

LED INNOVATION SAVES ELECTRICITY, ACCELERATES APPLICATION

The result of an R&D collaboration between SIMTech and local start-up BrightLite Systems, this LED packaging provides highly efficient 3-D heat dissipation far superior to traditional LED packaging.

Users of BrightLite Systems' LED (Light Emitting Diode) packaging design, Ultra-BrightLite™, can expect to save more than 30 percent in electricity. Ultra-BrightLite™ uses a combination of high-power LED technology with a compact built-in power supply to provide an all-in-one solution.

It integrates the key elements LED ranging from 5 to 30 watts, smart electronics, hard optical lens and aluminium metallic housing. Targeted at architectural companies, lighting and fixture manufacturers, Ultra-BrightLite™ offers low cost, high reliability, fast time-to-market LED design solutions and product. Ultra-BrightLite™ was launched in mid-November and showcased at GlobalEntropolis Singapore on 13-15 November 2007.

LED – a semiconductor lighting which does not contain any heat generating filament – is able to efficiently convert more electrical energy to light. With a life-span 50 times longer than traditional fluorescent lighting, it is an ideal energy-effective lighting source.

However, the application of LED in lighting is constrained by two challenges – effective heat dissemination and non-direct power source contact. Hence, for each LED type, a DC-DC power supply must be specifically designed.

The company's R&D collaboration with SIMTech in thermal analysis and simulation of the unique patent-pending LED housing design solved the problem of heat dissemination through effective and rapid three-dimensional heat dissipation.

Said Dr Lim Ser Yong, Executive Director of SIMTech: "SIMTech's expertise



Ultra-BrightLite™ Series - 5 watts & 30 watts: The product is an innovative design integrated with LED, Smart Electronics, Optical lens and an Aluminum metallic housing

has helped BrightLite Systems develop an innovative LED lighting solution for it to make its foray into the global market."

This LED packaging provides highly efficient three-dimensional heat dissipation far superior to traditional LED packaging. Its dedicated, customised built-in smart electronics and hard optical lens provide consistent lighting results and enhanced mechanical protection, respectively.

Mr Bernard Lim, CEO of BrightLite Systems, said, "By leveraging on

"The company will be unveiling Ultra-BrightLite™ at major light exhibitions in Frankfurt, Dubai and Korea."

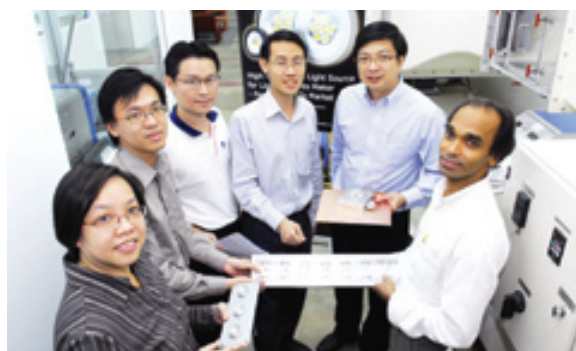


BrightLite Systems products of 15 & 35 watts LED lighting

SIMTech's competency and experience in thermal management of advanced electronics and microsystems, we have successfully developed a unique patent-pending LED housing design. This 'Made-by-Singapore' product will enable us to capture exciting opportunities in solid-state lighting."

The company will be unveiling Ultra-BrightLite™ at major light exhibitions in Frankfurt, Dubai and Korea.

For more information, please contact Dr Albert Lu, Group Manager, at Tel: 6793 8507; Email: cwlu@SIMTech.a-star.edu.sg; or Dr Sun Zheng, Senior Industry Development Manager, at Tel: 6793 8594; Email: zsun@SIMTech.a-star.edu.sg



SIMTech project team with Mr Bernard Lim, BrightLite Systems Chief Executive Officer (second from right)