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**LED-BASED TECHNOLOGY
USED IN HOLIDAY LIGHTS
CUTS ENERGY CONSUMPTION 80-90 PERCENT**

Yardley, PA - A new type of decorative holiday light that uses 80-90 percent less electricity than conventional light strings has been developed by Fiber Optic Designs of Yardley, PA. These patent pending lights use light emitting diodes (LEDs) instead of incandescent bulbs to produce light.

Traditional holiday light strings use incandescent bulbs as a source of illumination. Electricity is passed through filaments that are specifically designed to conduct electricity poorly. The filaments produce resistance, which, in turn, creates heat and light. Traditional bulbs also waste electricity.

LED lights, however, do not use filament-based light bulbs. Light is produced by passing low-voltage electrical

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current through semi-conductor chips, causing them to glow. The glowing LED lamp produces minimal heat.

According to David Allen, President of Fiber Optic Designs, "The high cost of energy has caused people throughout the country to look to new products to conserve energy. LED-based FOREVER BRIGHT lights require 80-90 percent less energy to illuminate than incandescent bulbs, and should help keep the Holiday Season festive next year, while not straining the consumer's energy budget."

The cost to light six, 100-light strands of traditional incandescent bulbs around the clock for 30 days, would be more than \$18.00 a month, based on an average cost of electricity of eight-cents per kilowatt-hour. The cost to light six strands of FOREVER BRIGHT lights for the same period of time will be less than \$2.00, representing a savings to the consumer of nearly 90 percent.

"This means FOREVER BRIGHT lights, when illuminated 24 hours a day, would save the consumer approximately 33 kilowatt hours per month for each set of 100 lamps used,"

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adds Allen. "Not bad, considering the lights are rated to last for 200,000 hours, or more than 20 years of continuous use.

"Furthermore, normal bulbs can break or heat-up and become fire hazards. Forever Bright LED-based lights will not break because the lamps are made of plastic, not glass, and they do not produce much heat -- one degree more than ambient room temperature," he concludes.

Headquartered in Yardley, Pennsylvania, Fiber Optic Designs research and development facilities are located in La Jolla, California. The company operates sales offices out of its Yardley, PA headquarters as well as the International Marketing Corps' showrooms and offices nationwide.

Further information about *FOREVER BRIGHT* decorative lights can be obtained by contacting International Marketing Corporations headquarters at 1-800-683-9162, or by contacting Fiber Optic Designs, 704 Floral Vale Boulevard, Yardley, PA 19067, 215-504-1964, or on the World Wide Web at www.foreverbright.com

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