

**LEADING THE LED LIGHTING REVOLUTION
to obsolete energy-inefficient lighting**

Chuck Swoboda, CEO
Cree, Inc.



Cree Background

- **Founded in 1987**
- **Original technology developed at NC State**
- **Current revenue > \$ 1 billion annually**
- **Approximately 6,000 employees**

The image shows a large, modern industrial building with a white facade and blue accents. The Cree logo, consisting of the word "CREE" in a stylized, blocky font followed by a blue diamond-shaped icon with horizontal lines, is prominently displayed on the building's exterior. The sky is blue with some clouds.

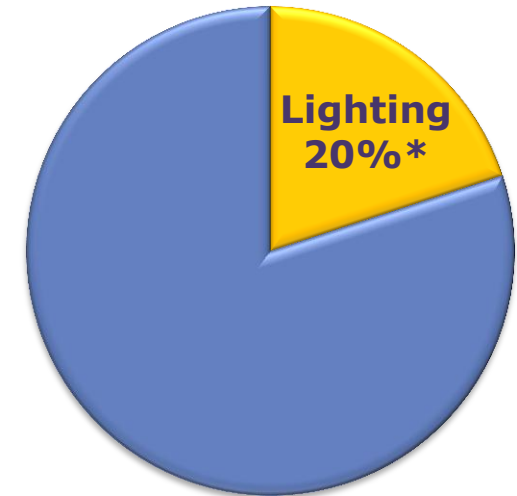
The LED Lighting Revolution was started right here in North Carolina!

Why LED Lighting?

Widespread use of LEDs over the next 10 years will:

- **Save energy**
- **Save money — \$ in your budgets**
- **Help protect the environment**

