INTRODUCTION

Light Emitting Diodes have progressed steadily and rapidly to challenge conventional lighting technologies. LED’s are energy efficient, color controllable, dimmable and focused. Impressive gains in efficiency have transformed LED’s into light sources suitable for small and large scale applications. Successful application of LED’s to large scale lighting solutions requires multidisciplinary expertise through a global partnership network, grounded by an understanding that lighting is a fundamentally human phenomenon based on the gift of sight. General LED Inc. presents its wide range of GenLED Lighting products using LED technology.

MULTIDISCIPLINARY APPROACH
GenLED team is technically diverse with complementary capabilities in electronics engineering, mechanical, thermal and packaging engineering, materials science and analysis, analytic chemistry and lighting design. Each GenLED product is considered and proven across these disciplines, and upholds high standards across all dimensions of design and utility.

STRONG PARTNERSHIPS
GenLED has many years of experience in virtually all facets of exciting solid state technology and it brings some of the world’s deepest practical understanding of LEDs from the quest of understanding LEDs to the quest for better lighting. This inventive genius spans applications for LEDs and OLEDs ranging from entertainment to safety. Additionally, General LED Inc, through its AgiLight subsidiary, has many years of field success in the demanding world of commercial signage. AgiLight LED lighting for signage has stood the test of time, temperature extremes, weather conditions and rough handling.

LED LIGHTING EXPERIENCE
With the annual world-wide production of individual LED elements, called die, surpassing 500 billion units, and with wide ranges in unit quality typical of semiconductor devices, it is invaluable to have close, long standing relationships with senior management in the LED, research and manufacturing supply chain. Going back to the first handheld calculators, GenLED executives have developed strong, long-standing partnerships with first-tier LED device foundries. GenLED has die made to its exacting specifications, never buying run-of-the-mill or second-quality production. GenLED partnerships continue to expand around the globe, with the LED supply chain, innovators in related and complementary technologies, and academic institutions.

PROPRIETARY TECHNOLOGY AND INTELLECTUAL PROPERTY
General LED never rests when it comes to asking how LED lighting can be improved, and how it can be successfully applied. This never-ending quest for excellence yields an impressive breadth and depth of invention, reflected in General LED’s intellectual property portfolio. General LED holds patents that range from fundamental LED construction and properties to innovative packaging solutions for new and improved LED lighting and related applications.
GenLED Lighting offers architectural lighting solutions to re-light all exterior and interior applications. From better indoor and outdoor lighting to low-maintenance, energy-saving and color-tailored interior lighting, GenLED Lighting’s lamps, cove lights, downlights and spot lights provide the best possible LED light with compelling economics.

BEST OF BREED PRODUCTS
General LED understands how important it is to have a single, quality-committed source for LED lighting solutions spanning all of your interior and exterior architectural applications. While General LED focuses on its core portfolio of proprietary lighting solutions, it leverages the creativity and contributions of partners who demonstrate attention to innovation, quality, reliability and design in keeping with General LED’s standards. General LED warrants and takes full responsibility for all LED lighting products it sells, to provide peace of mind while helping you expedite your time-critical projects.

AGILIGHT
AgiLight has quickly become a leader in the commercial signage market. AgiLight was formed with a strong technical foundation in semiconductor and has brought a series of increasingly successful lighting products to market its signage modules. These products provide high-performance illumination, even in the shallowest of signs and the tightest installations. AgiLight LED lighting can be found in the sign and identity programs of some of the world’s largest retail businesses, in all major sectors. AgiLight is recognized as a technical and value leader in the areas of channel letter illumination and low voltage neon lighting replacement. In addition to exterior signage applications, AgiLight provides solutions for retail and commercial interior lighting, point of sale and merchandising displays.

MICROINFORMATION SYSTEMS
Micro-Information Packaging is paving the future of LED lighting. Years of General LED research in LED design, application and packaging have led to dramatic advances in LED lighting at the microelectronic scale. General LED is working with partners in financial, medical and security industries to deliver the brightest, most readable and power-conserving LED micro display solutions with an emphasis on “impossible” applications.
Consider the progress of computing over the past twenty years—what once was a supercomputer in a secured, cooled computing center is now a smart phone in the palm of your hand. This amazing advance owes to the nature of semiconductor engineering and manufacturing. Like all other semiconductor products, LED’s have made consistent gains in performance and cost efficiency, and will continue to do so for the foreseeable future. Because of continuous advancement, LED lighting now offers better light quality, better performance and lifetime energy and monetary savings over conventional technologies in many applications. LED advantages over conventional incandescent and fluorescent technologies are numerous.

**ENERGY EFFICIENCY**
- Up to 85% reduction in power usage and electric costs
- Meet or surpass government energy directives
- Low infrared output keeps buildings cooler and reduces Heating, Ventilation and Air Conditioning (HVAC) load for a sizeable extra energy saving
- Dimmable and compatible with intelligent control systems so you only use as much light as you need
- Can be turned on and off instantaneously, so can be left off when not needed and instantly lit as needs arise

**LOW TOTAL OPERATING COSTS**
- Reduced electricity bills, directly and through reduced HVAC load
- Reduced electrical installation costs due to lower power requirement and potential for low voltage installation
- Lower maintenance costs due to long life

**LIGHT QUALITY**
- Available in a range of beam angles enabling light to be focused towards the required direction
- Available in a range of colors of white from warm to cool as well as Red, Amber, Blue and Green to fit any requirement
- High Color Rendering Index (CRI) for optimal readability/viewability
- Controllable RGB capability to generate millions of custom colors
- Dimmable to create the desired ambience

**ENVIRONMENTAL**
- RoHS lead-free components; mercury-free
- Reduced disposal costs
- Reduced CO2 emissions due to lower energy use per lumen of light output
- Directional light means reduced light pollution and light trespass in outdoor street and area installations; compatible with Dark Sky initiative
GenLED offers wide range of LED lamps that can retrofit the conventional lamps. Most conventional lighting technology are now considered inefficient due to their low luminous efficacy and shorter lamp life. LED lamps offer much longer life that reduce the operation and maintenance overheads. GenLED LED lamps can be easily retrofitted for existing conventional lamps. GenLED lamps are designed with excellent thermal management, increased lamp life, wide range of beam angles and consistent color temperature. LED lamps can be safely used in display areas as they produce very low heat and no UV radiation.

