

ActiveLED®

NEWS RELEASE

Ringdale's ActiveLED® 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® 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 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 assembling them in their housing. At Ringdale, we do more than assemble and market LED fixtures; we invent and manufacture the fixture as a whole, including internal components."

Barrett Motors, a premium car dealership in San Antonio, Texas, is just one of many ActiveLED success stories. Barrett reduced its monthly energy bill by \$10,000 by converting just 59 fixtures to ActiveLED. ActiveLED's 10-year No Light Loss, Color Retention 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. ActiveLED is available through Ringdale's direct or through its network of resellers. Caberra Systems is a Ringdale partner and authorized distributor of ActiveLED products. Caberra can be reached at 970-506-0525, www.caberrasystems.com.

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 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.

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