



## NEWS RELEASE

PRESS CONTACT:

Karla Gravert  
Caberra Marketing  
970/506-0525  
kgravert@caberramarketing.com

### Ringdale's ActiveLED<sup>®</sup> Lighting Breaks LED Barriers for Auto Dealerships with No-Droop, High-Output Lumen Delivery

*ActiveLED Fixtures from Ringdale Deliver Over 100 Lumens Per Watt,  
Replace 1000-Watt HID Fixtures with Only 102 Watts*

GEORGETOWN, Texas—October 14, 2013 –Ringdale®, Inc., innovator in the application of solid-state technology and manufacturer of [ActiveLED<sup>®</sup> commercial LED lighting fixtures](#), announces that ActiveLED fixtures have shattered LED lighting stereotypes experienced in the auto dealership market with durable, high-output fixtures delivering over 100 lumens-per-watt. Ringdale's patented lumen delivery method helps dealerships by enhancing illumination and replacing 1000-watt High-Intensity Discharge (HID) fixtures with 102-watt fixtures for a 90 percent energy savings.

Controlling operational expenses is a significant challenge for auto dealerships. While LED lighting can reduce energy consumption, the technology has not been fully embraced by the dealership market due to concern over LEDs' ability to reliably deliver the intense, bright white light that dealerships need. Droop, failure, and lack of durability seen in many low-cost LED fixtures have hurt the industry as a whole. Ringdale, however, offers a different approach to the design of LED fixtures, proving that it is not the LED technology itself but rather the design and manufacturing process that determines quality and durability.

Klaus Bollmann, president of Ringdale and inventor of ActiveLED, explains, "Players from the lighting industry look at how to deliver light using data from their fluorescent or incandescent experience, or by purchasing wholesale components and simply assembling them in a modern casing. At Ringdale, we do more than assemble and market LED fixtures; we invent and manufacture the fixture as a whole, including internal components."

Ringdale's unique approach delivers proven results. Bollmann adds, "I worked with LEDs in a variety of solid state technologies before turning to lighting. ActiveLED uses both light and energy more efficiently, resulting in a fixture that outperforms its LED peers by 30 to 50 percent."

Barrett Motors, a premium car dealership in San Antonio, Texas, is just one of many ActiveLED success stories. Bottom-line: Barrett reduced its monthly energy bill by \$10,000 by converting just 59 fixtures to ActiveLED. ActiveLED's 10-year No Light Loss Warranty and proven installations offered a no-risk opportunity for the dealership

to convert to LED. Barrett's exterior lot had fifty-nine 1,250-watt HID fixtures, consuming 73,780 watts per hour. Replacing these fixtures with fifty 102-watt SL-Series ActiveLED fixtures not only exceeded Barrett's lumen requirements but also provided significant savings in both energy and maintenance.

Recognizing how ActiveLED can change LED perceptions in the auto dealership market, Ringdale will begin marketing streamlined packages for a dealership's showrooms, offices, service bays, and exterior lots. Ringdale produces more than 80 application-specific ActiveLED light fixtures with the industry's best guarantee of L90, 10-year protection against light loss or color degradation.

ActiveLED is available through Ringdale's direct sales force or through its network of resellers. For more information, visit the company online at [www.ringdale.com](http://www.ringdale.com) or contact Ringdale in the United States at 512-288-9080 or in the United Kingdom at +44-1444-871-349.

### **About Ringdale**

Ringdale, established in 1986, focuses on helping organizations incorporate green savings into their business environments. Ringdale, an innovator of solid-state technology and manufacturer of commercial LED lighting fixtures, provides ActiveLED® luminaires with patented, solid-state lighting control and thermal management technology. Ringdale, Inc. is based in the United States with offices in the United Kingdom, France, Germany, Japan, and Singapore and is part of the Network Technology PLC Group of Companies. For more information on ActiveLED Lighting, contact Ringdale at 512-288-9080 or visit [www.ActiveLED.com](http://www.ActiveLED.com).

###