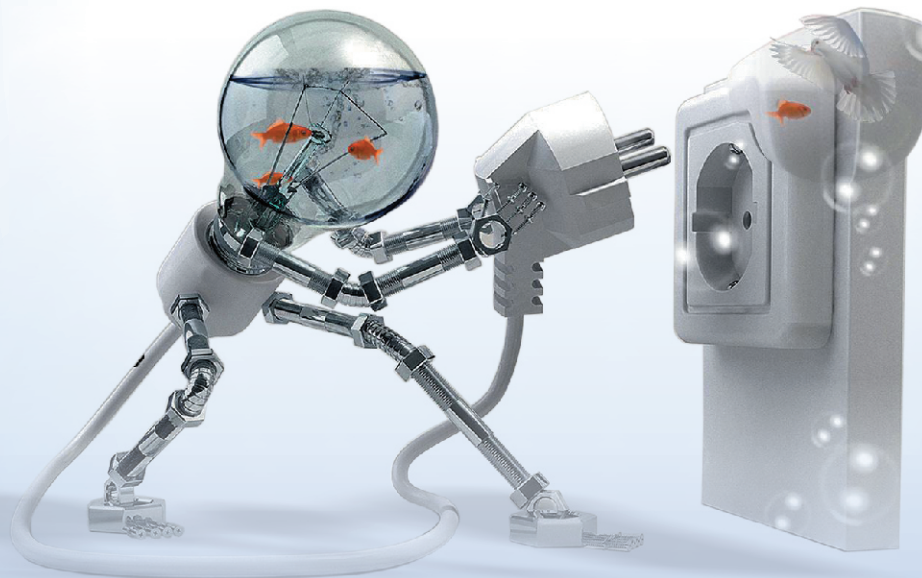


WHITE PLACARD

Electricity... **Now** Intelligent



White Placard



www.whiteplacard.com

PRODUCT SELECTION GUIDE

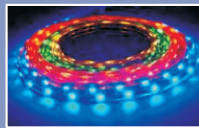
About Us : White Placard was created simply because of the realization and conviction that technology is the future and affordable technology is indeed the future. We invested, researched and developed a profound skill base in LED Lightings, Automation, Robotics and Embedded Systems that has become our trademark and given us the platform to grow and expand. We are a group of highly dedicated engineers based in Tokyo, New Delhi, Jaipur, Jodhpur, Ranchi and other places who develop LED Products, PIR Sensors, Robots, Security Systems, and Embedded Development Suites.

White Placard is dealing mainly in medium to high-end technologies, mostly in manufacturing LED Lighting Solutions, Embedded Systems, Robots, Smart Home Devices and Power Saving Devices of various scales. We specialize in design and development of customized and industrial project based LED Lighting Solutions and other Power Saving Devices. We develop medium and research based robots, precision devices, sensing devices, microcontroller - driven acoustic devices, smart home devices, security systems, and numerous other devices and software needed for developing other functional embedded systems. We also specialize in creating testing tools (software and hardware) for embedded systems. We also manufacture device drivers for embedded devices. We manufacture drivers on-demand for ARM, AVR and 8051 chips. Lately added to our list of credentials is our capability to design and provide Printed Circuit Boards (PCB) at very competitive rates. We also offer consultation services to companies requiring personnel to meet their immediate development demands. The quality and the cost of our products are already established in the market. We have grown wide and deep very quickly in terms of technology, clientele and organization size. Please browse through our pages for a quick overview of products. We are in process of expanding our base to USA, UAE and Germany. We value our customers and take pride in announcing that we have been growing not without the support of our customers. Our identity is partly their faith, and we are committed to taking it further.

Energy Management : White Placard LED Lightings can save energy and improve light quality, performance and service. The survey says that currently White Placard LED Luminaries are competing successfully with conventional lighting in a variety of general illumination applications because of their high quality and cost-effective performance. Not surprisingly, our industrial and hospitality clientele analysis finds significant energy savings potential for White Placard products compared to the other types of illumination.

Custom Solutions : A major strength of White Placard's Optical Innovation strategy is our ability to supply customized solutions for a wide range of LED lighting applications with minimal up front costs and reduced time to market. We are able to customize and provide innovations from materials through to complete systems and finished product designs.

Stress Tested Solutions : Our products undergo a system stress test that put a greater emphasis on robustness, availability, and error handling under a heavy load, rather than on what would be considered correct behaviour under normal circumstances.



