

Dump the tubes

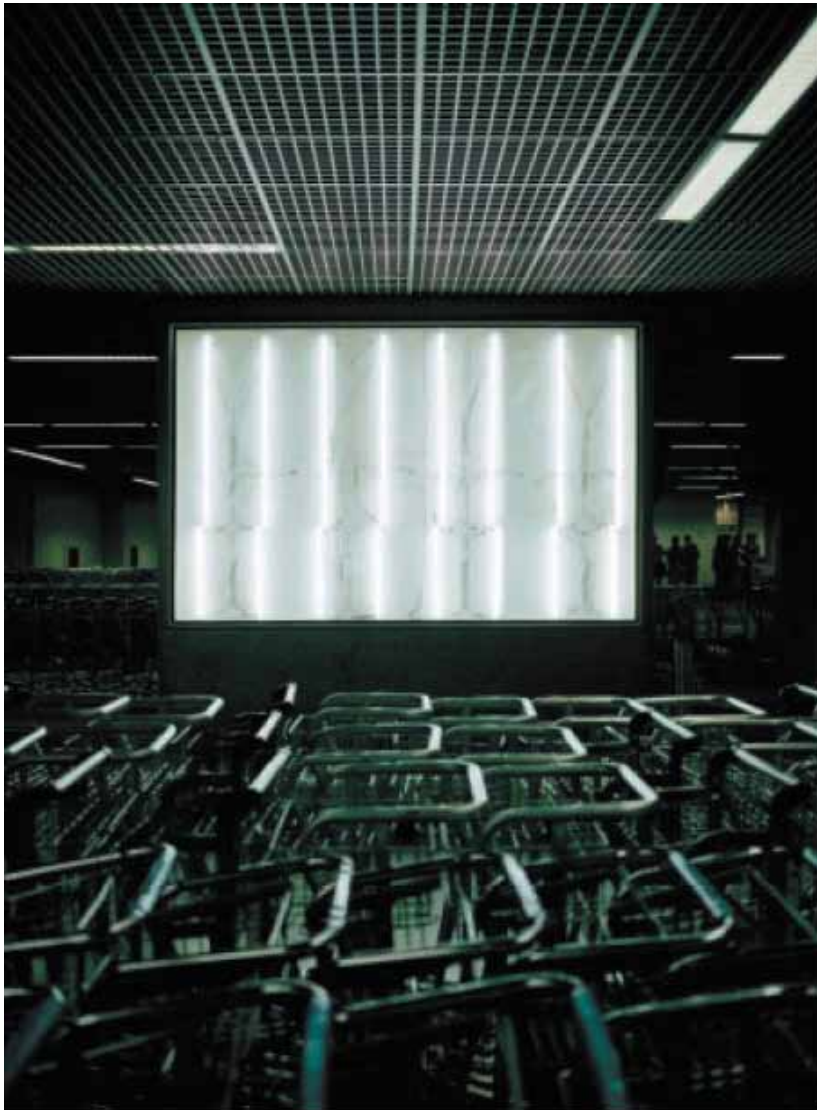
The economic case

By:

Andy Clark

CEO

andy.clark@brightgreentechnology.com



Bright Green world

bright green.
technology



Dump the tubes!



The proposition

You need

- To cut costs – energy, maintenance and retubing
- To improve environmental performance
- To improve display quality
- To work, if possible, within existing budgets

Solution

- To replace fluorescent tubes in your backlit displays with a reliable LED illumination system
- To have the performance guaranteed
- To pay from operational savings if capital is restricted



The big picture



	100 x 48 sheets (6m x 3m)	10,000 x 6 sheets (1.8m x 1.2m)	10 years
Energy saving	£41,400/year	£500,000/year	£5.76 Million
Maintenance saving	£19,000/year	£450,000/year	£4.69 Million
Carbon saving	207 tonnes/year	2,500 tonnes/year	27,070 tonnes*

