efficacy, for accent lighting or downlighting.



**CREE**  
TRUE WHITE  
TECHNOLOGY

**UL** US LISTED

**CREE**  
LED Lighting

# LBR-30™ The LED lamp that combines color quality and efficacy, for accent lighting or downlighting.

**World-Changing Technology** – The LBR-30 lamp combines numerous technical innovations, including breakthroughs in optical design, electronics design, mechanical design, and thermal management. The core innovation is a new way to generate white light with LEDs.



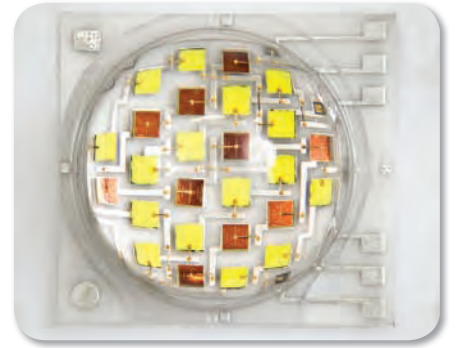
The technology is elegantly simple, yet incredibly effective. It delivers high efficacy light with beautiful, warm color characteristics by mixing the light from red and yellow LEDs.

This approach enables active color management to maintain tight color consistency over the life of the product. In addition, the LBR-30 lamp utilizes a revolutionary LED component that miniaturizes the technology into a compact package.



**Effective Thermal Management** – The long life of an LED product depends on effectively controlling the operating temperature of the LEDs. Employing an integrated thermal management system, the LBR-30 lamp is designed to effectively transfer heat and keep the maximum LED temperature at or below maximum levels — even when installed in a worst case environment.

**Unique Optical Approach** – The LBR-30 lamp uses a unique optical design that ensures the pixelation and direct view of unshielded LEDs are eliminated. A precisely formed specular reflector accurately redirects light within a tightly controlled beam and an innovative beam enhancer redirects scattered light while concealing LEDs from view. These optical designs allow the projection of smooth light patterns without hot spots and minimal striations, enabling the observer to focus on the illuminant and not the light source.



## UNPRECEDENTED BENEFIT AND VALUE



### SAVE ENERGY

- 12 Watt input power
- Equivalent to 60W BR30

### SACRIFICE NOTHING

- 94 CRI at 2700K
- Choose 25° or 50° beam angle

### REDUCE MAINTENANCE COSTS

- Designed to last up-to 50,000 hours

### PROTECT THE ENVIRONMENT

- Long life, energy savings
- No toxic mercury



LED Lighting

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Our product offering is growing.

Check our website for the most up-to-date product information.

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LBR-30PS-10/2010