

aleddra – Your LED Lighting Partner

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Aleddra Attracts OEM Buyers at LightShow East

At the LightShow East in Washington DC, Oct. 3-4, Aleddra's 1-ft LED T8 sample tube quickly became one of the hottest giveaways. This sample T8 with **Double Safety Switch** (DSS) surprised tradeshow attendees with its intuitive safety design that protects the installer from electrical shock and can be used with both *shunted* and *non-shunted* tombstones. The DSS LED tube reduces installation cost by as much as 50-70%, compared to a *single-ended* LED T8 when retrofitting an existing fluorescent fixture. Attendees appreciated the flex ability of the Aleddra's design that incorporated the compatibility of the LED T8 to be used with any tombstone. Simply bypassing the ballast and not having to re-wire completely the fixture is truly an "**Aleddra Advantage**" for the contractor.



Aleddra's presence at the tradeshow also attracted many OEM buyers, who are now looking more closely at LED T8's as a solution for their fixture offering. Several of the fixture manufacturers from the East Coast were impressed with the light output of the fixtures on display and all commented that it was great to see a manufacturer working closely with UL/ETL and producing a quality lamp with 3rd party testing. As one fixture manufacturer put it, combining Aleddra's **UL1598C** classified LED T8 with its own UL listed fixtures are what the end-user is looking as an alternative lighting solution that is market ready for immediate release. Manufacturer's no longer need to worry about the UL status uncertainty beyond February 2013 (the mandatory effective date for the new UL 1598C standard) for those LED lamps that are yet to meet the current standards for UL classification. He also likes that Aleddra LED T8 comes with 5-year warranty and rated at 50,000 hours, yielding significant saving on re-lamping projects for interior office and industrial/commercial projects seeking a reasonable ROI with proper lighting levels, even in high-bays applications where lamp replacement costs are high.

If you too are interested in retrofitting the fluorescent tube fixtures with energy efficient LED T8, or you are considering using new lighting fixtures for your next project, please email your request to sales@aleddra.com.

LED is FUN U Float the LED

How many engineers does it take to float an LED lamp? The answer is one and young. [Chris Rieger](#), an 18-year old electrical engineering student from Brisbane Australia, created a wireless powered floating LED lamp. The LevLight, as Rieger called it for his levitating lamp, hovers in mid-air through magnetic levitation. It runs 1Mhz, pulls



0.5A at 12V, and consumes 6W. See the full story and a demo video [here](#). More [LED is Fun](#)
on 

(Disclaimer: Aledra has no business affiliation with Chris Rieger and the publisher Electronic Products.)

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