

125 YEARS OF EXCELLENCE

1887 - AEG is founded in Berlin by Emil Rathenau. It all starts with a few patents which Emil had bought from the American inventor Thomas Edison. The first product produced under the AEG brand is electric light bulbs. AEG has a very rich brand history and heritage which we are all very proud of. AEG has been deeply rooted in the forefront of precise design and performance within the electrical field for over 100 years. **2012 - AEG launches a new LED lighting product line that lasts!**

Style is never an accident. A hundred years ago, AEG was the first electrical company to hire an industrial designer, Peter Behrens. The father of the Bauhaus design movement and the world first recognized industrial designer. Good design doesn't just make things easy on the eye, but easier for you to use. **Best Industrial Design Practices of "Perfect in Form and Function" continue throughout AEG's new LED lighting products.**



CE DEKRA



THE FUTURE
OF LIGHTING

2012 SPRING EDITION

BULB	SPOT LIGHT	DESK LAMP	CANDLE LIGHT
 P9 2.5W LED BULB 150 Lumen  2.5w=15w	 P16 5W LED MR16 GU5.3 SPOT LIGHT 1300 cd  5w=35w	 P20 LED DESK LAMP 120 Lumen	 P8 2.5W LED CANDLE LIGHT 120 Lumen  2.5w=15w
 P10 7.5W LED BULB 450 Lumen  7.5w=38w	 P17 7W LED MR16 GU5.3 SPOT LIGHT 1500 cd  7w=50w	 P21 LED DESK LAMP 360 Lumen	
 P11 7.5W LED BULB 470 Lumen  7.5w=40w	 P18 3W LED MR16 GU10 SPOT LIGHT 560 cd  3w=20w		
 P12 7.5W LED BULB 470 Lumen  7.5w=40w			
 P13 8.5W LED BULB 600 Lumen  8.5w=48w			
 P14 10W LED GLOBE BULB 560 Lumen  10w=45w			

WHY LED



EFFICIENT

Energy savings up to 90% compared to traditional incandescent bulbs. Over 95% of the energy used by an incandescent bulb is converted to heat and less than 5% turned into useful light.



GREEN

No mercury, energy saving, less heat and long life. LED is the most environmentally friendly light source other than pure sunlight.



ECONOMICAL

Energy cost of LED bulbs is 10 times less than traditional incandescent bulbs.

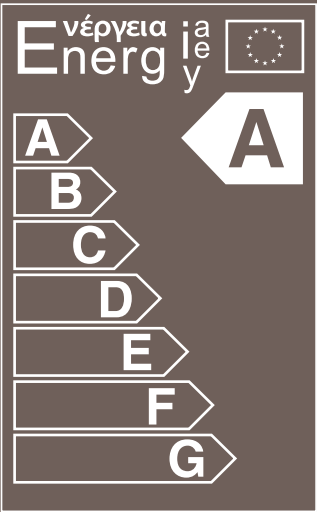


VERSATILE

LED emits a wide spectrum of light source and is adaptable for most common lighting applications.

FEATURES

- Utilizes high quality LEDs for outstanding performance
- High frequency LED Driver produces no lighting “flicker”
- Excellent CRI
- Long life, low maintenance costs
- No UV light, no IR light



THE FUTURE
OF LIGHTING

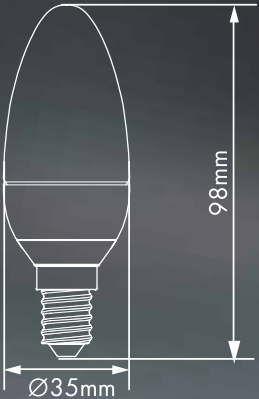
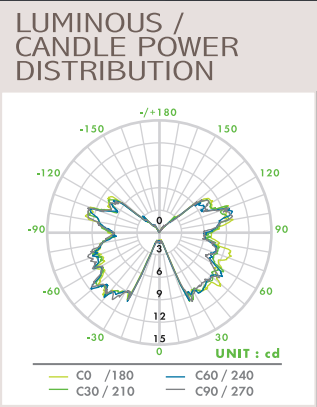
BULB

LED BULB SERIES ARE A NEW FAMILY OF LED LAMPS THAT DELIVERS A HIGH LEVEL OF VALUE AND AN UNCOMPROMISING MEASURE OF QUALITY IN GENERAL ILLUMINATION. DESIGNED WITH HIGH POWERED LEDS, THEY ARE MADE TO REPLACE THEIR TRADITIONAL INCANDESCENT, HALOGEN OR CFL BULB STYLES IN NUMEROUS LIGHTING APPLICATIONS MAKING THESE THE PERFECT LAMPS FOR ANY RETROFIT USES

