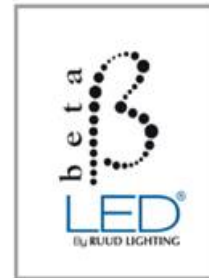


## Ruud Lighting Proven Performance

### BetaLED: LED in its best shape

After the experience achieved in the US market, on the occasion of Light+Building 2010 fair in Frankfurt, Ruud Lighting introduces BetaLED brand on the European market too. BetaLED is the division of Ruud Lighting dedicated to LED fixtures, which combines the best technology with research and design. With this brand Ruud Lighting pursues a double engagement, oriented not only to aesthetics, but also to functionality, integrating the best LEDs, exclusive optics and a unique design in each product.



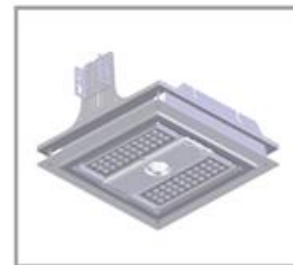
### Technology welcomes design



The street lighting fixture FePa 1 is the first BetaLED product introduced on the European market. The creative production was commissioned by the prestigious lighting design studio Ferrara Palladino. The project matches high performances and design by author: the result is an high performance LED fixture characterized by smooth and harmonic shapes.

### 304 series

Series 304 luminaire is created with a new chip LED generation, that enables a light efficiency superior to 100 lm/W net. Thanks to the many mounting options, the fixture can be used for different installations such as petrol shelters, industrial applications, tunnels lighting.



### 227 series

Series 227 product is characterized by a thin and linear design. The fixtures are ideal for surface, recessed and industrial applications. Its high modularity enables 4 different fixture configurations: 30, 60, 90 and 120 LEDs.