

Bauru scores big with GE LED signals

The municipality takes on high maintenance costs, crash safety and energy savings all in one brilliant play.

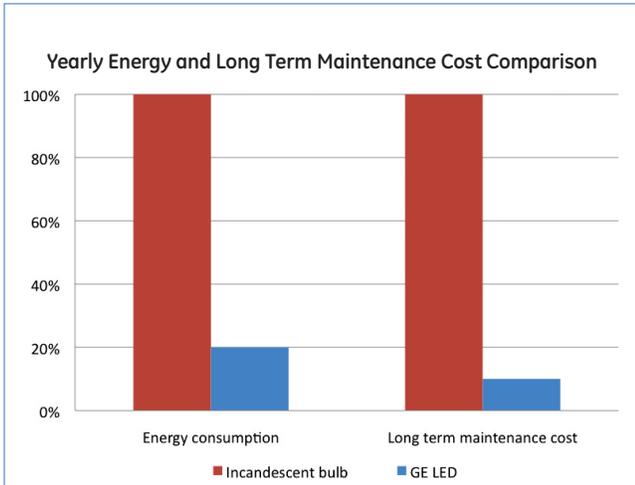


Bauru, a town most famous among Brazilians as the city where soccer superstar Pelé grew up, is a busy college town and transportation hub located at the centre of São Paulo, the country's most populous state and its economic engine. But Pelé isn't the only bright light the town will ever know. In June 2013, over 2,000 GE LED traffic lights made their mark on the municipality's traffic... and, in a very substantial way, on its coffers.

"When we began looking, we had high standards for a solution that would maximize both energy savings and the quality of light," said Marney Tadeu Antunes, commercial director for CPFL, Sao Paulo's utility provider. "GE's LED traffic lights" will not only save us money, but they will improve the quality of our traffic signals."

In terms of savings, the new GTx™ LED signals will reduce energy consumption by a stunning 80% over incandescent bulbs, and they will last 10 times longer. That, coupled with significant reductions on maintenance costs, is expected to save the city more than \$2 million over their 10-year lifespan, making the traffic signals superstars in their own right among city managers.

Winning the Savings Game



GE LEDs provide energy savings of 80% over incandescent lights and 90% over long term maintenance costs.

Of course low maintenance and high energy savings are just part of the bigger quality picture. One key reason for selecting GE's LED signals was reduction of the "sun-phantom effect," a frequent cause of false green or false red lights. That may send a wrong signal to drivers causing car accidents.

"There is a large sloping avenue in Bauru, and by noon it was sometimes difficult to distinguish which color was indicated or even if the light was on. With the new GTx LED signal, colors are easily distinguished," says Vailton Beserra, Specification Engineer from GE Lighting Brazil and project leader.



GE LED Signal in use

The LED traffic lights send motorists and pedestrians a clear signal. "Our GTx LED traffic lights offer greater visibility and light uniformity, so it is easier to identify which color is indicated at any distance," says Alexandre Ferrari, general manager for GE Lighting Brazil.

To secure the deal, GE had to compete with local manufacturers and importers. The key was educating the customer about the benefits of GE's specifications. "Our competitors offered cheaper products, but our GTx LED traffic lights are a world-class product, and we made sure that our client was aware of the full spectrum of advantages," says Beserra.

About GE Lighting

GE Lighting invents with the vigor of its founder Thomas Edison to develop energy-efficient solutions that change the way people light their world in commercial, industrial, municipal and residential settings. The business employs about 15,000 people in more than 100 countries, and sells products under the Reveal® and Energy Smart® consumer brands, and Evolve™, GTx™, Immersion™, Infusion™, Lumination™ and Tetra® commercial brands, all trademarks of GE. General Electric (NYSE: GE) works on things that matter to build a world that works better. For more information, visit www.gelighting.com.



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