

Intelligent 'Mirror Lamp' reflects new bulb design

A revolutionary energy saving light bulb has presence detection and remote control functions and is poised to hit the shops by the end of 2011.

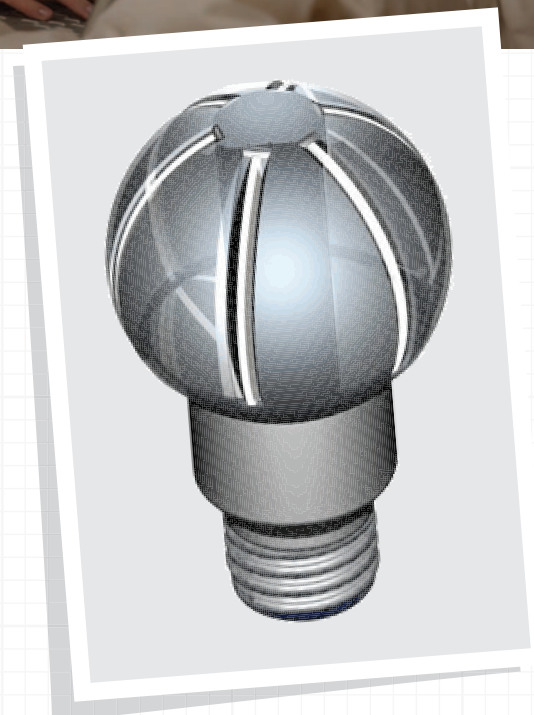
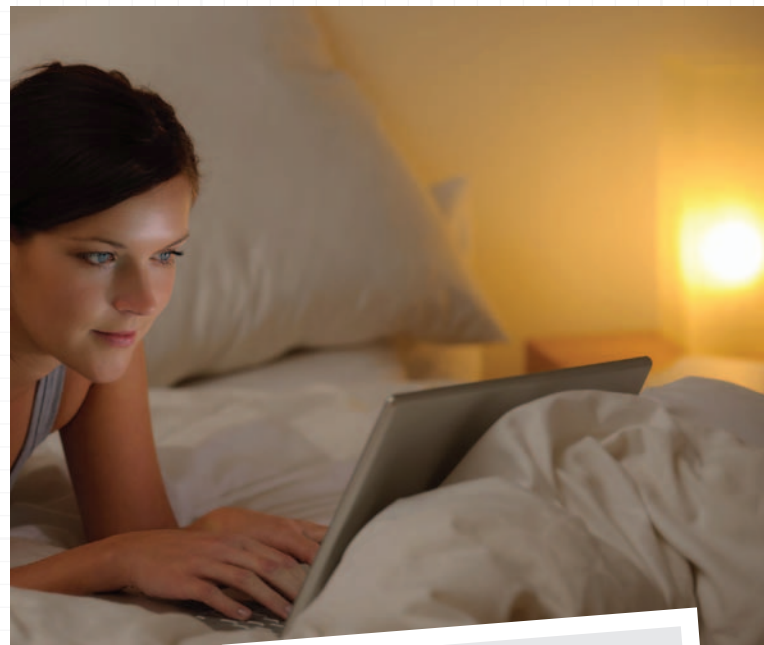
Mirror Lamp

The Mirror Lamp has been developed by Juice Technology and will be a replacement for the 60w incandescent bulb to be phased out across the UK and Europe in September 2011.

Juice Technology is sharing almost £1m from the Technology Strategy Board and the Department for Environment, Food and Rural Affairs (DEFRA) with another UK company Zeta Controls, to develop two ultra-efficient lighting prototypes for domestic use. (Ultra Efficient Lighting is predicted by NextGen Research to grow rapidly to achieve worldwide revenues in excess of \$33 billion by 2013.) The contracts are part of the Small Business Research Initiative (SBRI) scheme which invests in supporting cutting edge British projects.

Added features

Instant light, dimmable, and with a shelf life of up to 20 years based on average household use, Juice Technology's, The Mirror Lamp, is at the cutting edge of energy efficient lighting. (According to the Lighting Association the average household lamp in the UK burns for 592 hours).¹ It may use less than 8 watts of electricity, but it can save up to 35% more energy than the current equivalent energy saving light bulb. It also has remote controls built into the design as well as sensors to detect when someone has left the room. over time.



Technology Strategy Board

Driving Innovation



Straight to market

Hertfordshire-based Juice Technology has shared funding from the Technology Strategy Board and Department for the Environment, Food and Rural Affairs (Defra) to help develop the latest innovations in ultra efficient lighting for the global market.

Prototypes of the Mirror Lamp were ready for testing in the Spring of 2011 and those behind the technology anticipate the product will hit the UK and European markets by the end of 2011. Juice has put together a twin track supply chain to manufacture the lamp in volume including a UK based manufacturing operation. In the UK, the company has started working with the Energy Saving Trust and power utilities to create a sustainable market channel.

The company has also built on its relationships with large lighting product manufacturers in Europe and North America to create a global distribution network. It is also working with a major company in Europe and Asia, as well as Generation Brands, the leading supplier of residential lighting in the United States.

While the product is expected to retail at £17.50, within 18 months of launch the retail price could drop to £10 or less through a combination of lower LED costs, design refinements and economies of scale benefits. Juice Technology estimates the additional remote control and presence detection features will cost an extra £2.50 to £3.00.

‘Investment under the SBRI scheme has allowed us to bring to market at the right time a state of the art product that will compete with the rest of the world in the growing field of energy efficient lighting’

IAN TURNER, MANAGING DIRECTOR,
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COMPETITION

Ultra-Efficient Lighting

In February 2010 the Technology Strategy Board and Defra launched a £1.2m SBRI initiative to fund development work on ultra-efficient lighting (UEL) for the domestic environment. This competition aims to develop capability within the UK to supply high-quality directional and non-directional lighting for the home that is exceptionally efficient, while providing a medium-term payback of costs in real terms.

Juice Technology was one of two UK companies selected to develop their prototypes and produce 50 fully-functional, tested demonstration units. Both selected projects (Juice Technology and Zeta Controls) are Non-Directional Lighting Sources (bulb replacements) and are highly innovative with strong take-up potential in the retrofit market.

The SBRI scheme is one of the tools that the Technology Strategy Board uses to drive innovation. SBRI competitions use the power of Government procurement to:

- provide innovative solutions to public sector challenges
- and business opportunities for technology companies.

KEY FEATURES

- Competition is demand driven by a defined challenge
- Stimulates the creation of innovative new products or services
- Operates under EU pre-commercial procurement guidelines
- Fully-funded development contract – not a grant
- Fast-track, simplified process
- Particularly suitable for small and medium-sized businesses
- Government department acts as the lead customer
- Intellectual property is retained by the company