

Program Partners Leverage Know-How and Market Pull

Partners are key to the success of the L Prize™ competition. Utilities and energy efficiency programs from coast to coast have joined the U.S. Department of Energy (DOE) to promote super-efficient, solid-state lighting products to replace today's most common light bulbs. L Prize partners assist DOE in evaluating potential L Prize products through field assessments and provide ready-made markets for winning products.

New technologies are almost always more expensive when first brought to market due to low volumes and high development costs. By joining together to represent significant demand, the U.S. government and L Prize partners drive sales volumes up and prices down far more quickly than would otherwise be possible.

Why Partner?

- Confidence in performance and consistency of winning products
- Reduced risk through intensive product evaluations
- Opportunities for hands-on field testing
- Save time learning about new LED technologies
- Sure, effective route to energy savings

West	Mountain/Central	East	Other Organizations
 		 	
 			
		 	
			
			
			
			
		 	

L Prize Product Evaluation

Products entering the L Prize competition are evaluated in a multistep process designed to provide a high level of confidence in their performance and energy efficiency. Photometric and electrical testing of proposed products is conducted by independent laboratories, such as those participating in the DOE CALiPER test program.

Program partners play a critical role in the evaluation process by conducting field assessments of proposed products. Field assessments use criteria established by the DOE GATEWAY demonstration program and include:

- Installation in host customer facilities, such as homes, commercial spaces, or outdoor locations.
- Installation in utility technology demonstration facilities.
- Focus group testing with retailers, builders, and/or consumers.

L Prize field assessments:

- Evaluate **energy use** of the products when installed in-situ.
- Characterize the **lighting system performance** as compared to the existing technology.
- Evaluate **reliability** and **customer acceptance** of the products during the test period.
- Evaluate criteria for **cost-effective deployment** through an energy efficiency program.

Field Assessment

- ✓ Energy use
- ✓ Lighting system performance
- ✓ Reliability
- ✓ Customer acceptance
- ✓ Cost-effective deployment

Field assessment results provide valuable input for the ultimate selection of winners.

L Prize Product Promotion

Program partners play an important role in promoting and developing markets for the winning L Prize products. A large amount of quantitative and qualitative data is available to support promotion of the winning products via:

- **Product incentives** paid directly to manufacturers or to consumers.
- Collaborative **marketing and promotion**.
- **Partnerships** with local, regional, and/or national retailers.
- **Demonstrations and promotions** with local homebuilders, commercial developers, hospitality chains, local governments, schools, universities, etc.

Join Us

For more information on becoming a program partner, contact lprize@pnl.gov.

For more information on L Prize, see www.lightingprize.org. Learn more about the DOE SSL CALiPER and GATEWAY programs at www.ssl.energy.gov.

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June 2009

 Printed with soy ink on recycled paper