Sales

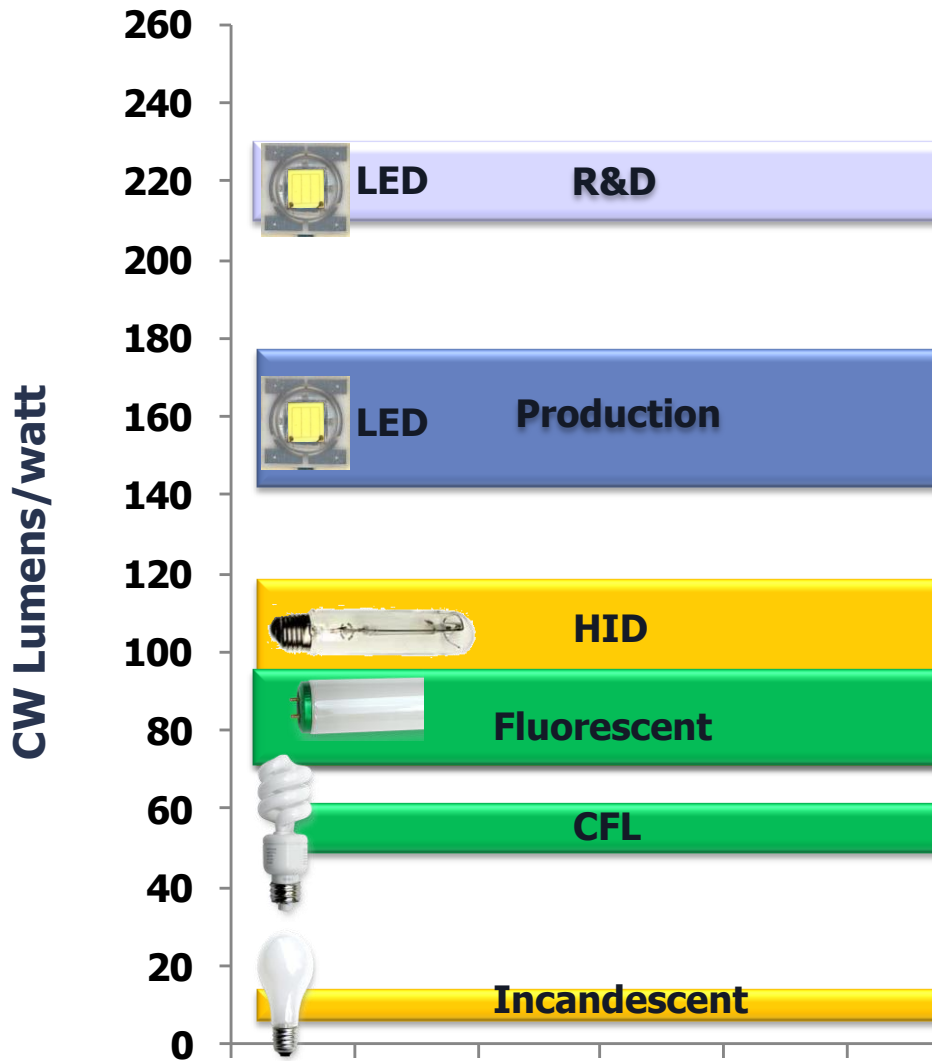


US Electricity Consumption

LED lighting can reduce electricity needs for lighting by more than 46%*

*Source: U.S. Department of Energy

LED Technology Advantage



Benefits

- **Most efficient – save 80%+ over traditional lighting**
- **Turn on instantly**
- **Dimmable**
- **Robust (no filament)**
- **Last for decades**
- **Eliminate wasted light (light pollution)**
- **Contain no mercury, lead or other nasty stuff**

Some Perspective



“The cleanest, cheapest energy is the energy we never use.”

“The best & most sustainable ideas are those that are economically sustainable.”

