



# Verbatim LED Lights

Innovating the future of light



# The future of light

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The lighting market is changing. LEDs and OLEDs are now positioned to replace classic lighting technologies in residential and professional spaces. They will bring huge energy efficiencies and offer innovative solutions to support every conceivable application.

Verbatim is at the forefront of this change, introducing a selection of LED and OLED lights that incorporate the know-how of its parent company, Mitsubishi Chemical Corporation – one of the largest chemical companies in the world with more than 60 years experience in developing lighting materials. As Verbatim leads the way to the future of light, it will stamp its trusted technology brand on the industry, guaranteeing highest levels of product quality and customer service.

The technology behind each Verbatim LED lamp is focused on efficiency, comfort and respect for the environment. LED's by their nature are more efficient in converting electricity into light. They also have a very long lifetime; less waste is produced, reducing the impact on the environment. The combination of the comforting light that LED lamps produce and the peace of mind which comes with caring about the environment in which we live contribute to the Verbatim lighting experience.

All Verbatim LED lamps produce a comforting warm light. They have modern, yet timeless designs and provide a direct replacement of classic incandescent or halogen lamps incorporating popular bases including E27, E14, GU5.3 and GU10. They are all energy saving, long life, shock and vibration proof and emit no ultraviolet or infrared radiation. They are also all equipped with TCS (Temperature Control System) to avoid overheating and to ensure a full product lifetime.

Come with us on our journey into light's future.

**Verbatim - Technology you can trust.**

# Verbatim LED Classic A

Verbatim LED Classic A offers a direct replacement for conventional incandescent lamp. This dimmable and elegantly designed lamp has a built-in control system that protects the lamp electronics from overheating.

## Classic A 6.5 W

- Familiar "classic" design
- Replaces a standard 25 W incandescent lamp
- Dimmable
- Up to 75 % energy saving
- Lifetime of 35,000 hrs / 16 years\*
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

## Application

- Basic lighting for a comfortable atmosphere at home as well as in hotel rooms, restaurants etc.

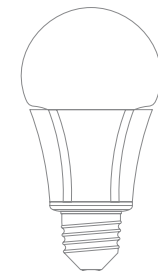


<b>Socket:</b>	E27
<b>Voltage:</b>	220 - 240 V
<b>Wattage:</b>	6.5 W
<b>Lifetime:</b>	35,000 hrs
<b>Light colour:</b>	Warm white 2700 K
<b>Luminous flux:</b>	250 lm
<b>CRI:</b>	80

Product Part Number 52000



Diameter 56 mm



Height  
116 mm



## Verbatim LED Classic A Superior

This LED Classic A Superior is the ideal replacement for standard 40 W incandescent lamps. It offers a high light output of 500 lm. This dimmable and elegantly designed lamp has a built-in control system that protects the lamp electronics from overheating.

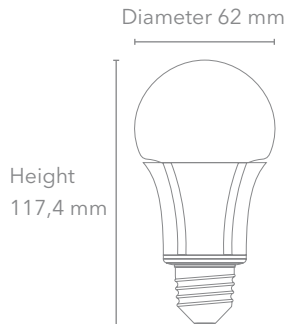
### Classic A Superior 10 W

- Familiar "classic" design
- Replaces a standard 40 W incandescent lamp
- Dimmable
- Up to 75 % energy saving
- Lifetime of 35,000 hrs / 16 years\*
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

### Application

- Basic lighting for a comfortable atmosphere at home as well as in hotel rooms, restaurants etc.



<b>Socket:</b>	E27
<b>Voltage:</b>	220 - 240 V
<b>Wattage:</b>	10 W
<b>Lifetime:</b>	35,000 hrs
<b>Light colour:</b>	Warm white 2800 K
<b>Luminous flux:</b>	500 lm
<b>CRI:</b>	80

Product Part Number 52001



# Verbatim LED Candlelight Type B

This candle lamp matches the ambiance of incandescent light with guaranteed high energy savings.

## Candle Lamp 4 W

- Familiar "classic" design
- Replacement for standard 15 W candle lamps
- Up to 75 % energy saving
- Lifetime of 25,000 hrs / 11 years\*
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

## Application

- An ideal direct replacement for decorative applications



<b>Socket:</b>	E14
<b>Voltage:</b>	220 - 240 V
<b>Wattage:</b>	4 W
<b>Lifetime:</b>	25,000 hrs
<b>Light colour:</b>	Warm white 2800 K
<b>Luminous flux:</b>	90 lm
<b>CRI:</b>	80

Product Part Number 52002



Diameter 41 mm



Height  
111 mm



## Verbatim LED R63

Verbatim LED R63 provides an efficient decorative spotlighting. This lamp, with a beam angle of 30°, has high energy savings and an extremely long lifetime of 35,000 hours.