Industrial Lightings

High Bay LED Lights

Wattage : 30-250W*

Order Code : WBAY-
70R/120R/150R/50COB/100COB/
120COB/80S/100S/120S/150S/
i-80S/i-100S/i-120S/i-150S



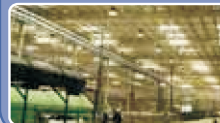
| | |
|-------------------|---|
| Emitting Color |  |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Viewing Angle | 15°-120° |

Integral LED Bay Luminary comprising of epoxy powder coated aluminium housing, enclosed with/without glass cover in frame. LEDs mounted on MCPCB by Reflow soldering.

*COB LEDs on request available for high bay lights in desired wattage.

EESI (Energy Efficient Solution for Industries)

Emerging Lighting Technologies, finds that future trends in the lighting area would be stimulated by four main factors: the need for better technical parameters, wider adoption of lighting control systems, bio-dynamic lighting systems, and energy efficiency. This methodology is being applied to new energy efficiency measurement standards by equipment types. Technology developers have not yet explored all the design options to make their lighting technology more efficient and suitable for specific end user requirements. They also have limited knowledge about various control system solutions that could work together with the lighting. Such systems not only need suitable light sources, but also more advanced control systems to achieve the dynamic modifications in lighting. Energy Efficient Solutions for Industries (EESI), a part of White Placard Technologies, provides an insight into the development trends in the lighting technologies and other lighting system components. It also analyzes adoption factors, technology development strengths and gaps in the lighting industry. Further, this research service includes detailed technology analysis and industry trends evaluated following extensive interviews with market participants.



Technology at Work for You

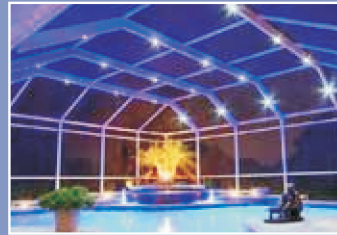
A New Experience in Lighting

The future of household lighting will soon be the wide spread adoption and use of White Placard's energy efficient LED lights. However, the present market for LED products is geared mainly towards enthusiasts and early-adopters, the efficiency and cost effectiveness of White Placard's LED lighting systems is now driving the demand for our more affordable LED lights. The products can be manufactured in any desired color, wattages and shapes as per our client's requirements. We use OSRAM, CREE, NICHIA and various other makes (on demand) for the manufacturing of the complete and final products which undergo full stress testing before launch.

The operational life of White Placard LED lamps is 100000 hours. This is 12 years of continuous operation, or 22 years of 50% operation. The long operational life of our LED lamp is a stark contrast to the average life of an incandescent bulb, which is approximately 2000 hours. This simple retrofit technology does not restrict a building's daily operation or require a shut down of individual floors or occupied rooms, so owners can enjoy no loss of revenue during installation in addition to a rapid return-on investment.

Our PCBs are made of world's best quality MCPCB in order to increase the heat dissipation and increase the life of our lights. The Aluminium housings used in our lights are of highest electrical grade for better heat dissipation, manufactured by pressure die casting and gravity die casting techniques. We lay stress on increasing the surface area of the housings for better heat management and prolonged life span of LEDs.

For more details regarding our products and services, please log onto www.whiteplacard.com or send us an email to info@whiteplacard.com.



LED Flood Lightings

150W LED Flood Light

Wattage : 150W

Order Code :
WPFLED-150



10W LED
Flood Light

Wattage : 10W

Order Code :
WPFLED-10-1



20W LED
Flood Light

Wattage : 20W

Order Code :
WPFLED-20



30W LED
Flood Light

Wattage : 30W

Order Code :
WPFLED-30



60W LED
Flood Light

Wattage : 60W

Order Code :
WPFLED-60



80W LED
Flood Light

Wattage : 80W

Order Code :
WPFLED-80



120W LED
Flood Light

Wattage:120W

Order Code :
WPFLED-120

| | |
|-------------------|--|
| Emitting Color | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Viewing Angle | All Available |
| Mounting | Standard |



Integral LED Flood Light Luminaire comprising of epoxy powder coated aluminium housing, enclosed with glass cover in frame. LEDs mounted on MCPCB by Reflow soldering. Higher wattage luminaires also available on request.

White Placard LED Street Lightings



White Placard LED Street Lights currently come in different wattages from 6W to 250W and can be adapted for use with any power supply or casing ranging from 90V-300V 50Hz AC. Our street lights are manufactured by using latest thermal heat management techniques, internationally acclaimed profile management through IR reflow techniques, latest printing machines and pick and place equipments.