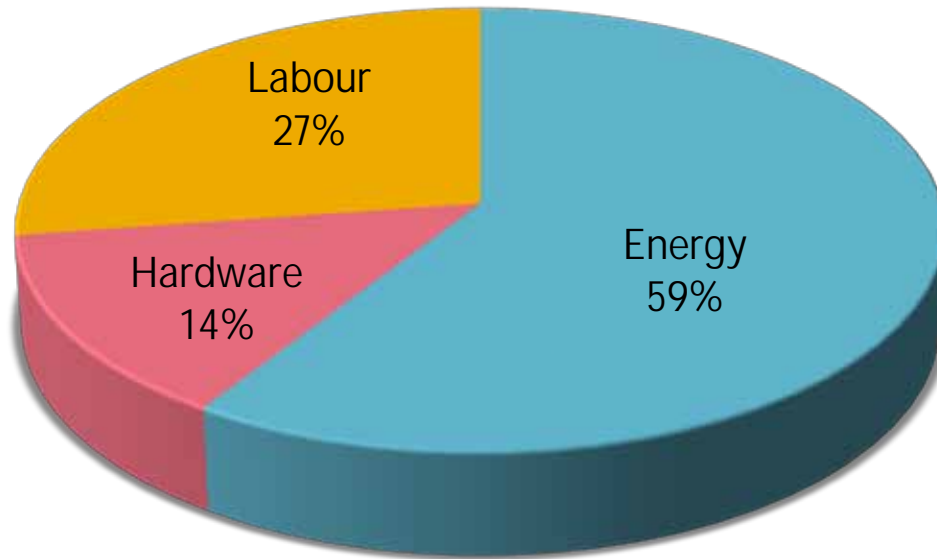
*double, eco

The benefits of switching

- Immediately reduces operational costs
- Reduces your exposure to energy price increases
- Enables you to sell a greener network to media buyers and clients
- Prepares you for the impact of future carbon legislation
- ROI is 2/3 years or you can lease finance from operational savings