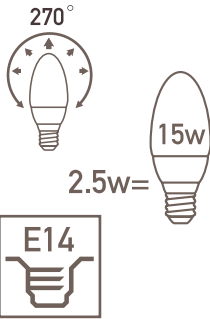
AEG
perfekt in form und funktion

2.5W LED CANDLE LIGHT 8

2.5 Watt 120 lm warm white



Product Name	LED Candle Light
Model No.	520048
Rated Votage(V)	220-240V
Rated Power(W)	2.5W
Total Lumen(Lm)	120Lm
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	270°
Life time(hrs)	15000hrs

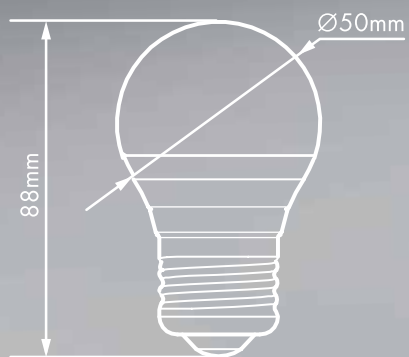
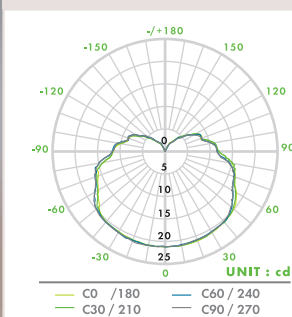


2.5
Watt

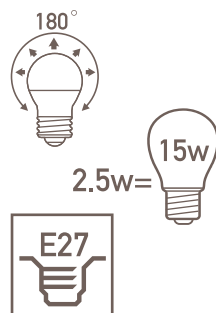
150 lm
warm white



LUMINOUS /
CANDLE POWER
DISTRIBUTION



Product Name	LED Bulb
Model No.	529989
Rated Voltage(V)	220-240V
Rated Power(W)	2.5W
Total Lumen(Lm)	150Lm
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	180°
Life time(hrs)	20000hrs

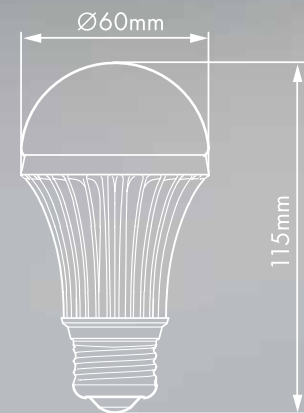
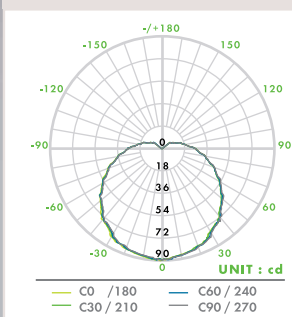


7.5
Watt

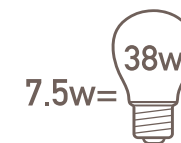
450 lm
warm white



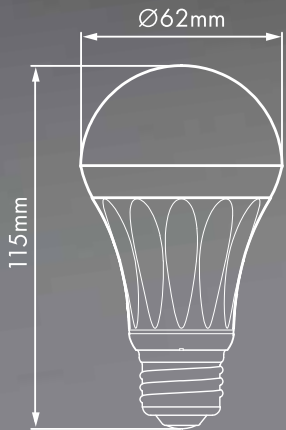
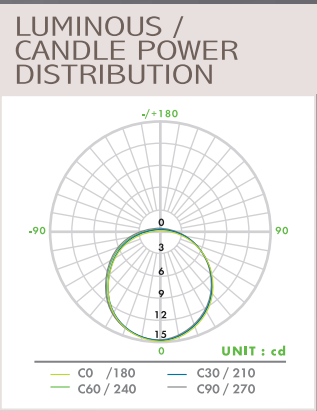
LUMINOUS /
CANDLE POWER
DISTRIBUTION



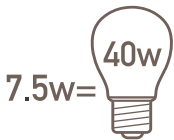
Product Name	LED Bulb
Model No.	529947
Rated Voltage(V)	AC100-240V
Rated Power(W)	7.5W
Total Lumen(Lm)	450Lm
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	120°
Life time(hrs)	20000hrs