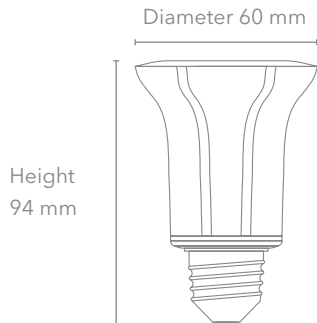
### Spot R63 8 W

- Familiar design of 63 mm diameter spot lamp
- Replacement for 40 W R63 incandescent spot lamps
- Dimmable
- Up to 80 % energy saving
- Lifetime of 35,000 hrs / 16 years\*
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

### Application

- For spotlighting of various objects in shops, restaurants etc.
- Mirror lighting at home or in hotels



<b>Socket:</b>	E27
<b>Voltage:</b>	220 - 240 V
<b>Wattage:</b>	8 W
<b>Lifetime:</b>	35,000 hrs
<b>Light colour:</b>	Warm white 2700 K
<b>Luminous intensity:</b>	816 cd
<b>Beam Angle:</b>	30°
<b>CRI:</b>	80

Product Part Number 52003



# Verbatim LED MR16 GU10

This attractive high voltage spot MR16 6.5 W is an ideal replacement for standard high voltage halogen lamps. It has high energy efficiency and a built-in temperature management control system that guarantees long lifetime.

## High Voltage Spot MR16 6.5 W

- Familiar design of high voltage MR16 halogen spotlight
- Replacement for standard halogen lamps
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

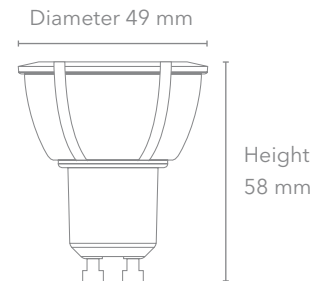
## Application

- For accent spotlighting
- In shop windows and display cabinets
- For spotlighting of various objects in shops, museums, restaurants etc.



<b>Socket:</b>	GU10
<b>Voltage:</b>	220 - 240 V
<b>Wattage:</b>	6.5 W
<b>Lifetime:</b>	35,000 hrs
<b>Light colour:</b>	Warm white 2800 K
<b>Luminous intensity:</b>	in preparation
<b>Beam Angle:</b>	in preparation
<b>CRI:</b>	80

Product Part Number 52004





## Verbatim LED MR16 GU5.3

Verbatim LED MR16 GU5.3 offers an ideal replacement for low voltage lamps.

### Low Voltage Spot MR16 6.5 W

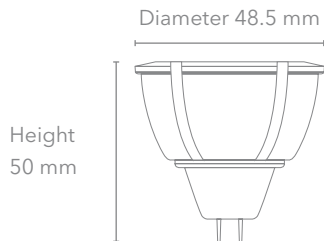
- Familiar design of low voltage MR16 halogen spotlight
- Replacement for low voltage 20 W halogen lamps
- Dimmable
- Up to 70 % energy saving
- Lifetime of 25,000 hrs / 11 years\*
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

Please note, the MR16 GU5.3 6.5 W lamp can only be used with a 10-60 W electronic transformer or 12 V DC LED driver. Dimmability depends on transformer/dimmer combination. Electronic transformers have a minimum load requirement.

### Application

- For accent spotlighting and downlights
- In shop windows and display cabinets



<b>Socket:</b>	GU5.3
<b>Voltage:</b>	12 V
<b>Wattage:</b>	6.5 W
<b>Lifetime:</b>	25,000 hrs
<b>Light colour:</b>	Warm white 2700 K
<b>Luminous intensity:</b>	590 cd
<b>Beam Angle:</b>	30°
<b>CRI:</b>	80

Product Part Number 52005



# Verbatim LED PAR16 GU10

This elegantly designed spot provides an economical spotlighting solution and is an ideal replacement for 35 W halogen lamps.

## Spot PAR16 8 W

- Familiar design of PAR16 halogen spotlight
- Replacement for high voltage 35 W halogen lamps
- Dimmable
- 80% energy saving
- Lifetime of 35,000 hrs / 16 years\*
- Built-in TCS (Temperature Control System)

\* calculation based on lamp being used on average 6 hrs per day

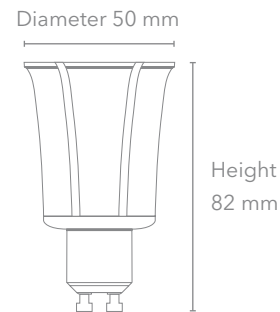
## Application

- For accent spotlighting and downlights
- In shop windows and display cabinets
- For spotlighting of various objects in shops, restaurants etc.