Below are the types of LED lamps offered by GenLED lighting:

- MR16 LED lamps
- T8 LED tubes
- PAR20 LED lamps
- PAR30 LED lamps
- PAR38 LED lamps
- E14 candle lamps
- E27 A60 lamps

GenLED lamps are available in various lumen packages and many lamps are offered with dimmable feature. Suitable drivers are also offered with the lamps. Please refer to datasheets for detailed specification.
Cove Lighting provides an excellent form of indirect lighting as primary lighting and aesthetic accent. GenLED offers a range of high quality LED lighting products that illuminate coves efficiently while being environmentally responsible.

**WIDER PRODUCT RANGE**
GenLED offers wide range of cove lighting products with various lumen outputs, beam angles and color temperatures. This wide variety of choices enables GenLED products to fit any application or requirement.

**CONTINUOUS LIGHTING**
Use of GenLED products for cove lighting and similar applications eliminates the dark areas that are normally seen where two fluorescent tubes meet in a cove.

**EASE OF INSTALLATION**
Installation costs are reduced with GenLED cove lighting products. All products feature 3M VHB adhesive tapes which facilitates quick, easy installation of the modules. Due to the fact that GenLED products come prewired, installation is further expedited by a reduced number of electrical connections and terminations.

**LED ADVANTAGES**
- GenLED cove lighting products provide all of the benefits that LED technology has to offer:
  - Reduced energy consumption
  - Lower operating costs
  - Reduced heat
  - Dimmable
  - Environment friendly
Whether your interior lighting design calls for a traditional troffer, downlight or a more innovative approach including indirect and cove lighting, GenLED offers a range of attractive and efficient solutions. Light output is easily engineered to the requirements of each application without compromising style.

GenLED offers solutions that are compatible with most industry-standard lighting fixtures including spot lights, down lights and decorative fixtures. If your project calls for smart buildings, you can select units that are dimmable and compatible with control systems. Sensor driven control is essential for realizing energy savings from daylight harvesting, occupancy sensitive lighting, and controlled ambience. GenLED solutions include a range of luminaires to light offices, large spaces and commercial locations as well as hotels, restaurants and residences. Most GenLED light fixtures may be ordered in cool white or warm white versions.

- Spot light fixtures suitable for GenLED MR16 lamps
- LED spot lights
- LED Down lights with clear and opal diffusers
- Pendants

All our products are available in various lumen packages, beam angles, color temperature, finishes and dimmability features. Please refer to the datasheets for detailed specification.
Architectural, robust, elegant, variety and ease of maintenance are a few of the important features expected in landscape lighting products. You can expect all these features in external lighting products from GenLED Lighting.

GenLED presents its exquisite product range for external lighting applications using LED light sources. Not only do these products offer all the benefits of LED technology but also let you enjoy the unique architectural style and features. Whether your application is simple tree lighting or sophisticated façade lighting, pathway lighting or underwater lighting, monuments or buildings you are sure to find appropriate product in this range. GenLED external lighting products are designed with maximum flexibility in beam angles, colors and intensity so that you can choose the option that meets your specific lighting requirements. LED’s are excellent alternative for conventional halogen, fluorescent, metal halide and high pressure sodium lamps.

GenLED range of external lighting include,

- Linear Flood lights
- Spot lights
- Flood lights
- Ground buried lights
- Pathway lights
- Underwater lights

Please refer to the datasheets for complete list of our products and detailed specification.
Apart from regular internal downlights and external spot lights, GenLED Lighting also extends its offering to unique applications. LED technology has been efficiently adopted in these special application light fixtures to let you enjoy all the benefits that LED technology has to offer.

GenLED constantly endeavors to extend its product range by continuously developing new products for challenging applications. We are pleased to present our unique products for special applications like Industrial high bays, flood lights, etc. GenLED also undertakes design and development of new products that are specific to the project and given application.

Some of the special application lights offered by GenLED lighting are,

- Highbay lights for industrial lighting and showroom lighting
- Flood lights
- Decorative chandeliers
- Track lights Etc

Please refer to product datasheets for detailed specification of all available special application lights.
PROJECTS

Ramada Jumeirah Hotel, Dubai

Le Meridien Hotel, Dubai

Park Hyatt Hotel, Dubai

Emirates Stars Hotel, Dubai

Emirates Stars Hotel, Dubai
PROJECTS

Ajman Shopping Mall, Ajman

Mall of the Emirates, Dubai

Downtown Boulevard, Dubai

Deira city centre, Dubai
PROJECTS

Jebel Ali Free Zone Towers 18 and 19, Dubai

Dubai Airport Free Zone, Dubai

Reem Emirates Office, Abu Dhabi

Royal Group Office, Abu Dhabi

Pal Group Office, Abu Dhabi