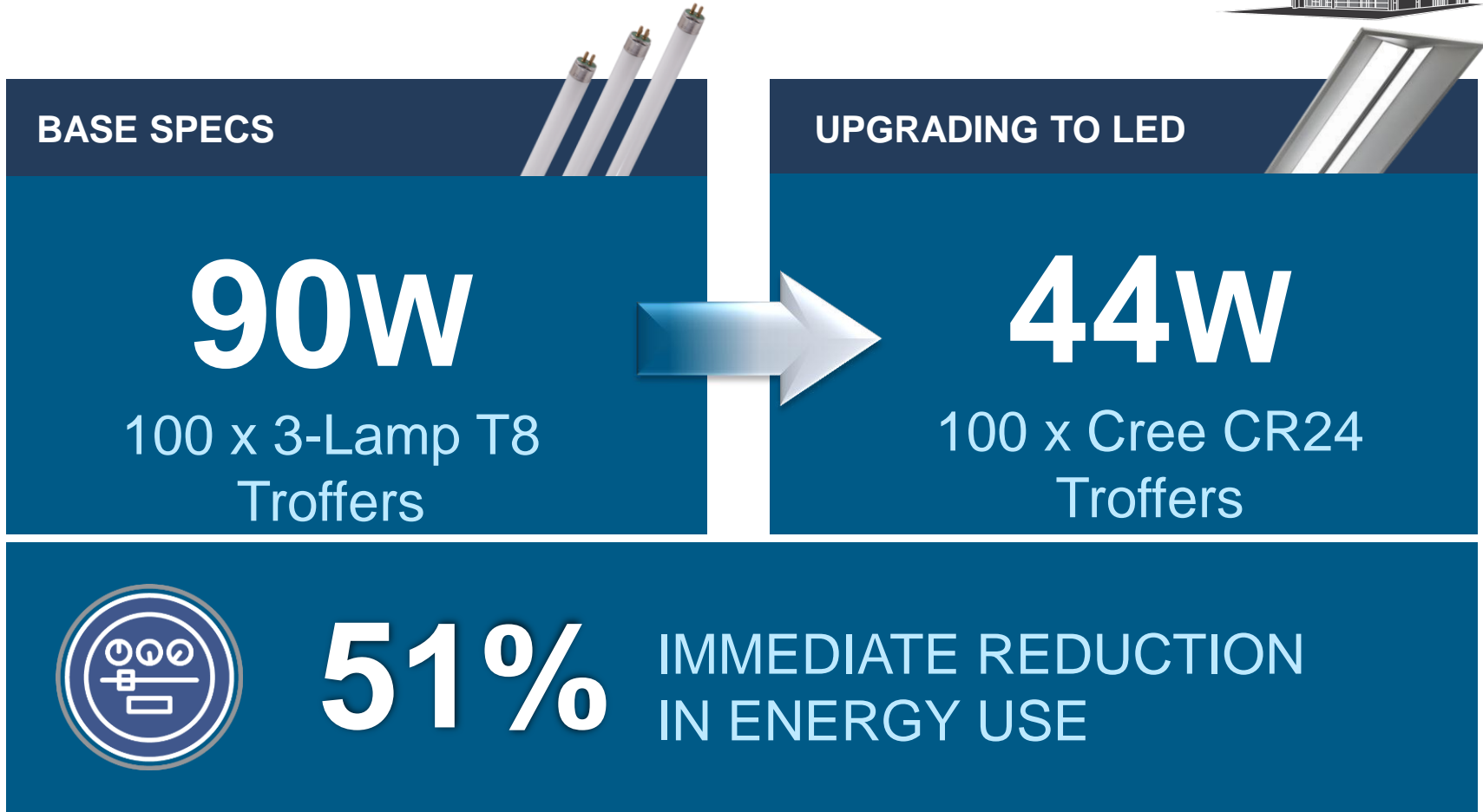
LED Upgrade Business Case

- **Typical five-story office building**
- **20 troffers per floor**
- **100 total troffers**

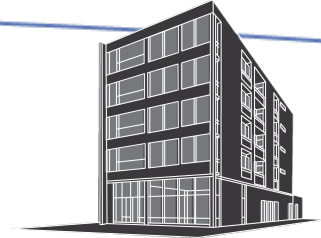


- **Factors: energy & maintenance savings**

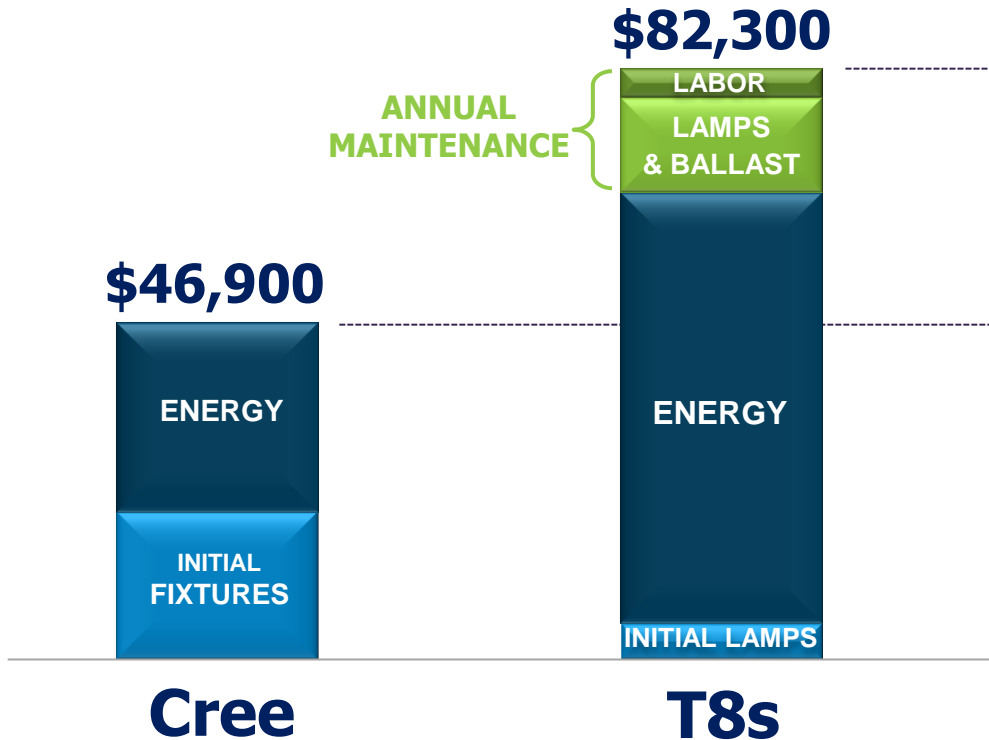
Commercial Payback Example



Commercial Payback Example



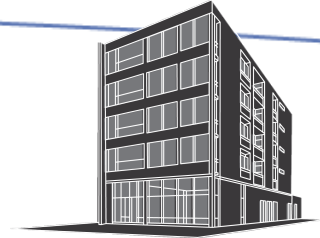
Estimated Total Lifetime Costs (50K Hrs or 7.61 Yrs)