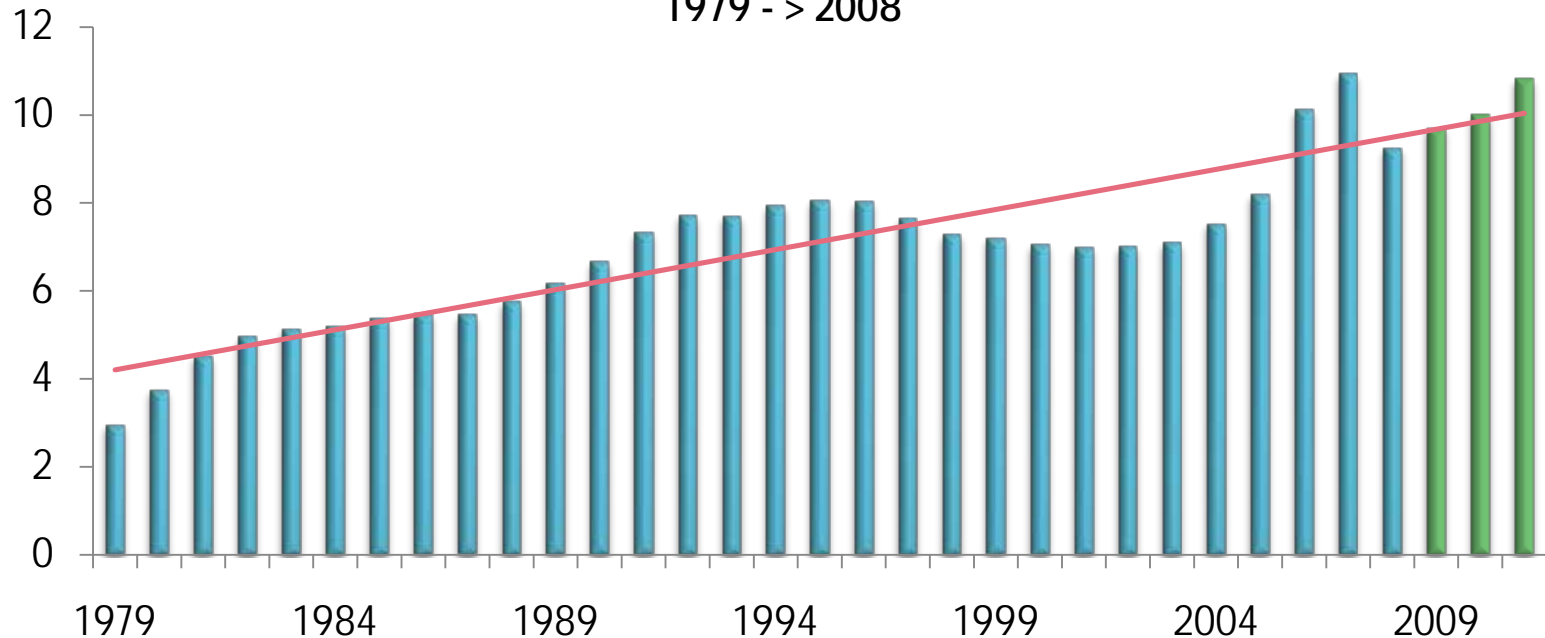
Reduce your costs



- Energy
- Hardware
 - Retubing
 - Recycling
 - Ballast
- Labour
 - Planned maintenance
 - Emergency maintenance
 - Access problems
 - Management time

The cost of energy

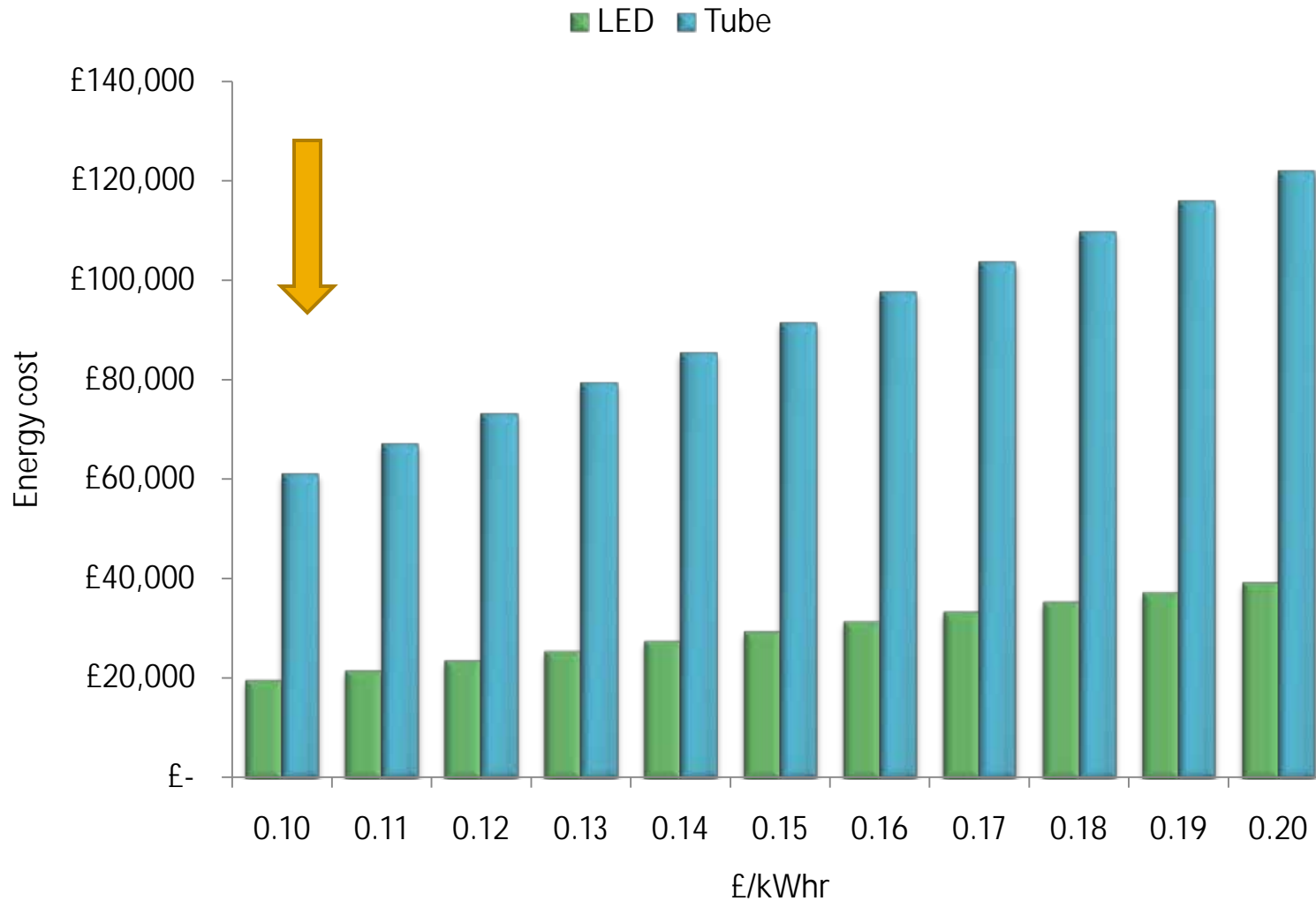
UK electricity prices - pence per kWh
1979 - > 2008



