



GE LIGHTING FACT SHEET

WHAT:

- GE announced it will discontinue manufacturing CFL bulbs in the U.S. market and focus its consumer lighting efforts on the LED bulb by the end of 2016.

WHO:

- John Strainic, Chief Operating Officer, GE Lighting
- [Beth Comstock](#), Vice Chair of Business Innovation, GE

WHY:

- We're at the tipping point with LED as adoption accelerates, so there is immense market opportunity.
 - Today less than 10% of consumers have tried LED; by 2020 more than 50% of residential sockets will be LED, while CFL spirals will decline by 3x over the next 4 years.
 - LED prices have come down dramatically over the past 5 years to be comparable with CFL bulbs.
 - And, LEDs outperform CFL bulbs when it comes to consumer expectations, including instant brightness, light quality, dimmability and connectivity.
- Enabling intelligent capabilities, LEDs make homes more intuitive to owners and simplify how people connect to their homes from anywhere in the world. Because of the ubiquity of light, they are an entry point to a connected home
- Through a smart, connected light bulb, consumers are able to:
 - Realize more cost savings on energy bills
 - Customize their lighting experiences by dimming or turning lights on/off remotely
 - Achieve more versatility in their lighting fixture choice
 - GE is helping its retail partners, like Walmart and Sam's Club, lead the transition from CFL to LED
 - GE made the decision to lead the lighting technology shift and cease CFL manufacturing. And this decision is especially timely with the introduction of a new ENERGY STAR spec that raises the lumen-per-watt, or efficiency level for the lighting industry – making it difficult for CFL bulbs to qualify as of 2017.

WHEN:

- GE will gradually phase out the CFL bulb in the U.S. market over the course of 2016; some are already being phased out now.

WHERE:

- This announcement pertains to the U.S. consumer market

ADDITIONAL RESOURCES:

<http://www.gelighting.com/litwithlove>

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