



National Sales Office:
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June 2015 Poultry NEWSLETTER

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Everyone at Overdrive sincerely thanks you for your hard work and sales support. The Overdrive family of LED models has become the LED's of choice for poultry operations. This is the reason for this newsletter as I want to share with you why the Overdrive LED's perform at the highest level. **Overdrive continues to invest in new components, higher technological LED's and control circuitry and ongoing field research.** We have teamed with poultry dimming companies to make certain that our models will dim to the lowest light levels required. A few companies have attempted to copy our design and one has actually said that their unit was the same as ours. Just review and make comparisons of the engineering and test data below and you'll find this is just simply not so! Overdrive has a NEW 10 watt Dimmable model to introduce. Review the independent lab LM79 report - Overdrive Electronics.

	<u>Older Overdrive 10 watt DIM A19</u>	<u>Newest Overdrive 10 watt DIM A19</u>
Wattage	10.0	9.5
Operational Life Hours	35,000	40,000
Lumens – 3000K/5000K	860/950	930/1000
Efficacy (LPW) - 3000K/5000K	86 / 95	97/ 105
CBCP (50% I_{max}) - 3000K/5000K	180 / 192	230 / 260
LED type	SMD- old	3030B Seoul Semi.
Warranty	5 years	5 years

Overdrive has maintained a close relationship with several ag research universities continually field testing our newer LED's along with many of the poultry industries dimmer manufacturers. This allows us the opportunity to fully examine how our LED's operate with these dimmers and what light levels, especially low light levels, we can expect. Also, if power is lost when operating at these low light levels, what effects this creates with the lamp. Much data has been collected and reviewed and we will gladly discuss with you any field testing that the Overdrive lamp has been a part of and what the unbiased Universities results have been. Dimmer companies are investing in new technologies just as are LED makers. Improvements are continually moving forward.

Our field testing allows us to be confident in the following statements:

- a.) Any grower converting to LED's should be educated as to what to expect. If their integrator mandates a grow-out light level of .01 to .05 foot candles....they probably need to also update their dimmer to an LED model.
- b.) Our sales records show that broilers are moving to the 5000K while hen/breeder operations use the 2700/3000K.
- c.) The Overdrive 10 watt 2700K or 5000K non dimmable LED is being used most effectively for brood light – replacing 23 watt spiral CFL's.
- d.) We have specially designed software that can accurately layout row and LED's wattages to yield certain foot-candle levels per poultry house.



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e.) **Omni-directional designed LED's** are not effective for poultry operations. Typically, 40% of the light in these omni-directional designed units are lost on ceiling and side wall areas. It takes a much larger wattage LED (generally at a much large price) to equal the Overdrive A19 lens design light patterns. **Foot-candles measured on the floor with OMNI-directional LED lamps are much lower. Overdrive lamps have optimized beam angles with high CBCP, which helps to provide uniform floor foot-candles. The dimming IC used in Overdrive is a NEW generation - NXP IC, which helps allow our model lower levels of dimming, required by the industry.** Typically, the LED's purchased at the big box stores are the omni-directional style.

A final thought..... there will always be somebody offering you or your customers a cheaper model. 99 out of a 100 times..... we're not comparing 'apples to apples'. Overdrive lamps have been designed around the Harsh – Corrosive atmosphere of the poultry industry. Several things that set us apart from other LED A type or Omni type bulbs:

***Warranty**

***Lumens**

***Beam Spread**

***Dimmability**

***DIMMERS – Our lamps have been thoroughly tested with multiple industry dimmers. Other lamps have not gone through this same scrutiny.**

Overdrive is constantly working to supply the most innovative, energy efficient answer to lighting poultry buildings. We put our money where their mouth is..... and continually supply products for field testing. Overdrive also does not sell around our valued distributors. You are the reason for our business.

We again 'sincerely' thank you.