



AMIC Technology Corp, Hsinchu, Taiwan; —

AMIC announces the LED LAMP LMR-16 - AMIC is proud to announce their LMR16 LED lamp, a single ultra high luminance lamp LED lamp offering low cost and high luminance.

The LMR16 replaces all existing 12 Volts halogen lamps. LMR16 lamps offering much lower temperatures and an impressive energy saving just by replacing those traditional halogen lamps. No technical knowledge is required. Just replace those existing halogen lamp with an AMIC LMR16 lamp and you will save money!



After you have replaced your lamp with an AMIC LMR16 you will observe that all the excessive heat of your former halogen lamp is gone. Instead you witness the friendly lighting of the LMR16 in your home environment and a cost reduction on your annual energy bill.

How is this all possible? - There are many LED Lamps in the market today. How come AMIC can offer so much light with a single lamp yet offering lower heat and lower costs?

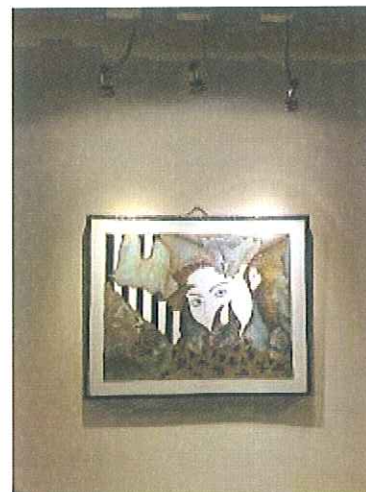
Many LED lamps available today are so-called low luminance lamps made from traditional LED technology. If you want to have more luminance (more light) you have the option of buying a bulky lamp with many LED's inside or buying a high power LED lamp with poor reliability. The side effects of driving too much uncontrolled current into a single LED.

Thanks to the built-in proprietary AMIC intelligent LED controller and a new generation powerful single LED we are able to overcome the obstacles of all the existing LED lamps. AMIC's intelligent controller optimizes the required current in a single powerful LED allowing low heat dissipation and a long operation life cycle of more then 25,000 hours!! The built-in AMIC controller chip also offers protection of the sensitive LED lamp during the power on/off switching. AMIC's LMR16 lamps work well with all the electronic transformers and with the traditional magnetic transformers. What's more, even the existing integrated halogen dimmers do not have to be removed and will not damage the AMIC LMR16 lamps.

Thanks to the built-in intelligent controller your AMIC LED lamp will safe you from unwanted flickering. A nearby air-conditioning or a fridge switching on or off will not be noticed anymore. AMIC LMR16 lamps offer a constant and flicker free light regardless the changes in your electricity source.

The LMR16 lamp is mechanically very robust and resistant to excessive vibration. This makes the LMR-16 concept ideal for portable, nautical and automotive applications.

More light but also much more pleasant light. - Have you ever experienced the light from a LED lamp? Saving money is nice but not at the cost of missing the pleasant aura light can bring to you. Changes are that you do not have a comfortable feel of your investment with the previous LED lamps you bought. It is either not bright enough or the color of light is not meeting your expectations.





AMIC

When you have plugged in an AMIC LMR16 lamp you will experience an instant high luminance light. Its very bright! Finally you can read smaller letters without the heat of the nearby lamp spoiling your reading experience. What's more you will enjoy the pleasant color of light brought to you by the AMIC LMR16 lamps. It all feels right from the beginning.

Safe for Art, Safe for all - A unique color filter technology inside the LMR16 suppresses the radiation of Ultra-Violet and Infra-red waves to objects and live. Precious art objects can now be illuminated in full bright light without the danger of warming-up or deteriorating its condition by negative lighting effects.

Environmental friendly. – AMIC's LMR16 saves energy but does more. The LMR16 design is incorporating a total environmental friendly concept. All materials inside the LMR16 are non-hazardous and are recyclable. Unlike traditional energy saving bulbs the LMR16 does not contain gases. The LMR16 lamp is designed to last and to last very long, over 10 years!!!

Availability –

AMIC Technology offers both LED lamps and complete armature solutions for interior design.



The following LMR-16 LED LAMPS are available now.

LMR16-05W12M-WW001	Warm white
LMR16-05W12M-CW001	Cool white
LMR16-05W12M-R001	Red Energy
LMR16-05W12M-G001	Green Harmony
LMR16-05W12M-B001	Blue Sympathy
LMR16-05W12M-CC001	Rainbow (color changing)

Reading lamp, a complete high quality table top reading lamp

LFRL-0124-CW	Cool white
LFRL-0124-WW	Warm white



Table top reading lamp LFRL-0124