



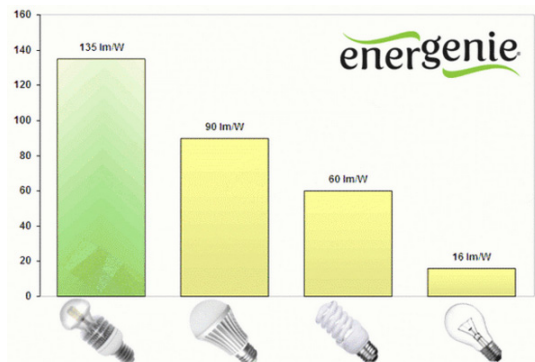
Almere, Netherlands, 6th of October 2014

Gembird Europe BV is looking for market feedback with the Kickstarter campaign of their EnerGenie LED bulb.

[Gembird Europe BV](#) is a European manufacturer of computer-related products. The EnerGenie LED bulb of Gembird is based upon (patent pending) [heat pipe](#) design. Heat pipes are quite common solution for cooling computer CPUs but so far have never been used in LED bulbs.

The biggest problem of traditional LED bulbs is **heat**. The heat not only decreases overall performance of the bulb but also causes long-term degradation of the LEDs and even the bulb to totally fail and loss of efficiency. Gembird's engineering team used their expert knowledge in the CPU cooling field to construct **the most efficient LED bulb in the world**.

EnerGenie LED bulb produces 135 lumens per watt. It is around 40% better than the traditional LED bulbs.



LEDs are placed in three dimensions in the EnerGenie LED bulb as opposed to the traditional 2D placement of the LEDs. The outcome is a far greater lit area - 330 degrees, while traditional LED bulbs barely provide 140-160 degrees.

Efficient cooling of the LEDs means there will be no decrease in light output over years of use, while traditional LED bulbs lose around 30% of their intensity after just 10000 hours.

The driver is well separated from the heat source - failure of EnerGenie LED bulb is virtually impossible.

An EnerGenie LED bulb works perfectly even in a closed light fixture - where the most LED bulbs would fail to work at all.



There are 3 modifications of EnerGenie LED bulb available:

- 8 W version producing 1080 lumens which is equivalent to 70 W incandescent
- 10 W version producing 1350 lumens which is equivalent to 85 W incandescent
- 12 W version producing 1640 lumens which is equivalent to 100 W incandescent

Gembird has launched a Kickstarter project:

<https://www.kickstarter.com/projects/gembird/energenie-led-worlds-most-efficient-longlife-led-b> with the purpose to get the market feedback – the product is ready for mass production.

With the retail prices expected to be Euro 29.95 in Europe and USD 39.95 in USA per piece, with the available pre-order options the Kickstarter contributors could save up to 60% of the cost...

Contact regarding this Kickstarter campaign or technical specifications of this product can be provided by Gembird Europe BV, [sales@gembird.nl](mailto:sales@gembird.nl).