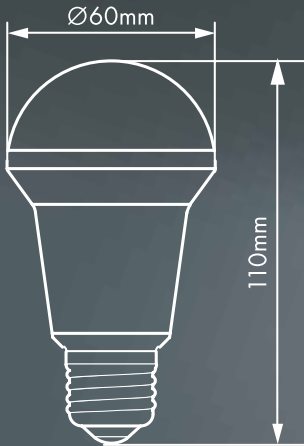
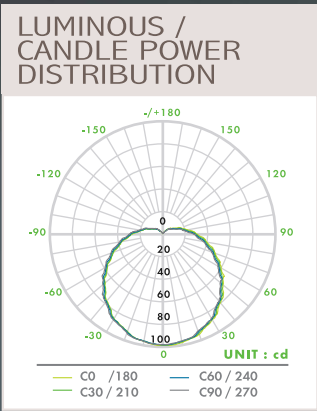
7.5 Watt 470 lm warm white



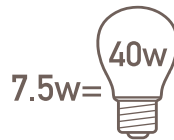
Product Name	LED Bulb
Model No.	520145
Rated Votage(V)	AC100-240V
Rated Power(W)	7.5W
Total Lumen(Lm)	470Lm
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	120°
Life time(hrs)	20000hrs



7.5 Watt 470 lm warm white



Product Name	LED Bulb
Model No.	520154
Rated Votage(V)	AC100-240V
Rated Power(W)	7.5W
Total Lumen(Lm)	470Lm
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	120°
Life time(hrs)	20000hrs

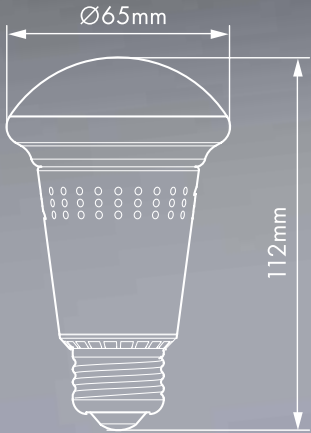
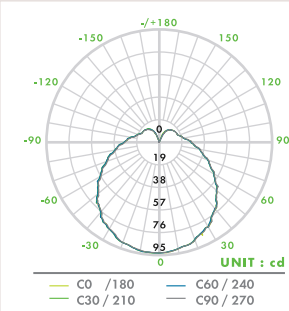


8.5
Watt

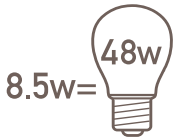
600 lm
warm white



LUMINOUS /
CANDLE POWER
DISTRIBUTION

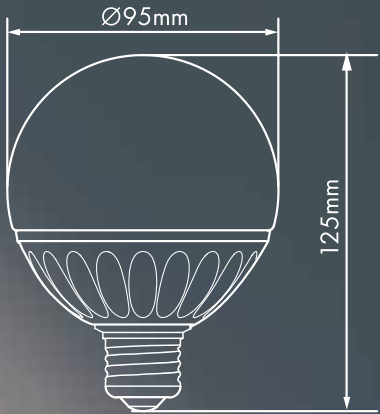


Product Name	LED Bulb
Model No.	520186
Rated Votage(V)	AC100-240V
Rated Power(W)	8.5W
Total Lumen(Lm)	600Lm
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	120°
Life time(hrs)	20000hrs

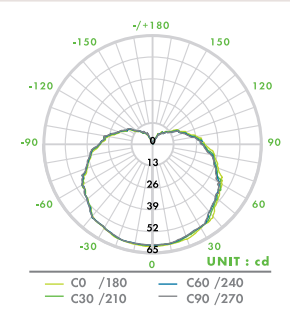


10
Watt

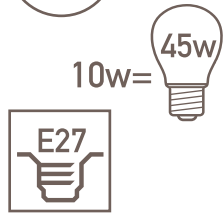
560 lm
warm white



LUMINOUS /
CANDLE POWER
DISTRIBUTION



Product Name	LED Globe Bulb
Model No.	529958
Rated Votage(V)	220-240V
Rated Power(W)	10W
Total Lumen(Lm)	560Lm
Dimmable(Y/N)	Y
CCT(K)	3000K
Beam Angle(°)	120°
Life time(hrs)	15000hrs