Street Lights

150W LED Street Light

Wattage : 150W
Size : 425mm x 380mm
x 45mm

Order Code :
WPSLED-150



12W LED Street Light

Wattage : 12W
Size : 145mm x 75mm x 45mm

Order Code :
WPSLED-12



20W LED Street Light

Wattage : 20W
Size : 295mm x 95mm x 35mm

Order Code :
WPSLED-20



30W LED Street Light

Wattage : 12W
Size : 425mm x 210mm x 50mm

Order Code :
WPSLED-30



45W LED Street Light

Wattage : 45W
Size : 425mm x 210mm x 50mm

Order Code :
WPSLED-45



60W LED Street Light

Wattage : 60W
Size : 390mm x 180mm x 55mm

Order Code :
WPSLED-60

Full customization available in desired wattage upto 250W on request

| | |
|-------------------|---------------|
| Emitting Color | |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Viewing Angle | All Available |
| Mounting | Standard |

These lights are a complete and better replacements for the traditionally used HPSV,HPMV and CFLs in street lightings. The huge energy efficient street lights in accordance with performance, quality, time to market and cost efficiency has led the small, medium and large scale industries, hospitality industries, shopping malls and various other areas to adopt our new technology and plan for a better energy management with huge return on investments.

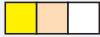
Integral LED Street Light Luminaire comprising of epoxy powder coated aluminium housing, enclosed with glass cover in frame. LEDs mounted on MCPCB by Reflow soldering.

Household Lighting

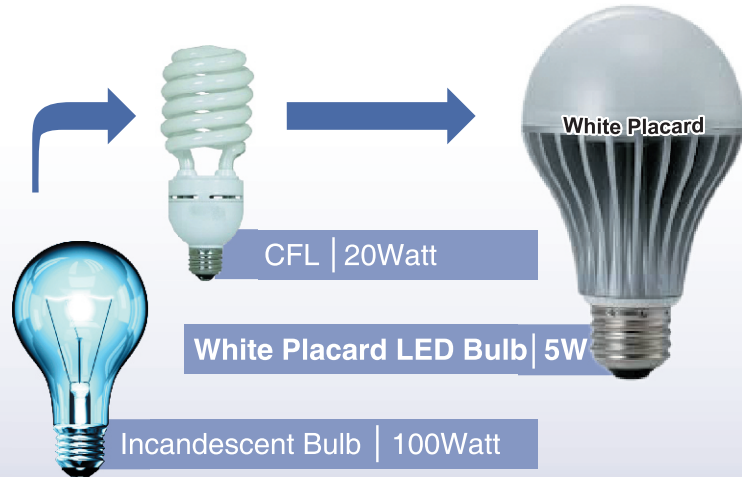


LED BULB | Wattage : 5-9W

Order Codes : WPBLB-5P/5A/7A/9A

| | |
|-------------------|---|
| Emitting Color |  |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Mounting | Standard |

Presenting A New Revolution in Household Lighting



LED bulb comprising of aluminium heat sink. Available in plastic and aluminium housings both. 5W bulb is a complete replacement for 15W-20W traditional CFLs in household applications and downlighting applications by replacing the existing CFLs to insure more lux without wastage and greater efficiency.

Diffused Down Lights

With High Quality
Glass Diffuser

Wattage : 5/15W | Order Codes :
LED Quantity : 10/30 | WPDLLED-15GD/5GD
PLUTO-5/15



Checkered Down Lights

With Inside Aluminum
Heat Sinks

Wattage : 4/9/16/25W | Order Codes :
LED Quantity : 4-25 | WPDLCHK-
4/9/16/25



Lens Down Lights

With Collimated Lens

Wattage : 1-18W | Order Codes :
LED Quantity : 1-18 | WPDLLED-
1/2/3/5/7/9/15/18



Crystal Tilt Down Lights

With Outer Cover

Wattage : 3-9W | Order Codes :
LED Quantity : 3-9 | WPDLLED-
3/5/7/9CT



Cast aluminium housing fixed with/without collimated lens/diffuser. LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. Spring loaded mounting clips, with separate driver. Also available in Carv Round, Pro, Carv Square, Square, Round, Tilt Square, Surface Round Housings and any other customized/desired luminaires of the same type in higher wattages. Housings of desired colors available on request.

