

Improve ROI with our LED backlighting system



By ensuring that our LED outdoor display products always incorporate the latest generation of LED technology, we can maximise performance and minimise the payback time of the investment. Our LED systems are now more energy efficient, brighter and faster to install. Compared to 12 months ago, payback time for a retrofit has reduced from 14 months to 12 months.

The information overleaf illustrates the benefits by comparing the latest version of our large format backlighting system with the previous model.



Benefits of the new updated Matrix™ backlighting system

- Power saving has increased to 81% compared to fluorescent tubes
- Operating cost reduction is now 80%
- An additional 2 tonnes of Carbon is saved every year for a typical 6 x 3 unit

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Tel +44 (0) 1932 355221

info@brightgreentechnology.com

www.brightgreentechnology.com

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Bright Green Matrix™

- the impact of the latest LED technology

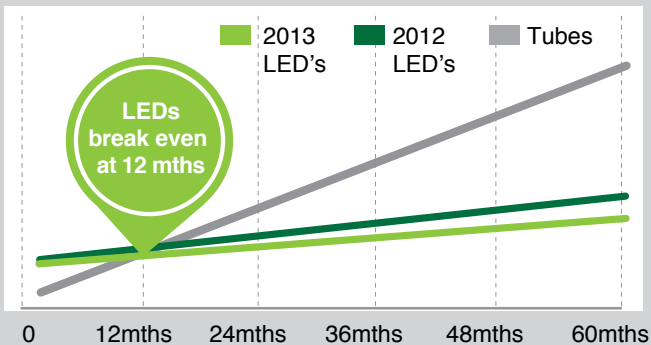
An example 18m² backlit billboard

The charts below contrast the capital and running costs of fluorescent tube and LED illuminated media displays.

The assumptions for the model are:
 Energy cost: £0.12 per kWhr
 Project lifetime: 5 years
 Daily usage: 14 hours
 Energy cost inflation: 5% per annum



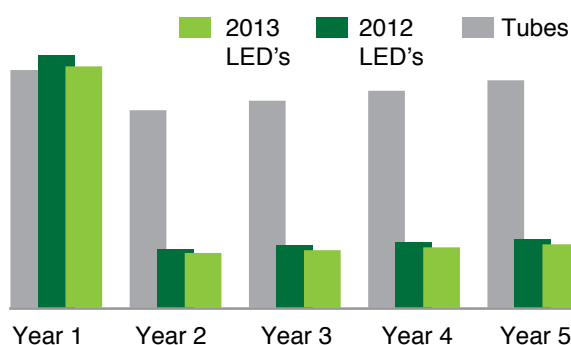
Time to break even



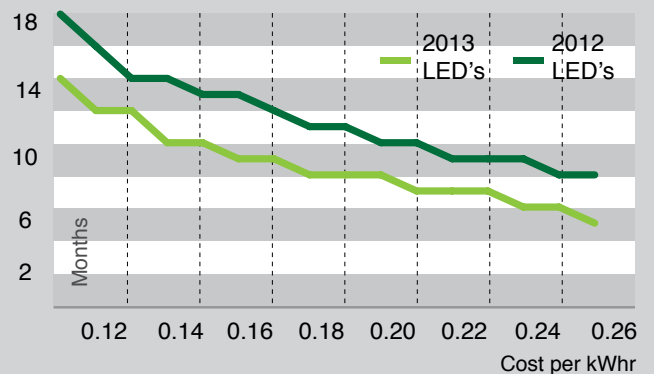
LEDs compared to tubes

	2012	2013
Power saving	65%	81%
Carbon reduction	5 tonnes	7 tonnes
Operating cost reduction	66%	80%
Payback time	14 months	12 months

Annual cost - Tubes vs LED



Break even time (months) vs energy cost



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