<b>Socket:</b>	GU10
<b>Voltage:</b>	220 - 240 V
<b>Wattage:</b>	8 W
<b>Lifetime:</b>	35,000 hrs
<b>Light colour:</b>	Warm white 2700 K
<b>Luminous intensity:</b>	595 cd
<b>Beam Angle:</b>	35°
<b>CRI:</b>	80

Product Part Number 52006



# Ecological & economic advantages of Verbatim LED Lamps

Comparison based on 35,000 hours lamp use	Incandescent Lamp Classic A 40 W	Verbatim LED 10 W CLASSIC A Superior
Average life of bulb	1,000 hrs	35,000 hrs
Power consumption	1,400 kWh	350 kWh
Cost of power consumption (0.17 €/kWh) <sup>1</sup>	238.00 €	59.50 €
Purchase cost <sup>2</sup>	70.00 € (2 €/piece)	30.00 €
Maintenance cost (2€/piece)	70.00 €	2.00 €
CO <sub>2</sub> emissions <sup>3</sup>	700 kg	175 kg
<b>Total cost (based on 35000 hours lamp use)<sup>4</sup></b>	<b>378.00 €</b>	<b>91.50 €</b>

<sup>1</sup> European average electricity cost 0.17 € / kWh    <sup>2</sup>Purchase price based on current retail price and may vary according to country and market development

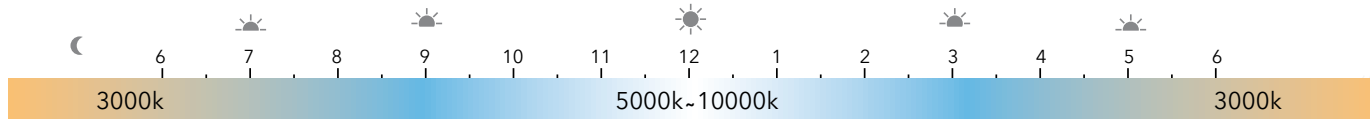
<sup>3</sup> CO<sub>2</sub> emissions (kg) @ 0.5 kg CO<sub>2</sub> / kWh    <sup>4</sup> Calculation based on today's values

## Environmental Benefits:

- Savings on 1 Verbatim LED 286.50 €
- CO<sub>2</sub> emissions decreased by 525 kg CO<sub>2</sub>
- 1 Verbatim LED lamp lasts up to 35 times longer than conventional bulbs
- The investment on 1 Verbatim LED pays back on the 4<sup>th</sup> incandescent bulb

# KAITEKI

Traditionally meaning, "comfort" or "ease" in Japanese, "KAITEKI" is our motto to represent global quality of life that will be made possible through sustainable technologies.



Daily variations in colour temperature of light

## Comfort lighting

Verbatim's LED and OLED lighting will enable a wide range of moods and atmospheres to be created. Shops, for example, will be able to change the mood of their interior to reflect the collection, the time of day, or even the weather. If it's cold and rainy outside, the lighting can be warm and inviting. If it's a hot summer's day, the interior can look cool and pleasant. Equally, the home must accommodate a broad range of activities, and thanks to LED solutions, each activity can have its own lighting atmosphere: bright clear light for cleaning or when the children are playing, subdued lighting for watching TV, romantic lighting for an intimate dinner, gentle lighting for an evening with friends - all available through Verbatim's lighting systems.

# The revolution of light: Violet Chip Technology

In 2011, Verbatim is planning to introduce LED lighting solutions that use violet excited emitting chip technology developed by Verbatim's parent company, Mitsubishi Chemical. The chips combine violet light with high-quality red, green and blue phosphors to produce LED light of the highest quality.

Verbatim products incorporating these chips will offer a typical colour rendering index (CRI) of >90 which is very close to natural light and are ideal for applications where perception of the true colour of the subject matter is imperative.



