

## **Advanced LED Platform Doubles Lumens-per-Dollar to Accelerate Adoption of LEDs**



Driving the next generation of mainstream LED lighting adoption, Cree introduces the breakthrough XLamp XB-D LED. The first LED based on an innovative new Cree technology platform, the XLamp XB-D LED ushers in a new era of price-performance for lighting-class LEDs. This LED can further simplify designs, ultimately removing a key barrier to widespread LED implementation—up-front system cost.

The XB-D LED delivers twice the lumens-per-dollar of other LEDs, in the industry's smallest lighting-class footprint of 2.5 mm x 2.5 mm. The XB-D LED is 48 percent smaller than the XLamp XP package and ideal for lighting applications where high lumen density and compact light sources are required. The innovations behind this next generation of lighting-class LEDs can enable significantly lower prices for LED lighting products by using up to three times fewer LEDs, three times fewer optics and substantially smaller circuit boards than current designs.

“Being a leader means delivering revolutionary, not evolutionary, innovation to drive the LED lighting revolution,” said Mike Watson, Cree senior director of marketing, LED components. “With this new platform Cree has fundamentally redefined the price-performance paradigm for our components customers. It’s not enough to just make LEDs brighter—it’s also about improving product payback and market acceptance of LED lighting.”

Leveraging Cree’s proven silicon carbide technology and expertise, the XB-D LED delivers up to 139 lumens and 136 lumens per watt in cool white (6000K) or up to 107 lumens and 105 lumens per watt in warm white (3000K), both at 350 mA and 85°C.

XB-D LEDs are also compatible with most existing XP family secondary optics, which can speed the optical design process and create direct cost savings for existing XP family-based designs.

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For more information, and to request a free sample visit [http://www.cree.com/products/xlamp\\_xbd.asp](http://www.cree.com/products/xlamp_xbd.asp) [1]. Samples are available immediately and production volumes are available with standard lead times. To locate a distributor, please visit [www.cree.com/buyxlamp](http://www.cree.com/buyxlamp) [2].

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