

# Bright Innovations

from GE



## Leading LED Innovation

GE has always been the trusted resource for lighting innovation, and today we continue to light the way with energy-efficient solutions that answer customers' needs. As LED adoption grows, GE continues to innovate, anticipating trends and shaping the future of lighting.

Inside, you'll find the latest GE LEDs, from a bulb that makes it affordable to bring LED into every room to our first decorative LED bulb. With these innovations, GE is making it easier than ever to make the switch to more energy-efficient lighting.



## C by GE

### New Bluetooth®-enabled bulbs designed to help sleep cycles.

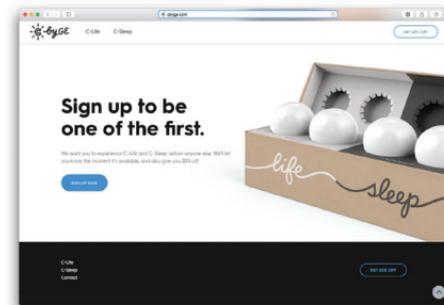
Meet GE's first connected LEDs, designed for sleep and everyday illumination, that don't require a smart hub.

**C Sleep** features three settings: a cool, vibrant light to awake to and feel energized in the morning, a standard daytime light, and a warm light to increase melatonin before bed to improve circadian rhythms.

**C Life** offers an affordable option for a connected bulb with optimal illumination for everyday use.

Both are connected through Bluetooth technology and controlled by your smart device, offering a simple, affordable option for connected living.

*Available early 2016.*



### Another First from GE

Introducing [www.CbyGE.com](http://www.CbyGE.com), GE's new e-commerce site. It will sell C by GE bulbs, along with other GE performance bulbs, directly to consumers.

GE is also developing an app, which offers light scenes and application recommendations, so users can program C by GE to provide the right light at the right time of day.



## Vintage-Style LED

### LED meets vintage style.

GE LED vintage-style bulbs combine the classic look of antique incandescent bulbs with the benefits of LED.

A warm, candlelight glow and antique, golden-colored glass make them perfect for pendants, chandeliers and decorative fixtures.

*Now available at select Sam's Club stores  
and [samsclub.com](http://samsclub.com).*





## LED Bright Stik™

### Our most affordable LED ever.

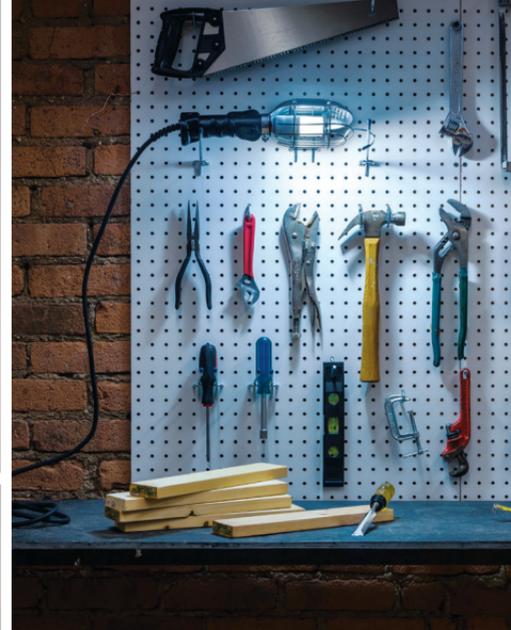
It's easy to make the switch to LED with new Bright Stik bulbs. Their sleek, slender design fits into more fixtures than CFLs, and their compact shape won't stick out. The energy-efficient Bright Stik is available in 60w or 100w replacement bulbs<sup>1</sup> and lasts more than 13 years<sup>2</sup>, meaning lower energy bills and fewer bulb changes.

- 3-pack for only \$9.97
- Energy savings—only 10 cents per month to operate
- Rated life of 13.7 years<sup>2</sup>

60w now available at *The Home Depot*.  
100w now available at *Sam's Club*.

<sup>1</sup>Provides nearly the same light output as a 60-watt incandescent (760 lumens vs. 840 lumens).

<sup>2</sup>Based on 3 hours of use per day at 11 cents per kWh.





## Decorative Candelabra LED

### LED gets an elegant twist.

GE now offers a decorative LED option for chandeliers and sconces that mimics the sparkle of an incandescent. The candelabra LED bulbs are available in two base sizes to fit all fixtures, and they're even dimmable. Inspired by a classic candle design, they look just as great switched off as they do when they're illuminated.

- 40w replacement using only 4w; also available in 60w
- ENERGY STAR® rated
- Contain no mercury
- Last 13.7 years<sup>3</sup>
- \$59 in energy savings per year<sup>4</sup>

Now available at *The Home Depot*.

<sup>3</sup>Life based on 3 hrs. consumer use per day.

<sup>4</sup>Savings based on rated life of the lamp at \$0.11 per kWh vs. incandescent 60w CAC rated at 1,500 hour life/650 lumens.



←  
**Skinny Base**  
Also available  
in wide base.



## GE 3-Way LED

**This multipurpose LED bulb offers great versatility with 3 levels of light.**

Multiple light levels offer complete flexibility: low, dimmed light for movie night, mid-level for everyday use and maximum brightness for reading. This customized light is now available in energy-saving LED technology—so you don't have to compromise.

*Now available at Walmart.*



## See the difference firsthand.

We'd love for you to try our LED bulbs. Request your samples and learn more about the latest from GE:

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