# Experiencing light like never before: OLED – Velvet Lighting

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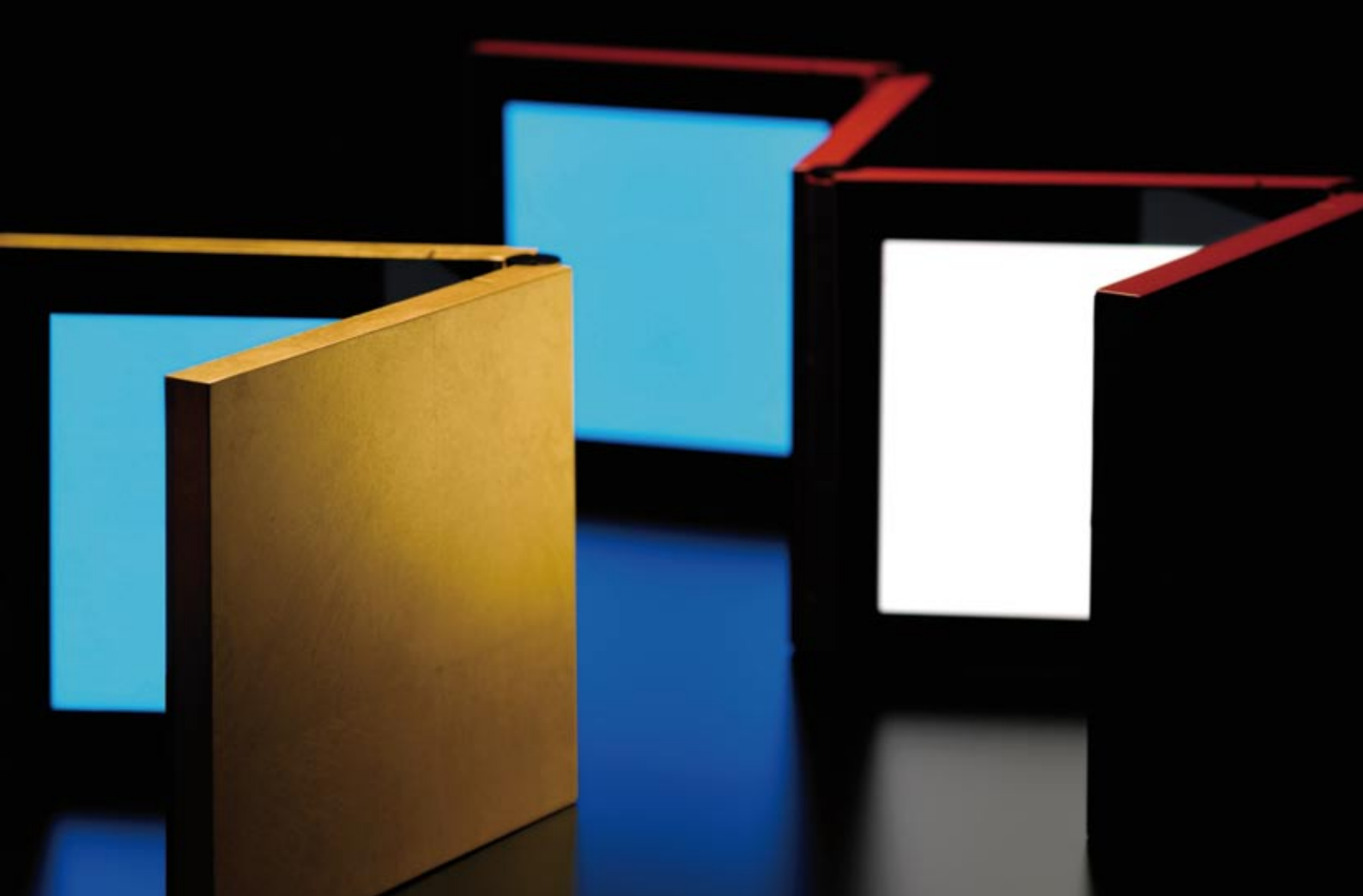
OLEDs (Organic Light Emitting Diodes) promises a paradigm shift in lighting design which will have designers, planners and architects glowing with excitement. They offer high quality, soft, colourful lighting with a luxurious feel; as smooth and as rich as velvet.

OLED is a solid-state semiconductor device composed of ultra thin films of organic molecules that create light. Multiple times thinner than a human hair, OLED lighting can be made flexible and as light as a feather. They provide brighter, more dynamic lighting, are mercury free and use even less power than LEDs.

Mitsubishi Chemical Corporation (MCC) has decided to use the unique qualities of OLEDs, integrating them into printable hole injecting material (HIM) with newly researched light emitting technology. This allows the mass production of the world's largest class of lighting area, about 14cm square.

Illumination appliances containing MCC OLED technology, which offers high quality colour lighting with dimming and full colour tuning capabilities, will be launched through Verbatim's worldwide sales network in 2011.

**These products will be on show at Euro luce 2011, Milan, 12-18 April**  
**To find out more and get an invitation to the display, please register on [www.verbatimled.eu](http://www.verbatimled.eu)**



OLED fixture, photographed by Toshio Kaneko

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