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www.aglights.com

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While attending the IPPE 2015, Atlanta, GA show - It was most obvious that the Overdrive LED's are the predominant LED's being used for all types of poultry operations. Our continued **QUALITY, SERVICE, DESIGN of product for the AG INDUSTRY and Loyal Distributors** like yourself have allowed us to have the name that we do in the poultry industry. **'Thank you' for your continued support!**

We had the opportunity to have detailed conversations with many university field researchers to learn the latest in their testing our **newer 10 watt dim and non-dim LED's**. **These 10 watt LED's are showing excellent floor light for brooding and breeder hen operations.** Integrators are asking for more floor light and still low dimming capabilities. **This is where the 10 watt Overdrive LED's (950 – 970 lumens) really shine!** Lastly, we had the fortunate opportunity to discuss dimmer technologies with Diversified/Rotem, Precision and Pro-Tech. We are presently field testing all three models. We will communicate our comments and the results over the next several months.

Also wanted to update you on several inaccurate comments being made by several of our competitors. After you read through these, call our office should you have questions.

- a.) **Campbell Lighting** is saying that their LED is the same LED that Overdrive markets. If this lamp were the same as the Overdrive model – **wouldn't you expect the lumens to match**, they don't (510 as compared to 530 from Overdrive (50K model). **They also do not offer the full range for all poultry house needs**, as Overdrive does... 10 watt Dimmable or Non Dimmable models in either colors or multiple Kelvin colors in the 6 watt lamps.
- b.) **ONCE Innovations** is claiming that the Overdrive LED lumen depreciation is far greater than their 12 watt broiler LED model. This is completely inaccurate and documented testing by numerous universities show otherwise.

It is most important that everyone, especially your customers, understand that **when they switch to the LED technologies they may be required to update their dimmers**. This is really true when the grower wants to dim to very low light levels (several hundredths of a foot-candle). The Rotem model RLED (newest version) and the Precision model MR4 have proven their abilities to dim the Overdrive 6 and 10 watt LED's to these low levels. We are presently testing the Pro-Tech for these low level conditions. Rotem and Precision have both developed software to properly control and dim the Overdrive LED's.

We are seeing the Overdrive 10 watt LED's becoming more and more demanded. The majority of integrators are requesting increased brood light levels and the 10 watt model offers significantly more light. We have field testing that confirms a 10 watt LED will put more light on the floor than a 23 watt CFL. **Some growers are using the 10 watt LED's in all light sockets to keep from having additional or supplemental brood sockets. We have also seen growers use the 10 watt non dim LED's in place of 40 watt CFL's.** We would encourage you to do your own testing and comparisons. A chart showing the light distribution comparing the 10 watt LED with the 23watt CFL can be seen at www.aglights.com.

Overdrive sells and markets only via qualified distributors. We again appreciate your help and want to help you in any way we can!