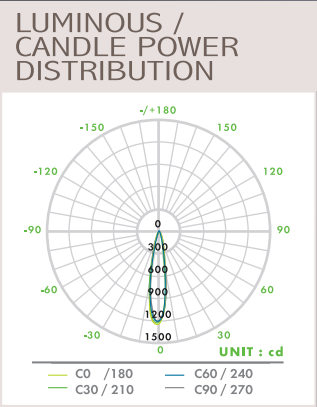
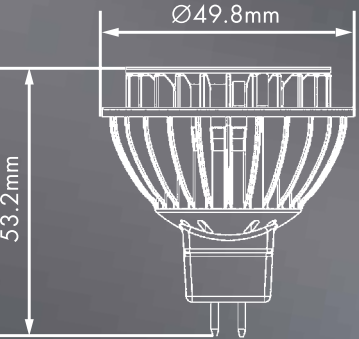
SPOT LIGHT

LED SPOT SERIES ARE PRECISELY CRAFTED LED REFLECTOR BULBS MANUFACTURED TO PUT LIGHT WHERE IT IS INTENDED TO SHINE. PERFECTLY SUITED FOR ACCENT LIGHTING OR CREATING THAT SPECIAL RETAIL LIGHTING STRATEGY, THIS SERIES USES HIGH LUMINOUS LEDS TO CREATE THE STRONG PUNCH OF DIRECTIONAL LIGHT NEEDED TO CREATE MULTIPLE LEVELS OF LIGHTING, WIDELY UTILIZED IN RESIDENTIAL SPACES

5W LED MR16 GU5.3 SPOT LIGHT

5
Watt

1300 cd
warm white



Product Name	MR16/GU5.3
Model No.	530304
Input Voltage(V)	AC 12V
Rated Power(W)	5W
Max. Luminous Intensity	1300 cd
Dimmable(Y/N)	Y
CCT(K)	3000K
Beam Angle(°)	25° (40° available)
Life time(hrs)	20000hrs

Dimmable

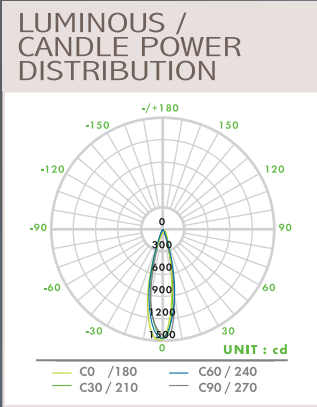
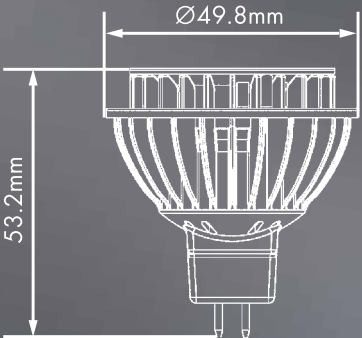
25°

GU5.3

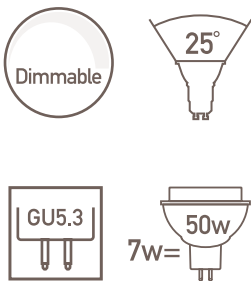
5w=35w

7
Watt

1500 cd
warm white

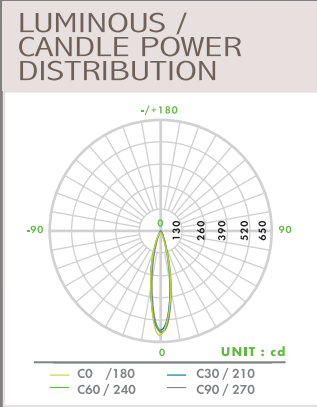
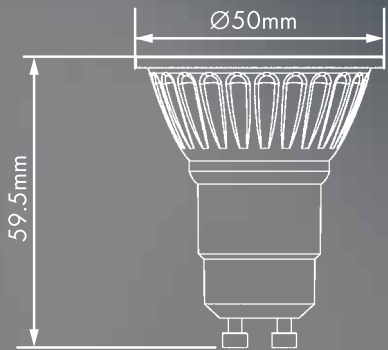


Product Name	MR16/GU5.3
Model No.	530305
Input Voltage(V)	AC12V
Rated Power(W)	7W
Max. Luminous Intensity	1500 cd
Dimmable(Y/N)	Y
CCT(K)	3000K
Beam Angle(°)	25° (40° available)
Life time(hrs)	20000hrs