source: Department for Business Enterprise & Regulatory Reform and Energy.eu
2009 - 2011: BGT prediction

- Electricity prices grow on average 5% per annum
- In 2007 rates were 33% higher than in 2005
- Oil price up 25% in the last 3 months

Protecting profitability



*100 x 48 sheets – 6m x 3m - annual

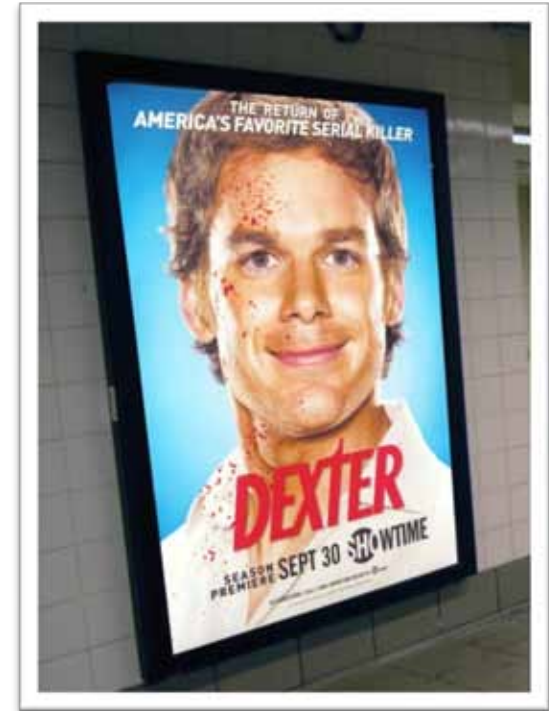
Your clients want change

"An increasing number of our clients are looking at only investing in media owners who are proactively taking steps to limit their carbon footprint and reduce any negative effects their inventory has on the environment"

