

## In The News

**Albeo Technologies Launches Albeo LED Academy****LED Tutorials Offered at Lightfair International**

April 22, 2008—Albeo Technologies, a thought leader in LED fixture technology, announced today the launch of Albeo LED Academy. The Academy will serve as an educational resource for end users and industry professionals who want to access Albeo's deep knowledge base for LED technology. Albeo's LED Academy will make its debut at Lightfair International, booth #1971, May 28 – 30 at the Las Vegas Convention Center.

"For the past 100 years, lighting has been judged within the paradigm of traditional technologies, like incandescent, fluorescent, or gas discharge. LED breaks all of these constructs and changes everything, from how to evaluate lifetime, to ROI, to fixture design. Everything is different," said Tracy Earles, VP, Marketing.

"There is confusion in the marketplace about LED technology. Nuances that are not well understood can have dramatic impacts on the evaluation of using LED as an alternative to traditional lighting. We have to educate people about LED technology before they can confidently consider LED as a lighting option."

At Lightfair International, Albeo will debut a family of one-page LED Academy tutorials addressing various LED topics such as understanding lifetime, measuring LED efficacy, and LED fixture performance evaluation. In addition, Albeo has begun offering two-hour on-site Academy training seminars for large potential customers. "Although we refer to these educational efforts with the somewhat tongue-in-cheek name of LED Academy, the marketplace need is genuine. We are trying to arm end-users with the appropriate information on which to base real investment decisions," said Earles. Webinars will be introduced in the near future and available to everyone.

"Albeo Technologies has deep electrical-optical expertise and an understanding of LED system design that surpasses any entity we are aware of," said CEO Jeff Bisberg, CEO. "It makes sense for us to offer this expertise as an educational tool for end users as well as lighting engineers, designers, sales reps, distributors, really anyone working in this exciting, new, highly-technical field."

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