Wall Lightings

LED Linear Wall Washers

Wattage : 9-36W

Order Code :
WPLWWLED-4/2



Integral LED Linear Wall Washer luminaire comprising of extruded aluminium housing. Adjustable mounting bracket for easy aiming. We also provide hanging LED wall light fittings on request.



| | |
|-------------------|---------------|
| Emitting Color | |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Viewing Angle | All Available |
| Mounting | Standard |

LED Rectangular Wall Washer

Wattage : 10-60W

Order Code :
WPRWWLED-10/60/120



Integral rectangular LED Wall Washer luminaire comprising of extruded aluminium housing, enclosed with glass cover in frame. LEDs mounted on MCPCB by Reflow soldering. Different color display modes available. Remote included for wireless operation for RGB.

MR-16 Type Down Lights with Lens

9Watt MR-16
Wattage : 9W

MR-16 Down Light | Order Code :
LED Quantity : 3 | WPRL-9



1Watt MR-16
Down Light

Wattage : 1W
LED Quantity : 1

Order Code :
WPRL-1



3Watt MR-16
Down Light

Wattage : 3W
LED Quantity : 3

Order Code :
WPRL-3

| | |
|-------------------|------------|
| Emitting Color | |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Viewing Angle | 15°-120° |

Cast aluminium housing fixed with collimated lens. LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. Spring loaded mounting clips (optional), with separate driver.

LED Tube Lights

18Watt LED Tube Light

Order Codes :
WPTL-18T5P/18T5M
18T8P/18T8M/18T10P/
18T10M/18MT8P/18MT8M

Wattage : 18W
Length : 4feet

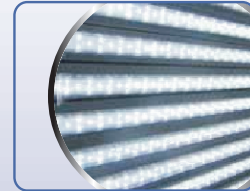


9Watt LED
Tube Light

Wattage : 9W
Length : 2 Feet, T5, T8*

Order Code :
WPTL-9

| | |
|-------------------|------------------|
| Emitting Color | |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Viewing Angle | Diffused/Frosted |



LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. With separate/inbuilt driver, both options available.

***Customized fittings also available on request.**

Bollards

LED Bollards

Wattage : 7/15W

Order Codes : WPBL - 15/7



| | |
|-------------------|------------|
| Emitting Color | |
| Guarantee | 2 Years |
| Operating Voltage | 90-300V AC |
| Mounting | Standard |

Special surface handling technology to make it more eligible to colors. Die-cast aluminum bollard with high corrosion resistant powder coating. Reflectors for providing uniform surround light. Durable silicon gasket with clear poly-carbonate diffuser. Other housing colors also available on request.



| PIR Sensor Savings Chart | Without PIR Sensor | With PIR Sensor |
|--|--------------------|-----------------|
| Cost of Electricity Per kW (Unit) | INR 5.0 | INR 5.0 |
| Operational Hours of Passage Tube Lights | 24 | 3 |
| Power Capacity of One Tube Light in Watts | 57 | 57 |
| Total Consumption in Watts | 1368 | 171 |
| Number of Days | 30 | 30 |
| Total Power Used by One Tube Light in Kilo Watts | 41.04 | 5.13 |
| Amount Paid Per Month | INR 205.2 | INR 25.65 |
| Savings Per Month Per Tube Light | | INR 179.55 |

PIR Sensors

PIR/Occupancy Sensors

Type : Dual, Quad, Pet Immune etc.



| | |
|-------------------|---------------|
| Guarantee | 1 Year |
| Operating Voltage | 220-240V AC |
| Mounting | Ceiling, Wall |
| Detection Angle | 55°- 360° |

Our PIR Sensors can detect the infrared rays released by the human body within the detection area and then start the load light automatically. We manufacture various types of PIR sensors based on the areas to be installed, advanced features and angle of detection.

In Ground Lights

Wattage :
3/6/12W

Order Codes :
WPIG-3R/6S/6R/12R

LED Quantity :
3/6/12



Under Water Lights

Wattage :
1/3/6/12/18

Order Codes :
WPUW-
1S/1R/3S/3R
6S/6R/12R/18S

LED Quantity :
1/3/6/12/18



Garden Lights

Wattage :
3/5/9/12

Order Codes :
WPGL-
3/5/9/12

LED Quantity :
3/5/9/12



Path Way Lights

Type :
1 Way/2 Way

Order Codes :
WPPAT-1/2



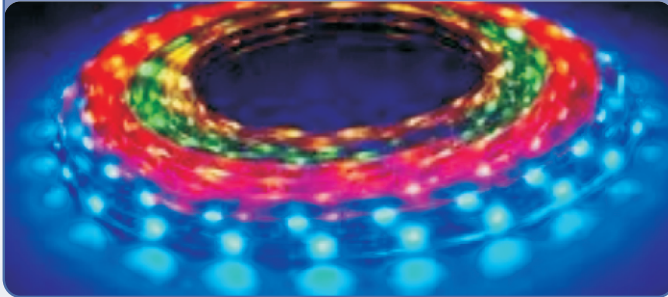
Cast aluminium housing of electrical grade . LEDs mounted on MCPCB by reflow soldering, extruded aluminium heat sink. Any other customized/ desired luminaires of the same type in higher wattages available.

