

L Prize[®] Competition Drives Technology Innovation and Energy Savings

In challenging manufacturers to develop high-quality lighting products that set leading-edge performance benchmarks for the industry, the L Prize became a gift that keeps on giving.



When DOE launched the L Prize[®] Competition in 2008, most LED replacement bulbs were of poor quality and wouldn't satisfy consumers looking for an LED lamp to replace a 60W incandescent bulb. Together with Pacific Northwest National Laboratory, NETL ran the competition. Two thousand light bulbs were received at NETL's Morgantown site. After stringent tests to determine energy efficiency, light distribution, color and lumen output, NETL awarded the \$10 million prize to Phillips Lighting North America in 2011.

The light bulb hit retail shelves on Earth Day 2012. This energy-saving bulb was comparable to a 60W incandescent but consumed less than 10W (a savings of 83%), with a lifetime 25x longer.

- Philips' entry helped catalyze market competition and pushed industry toward a clear target. As a result, prices dropped and performance improved to the point where many competitive LED 60W replacement bulbs are now on the market.
- Philips' Technology advances for the L Prize[®] entry inspired a new technology platform, accelerating enhancements to the company's successive product designs.
- Philips estimates that this family of products reached sales representing more than \$51.3 million in energy savings in the first two years alone.

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