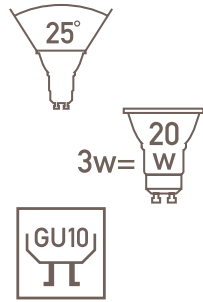


3
Watt

560 cd
warm white



Product Name	MR16/GU10
Model No.	530136
Input Voltage(V)	AC100-240V
Rated Power(W)	3W
Max. Luminous Intensity	560 cd
Dimmable(Y/N)	N
CCT(K)	3000K
Beam Angle(°)	25°
Life time(hrs)	20000hrs



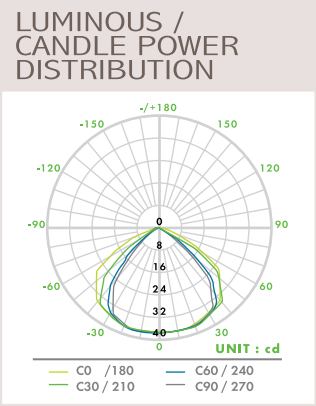
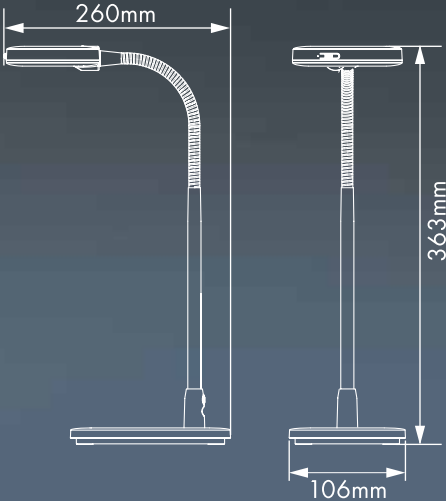
DESK LAMP

OUR DESK LAMP SERIES TAKES ADVANTAGE OF THE PERFECT IN FORM AND FUNCTION BELIEF THAT AEG IS KNOWN FOR AND THAT THE LED SOLID STATE LIGHTING AFFORDS OUR DESIGNERS. LED SOLID STATE LIGHTING TECHNOLOGY ALLOWS OUR DESIGN TEAM TO ARTISTICALLY DESIGN EACH LAMP. OUR SERIES OF DESK LAMPS PROVIDES HARMONY BETWEEN THE PRODUCTS AND OUR CUSTOMERS AROUND THE WORLD WHILE ALLOWING YOU TO BE ENVIRONMENTALLY CONSCIENCE AND LOWER YOUR ENERGY CONSUMPTION

LED DESK LAMP

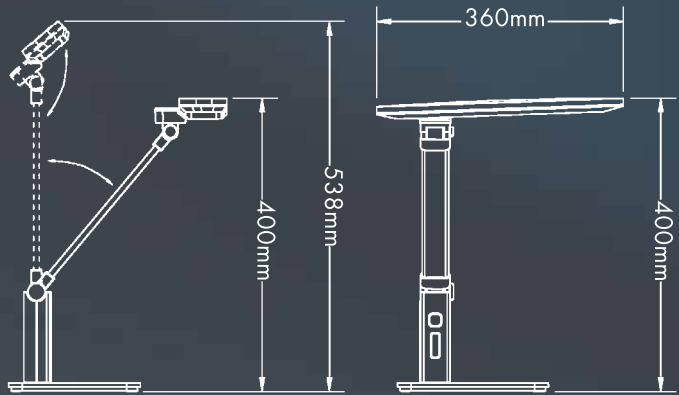


3 Watt 120 lm neutral white

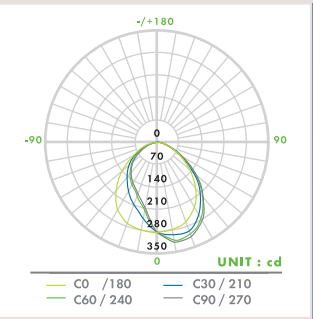


Product Name	LED Desk Lamp
Model No.	540414
Input Voltage(V)	AC100-240V
Rated Power(W)	3W
Total Lumen(Lm)	120Lm
Dimmable(Y/N)	N
CCT(K)	5000K
Life time(hrs)	20000hrs

9 Watt 360 lm neutral white



LUMINOUS / CANDLE POWER DISTRIBUTION



Product Name	LED Desk Lamp
Model No.	549998
Input Voltage(V)	AC 100-240V
Rated Power(W)	9W
Total Lumen(Lm)	360Lm
Dimmable(Y/N)	N
CCT(K)	5000K
Life time(hrs)	20000hrs



IAF



CNAS



ISO 14001



ISO 9001



OHSAS18001