43%
LOWER COSTS

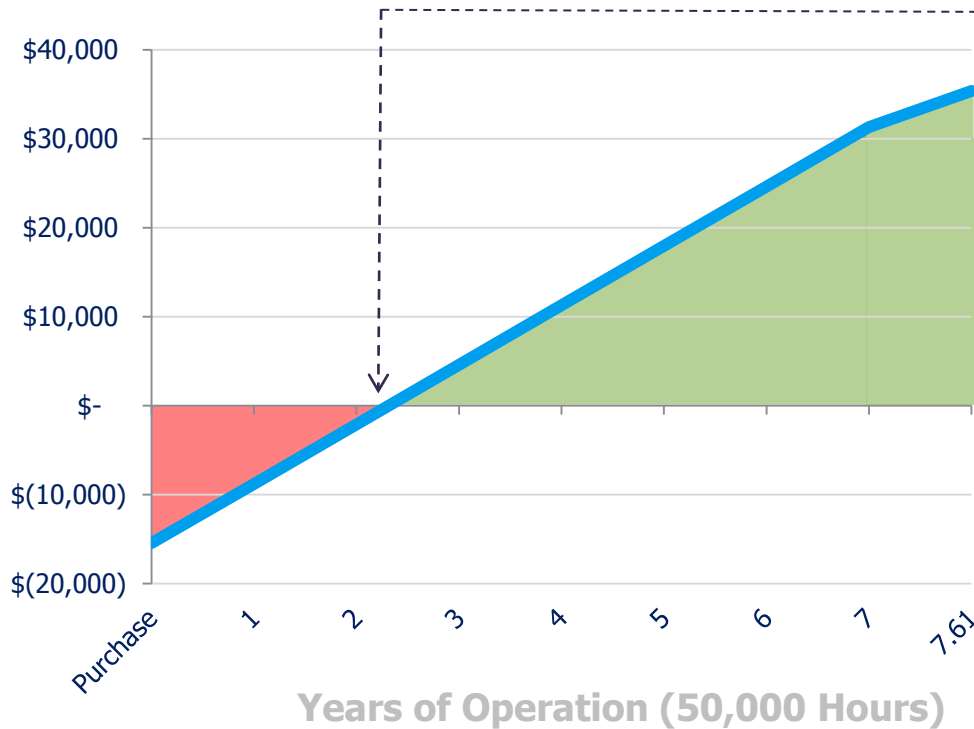
\$6,682
ANNUAL OPERATIONAL SAVINGS

Commercial Payback Example



Accumulated Upgrade Savings

Upgrading from T8s to Cree CR24s



**PAYBACK
JUST OVER
2 YRS**
(27 MONTHS)

FROM OVER
\$550
SAVINGS PER MONTH
(ENERGY + RELAMPS)

LED Lighting Installations

The LED Lighting Revolution is already underway.



Benjamin Moore Paint Store – Virginia



AFTER

18 Cree CR24 LED Troffers

792 total watts consumed – 65% savings

NC State University Student Housing



Wolf Village Lighting Retrofit
62% energy savings

Marquette University Pedestrian Lighting



~50% energy savings
Reduced maintenance

ASU Freshman Parking Lot



Greatly-improved light quality – safety
66% energy savings
Maintenance eliminated

NC State University Parking Deck

27% energy savings
Vastly-improved lighting



UC Davis Parking Garage



80% energy savings
Bi-level activity sensors

Los Angeles - 40% energy savings

140,000 street lights
55%+ energy savings
\$10M savings/yr



Summary

- **LED lighting: “Pays for itself and then pays you.”**
- **Puts discretionary dollars back in your budgets.**
- **In many cases, LED lighting is ALREADY at price parity with, or is even less expensive than, traditional products.**

What are you waiting for?

**Cree is taking the LED Lighting Revolution
to places no one ever thought possible.**

Please Join Us!