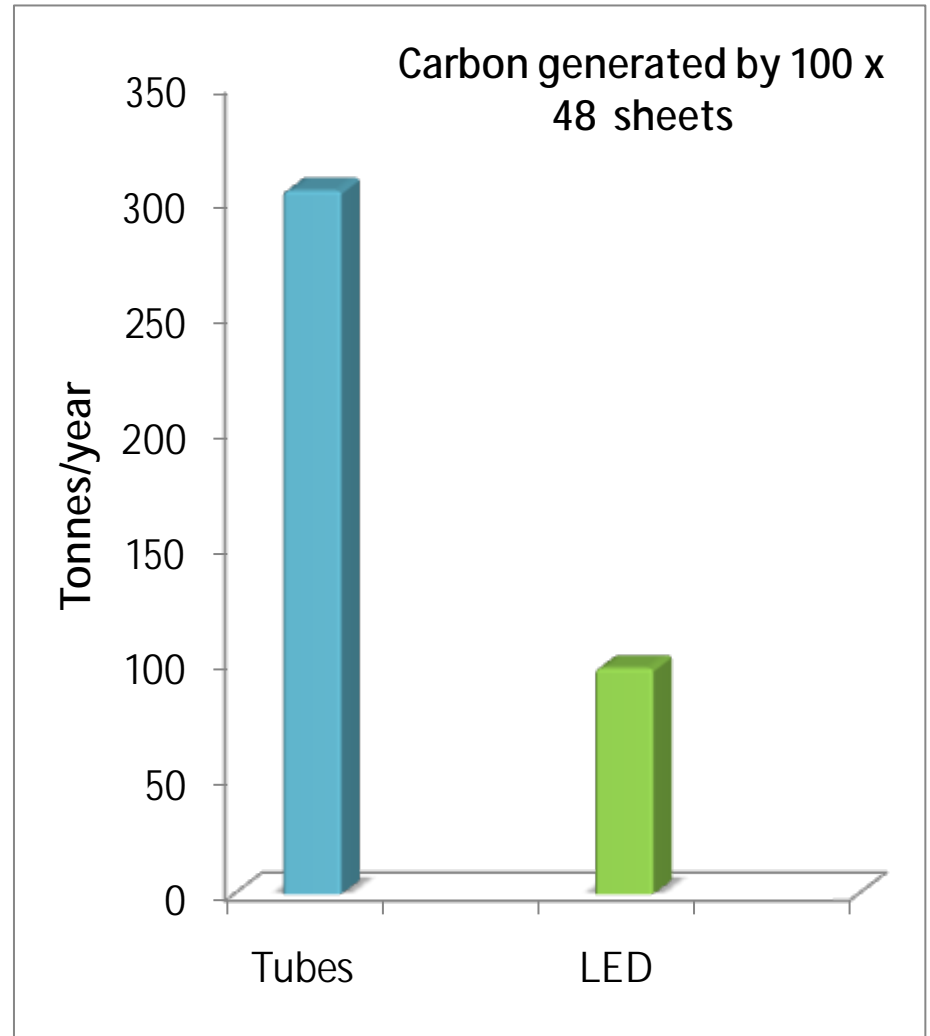
James Copley
Managing Director UK, Kinetic