LED Strip Lights

Wattage : 5W/Meter, 8W/Meter, 15W/Meter

Package : 3528,5050

Order Codes : SL-35-3-XX-1, SL-50-3-XX-0, SL-50-3-XX-1
 SL-35-1-XX-0, SL-35-6-XX-0, SL-35-6-XX-1, SL-35-6-XX-3
 SL-50-6-XX-3, SL-50-6-XX-0, SL-50-6-XX-1



| | |
|-------------------|------------|
| Emitting Color | |
| Guarantee | 1 Year |
| Operating Voltage | 90-300V AC |

LED Strip Light with separate driver used generally for Cove Lighting and False Ceiling. Separate remote and sensors for different color changing modes and wireless operation.

LED Panel Lights

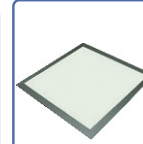
Round Panel Lights

Wattage : 6/9/12/18W

Viewing Angle : Diffused

Application : POP Ceiling Gypsum Ceiling

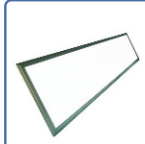
Order Code : WPPL-6R/9R/12R/18R



Square Panel Lights

Wattage :
9/15/22W

Order Code :
WPPL-9S/
15S/22S



Rectangular Panel Lights

Wattage :
40/80W

Order Code :
WPPL-40RE/
80RE

| | |
|-------------------|------------|
| Emitting Color | |
| Guarantee | 2 Year |
| Operating Voltage | 90-300V AC |

Aluminium housing fixed with diffuser. Surface Mount LEDs mounted on MCPCB by reflow soldering, extruded and slim aluminium heat sink. Spring loaded mounting clips, with separate driver.
***Customized fittings also available on request for higher wattage and sizes.**

Are you
saving
all
you can



Simple, Fast, Retrofit!

Now we present the other benefits of White Placard LED Lighting Solutions:

- The life of White Placard LED Lights is 100000 hours.
- 2 years replacement guarantee in all LED products of White Placard.
- Almost zero maintenance required.
- Repairable.
- We have developed several thermal interface materials and thermal management solutions for various power electronics PCBs used for our ever efficient LED Lighting Solutions.
- We use unique ELT (Edge Lighting Technology) for uniform light transmission. This new technology can effectively relieve eye fatigue.
- High efficiency constant current driven system, with heat protection technique that can work under unstable voltage.
- Instant start, no flickering, no humming, no RF interference.
- Our exclusive research teams provide you energy efficient lighting, comfortable and yet bright.
- The THD (Total Harmonic Distortion) is least (<10%) in our lights.
- Eco-Friendly : No Lead, No Mercury, No Air-Pollution.
- We use IR reflow soldering and fully automatic pick and place equipments for a better profile management.

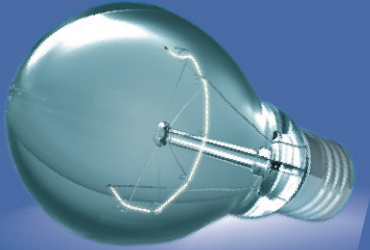
Our simple retrofit technology does not restrict a building's daily operation or require a shutdown of individual floors or occupied rooms, so owners can enjoy no loss of revenue during installation in addition to a rapid return-on investment.

Benefits

| | LIFE (HRS) | LUMENS/WATT |
|-------------------|------------|-------------|
| Metal Halogen | 2000 | 20L/W |
| CFL | 5000 | 68L/W |
| Sodium Vapor | 8000 | 70L/W |
| Mercury Vapor | 8000 | 70L/W |
| Metal Halide | 10000 | 80L/W |
| White Placard LED | 10000 | 140L/W |



- Winner at Mines Safety Week 2012
- Third Prize by DGMS at SAIL, Ranchi



MAXIMIZE YOUR **ENERGY SAVINGS**

Technology and Trust...

Ranked among the top 20 upcoming companies in India.

Entrepreneurship Development Cell
Indian Institute of Technology, Delhi

Centre for Innovation Incubation and Entrepreneurship
IIM Ahmedabad

WHITE PLACARD

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