

June 9, 2011

Verbatim[®] to Offer Three-step LED Light Bulbs



【LDA7N-H/3S】



【LDA7L-H/3S】



【LDA5N-H-E17/3S】



【LDA5L-H-E17/3S】

Mitsubishi Kagaku Media Co., Ltd. (HQ: Minato-ku Tokyo; president: Shigenori Otsuka; hereinafter "Mitsubishi Kagaku Media") will introduce four LED light bulb products into Japanese market under the Verbatim brand in early July. These bulbs enable to select brightness from the pre-set three levels by internally equipped circuit without the additional use of dimmer. Four types of products will be available with cool white color and warm white color, each with an E26 or E17 cap.

LED light bulbs provide energy savings during the extended lifetime* as the energy consumption is at least 80% lower than incandescent bulbs with the same brightness. Their use is spreading rapidly since they can be fitted into current light fixtures, making them easy to use. Since conserving electricity in households, which account for roughly 30% of electrical power demand in Japan, contributes greatly to overall reductions in power consumption, consciousness of conserving household electrical use is on the rise as summer approaches.

Mitsubishi Kagaku Media started expanding its market for LED light bulbs globally into Europe in September of last year, into the US in February of this year, and plans to continue its expansion into Australia and Asia, including Japan. The brightness of all four products to be released in Japan can be adjusted to 100%, 60%, and 20% levels in a single bulb without the use of a dimmer. If the bulb is turned on, extinguished, and then relit within three seconds, it will light at 60% brightness. If it is extinguished again and then relit within three seconds, it will switch on at 20% brightness. Brightness can be adjusted to match external light changes and personal

preferences, for instance, by using 100% brightness at night, 60% in the evening, and 20% at bedtime. Also, an even greater conservation effect can be expected by frequently adjusting the brightness level.

Mitsubishi Chemical Corporation, the parent company of Mitsubishi Kagaku Media, has been developing LED materials for many years. Combining the knowledge of Mitsubishi Chemical with the product planning and quality management power of Mitsubishi Kagaku Media, Mitsubishi Kagaku Media will continue to provide reliable products not only in the field of recordable media, but in the field of LED light bulbs as well.

Mitsubishi Kagaku Media is therefore striving to provide a comfortable environment for the people, society and the earth.

※Rated lifetime: LDA7N-H/3S, LDA7L-H/3, LDA5N-H-E17/3S, and LDA5L-H-E17/3S: 40,000 hours. Rated lifetime is an average lamp life. It is designed for standard usage.

About Verbatim

Verbatim is a global brand of Mitsubishi Kagaku Media sold in over 120 countries worldwide, with the largest market share[※] of the recordable optical disc sold worldwide by brand for six consecutive years. Verbatim was born in 1969 in the State of California in the United States. Mitsubishi Chemical Corporation (known as Mitsubishi Kasei Corporation at that time), the parent company of Mitsubishi Kagaku Media, purchased Verbatim in 1990. LED light bulbs with the Verbatim brand first went on sale in Europe in September 2010, and can now also be found in the US and Australia. Sample kits for OLED lighting have been sold under the VELVE brand since April 2011.

※2005-2010; the largest market share of the recordable CD/DVD/BD sold worldwide by brand for six consecutive years (according to the SCCG/JRIA data)

<Item on sale>

The manufacturer's recommended retail price is left as open price.

Model no.	Base	Out diameter / Length (mm)	Weight (g)	Rated wattage (W)	CCT (k)	Total flux (100%) (lm)	Rated lifetime (h)	On-sale date
LDA7N-H/3S	E26	φ 60	112	6.8	5500	550	40,000	Early July
LDA7L-H/3S		108			2900	550		
LDA5N-H-E17/3S	E17	φ 40	43	5.0	5000	400	25,000	
LDA5L-H-E17/3S		72			2700	330		

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