Your clients want better displays

bright green.
technology 



Politicians want change



Impact of an initial roll-out



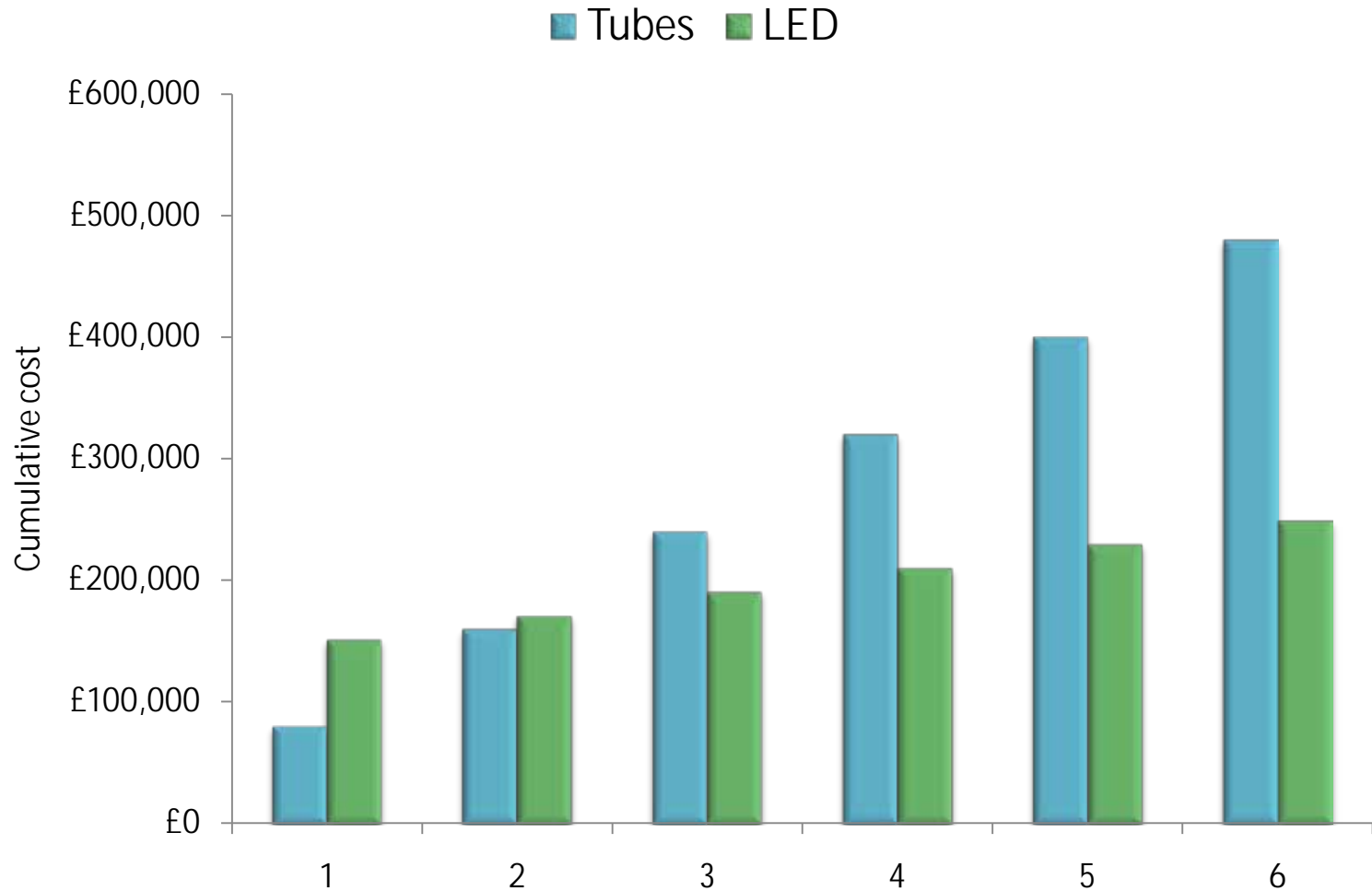
*100 x 48 sheets – 6m x 3m

The cost of not changing

	Tubes	LED	Saving
Energy	£61,000	£19,000	£41,400
Maintenance/labour	£19,000	£0	£19,000
Total costs	£80,000	£19,000	£61,000
Carbon	305 tonnes	98 tonnes	207 tonnes

*100 x 48 sheets – 6m x 3m - annual

ROI in year 3



*100 x 48 sheets – 6m x 3m – cumulative costs

Summary

- LED systems are ready to replace tubes
- There are big cost savings straight away
- Dumping the tubes protects your future profitability
- Your customers want a greener outdoor industry
- ROI is within 3 years
- You can finance the capital expenditure from operational savings

Appendix

Why Bright Green Technology?

- We have more than 10 years experience in the OOH industry
 - We understand the unique requirements of outdoor advertising and develop our products accordingly
- We reduce the risk
 - We offer finance packages to eliminate capital expenditure – annual payments are from operation cost savings
 - We offer a 4 year warranty backed by leading LED component manufacturers
 - We will provide on-site support for initial roll-outs and ongoing requirements
- We continue to invest in our products and resources



Our product

Bright Green Matrix is a LED backlighting system:

- Based on an array of high power LEDs
- 20V operating voltage
- Specifically designed for fast, reliable installation
- Suitable for outdoor use
- Robust construction
- High recyclability at end of life
- CE and RoHS compliant, UL approval is planned
- International patent pending
- Independent test program



Assumptions

- Power cost = £0.10 per kWhr
- Illumination is 12 hrs per day
- Annual labour cost = £75 per billboard, £25 per 6 sheet
- Retube every 2 years
- Tube cost = £2
- Recycling cost = £2
- Ballast replaced once per 3 years, cost = £25
- Carbon generated = 0.5 kg per kW of power generated
- Project lifetime = 50,000 on-hours
- 48 sheet is 6000 x 3000mm, tube power consumption = 1392W
- 6 sheet is 1800 x 1200mm, tube power consumption = 232W