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MIC ANNOUNCES MOA WITH BTGES LAUNCHES 2 NEW LIGHTING PRODUCTS

- *To provide Lighting solutions for rural areas of Bihar*
- *Significant power savings, working hour enhancement expected*
- *Tube Lights and Down Lights of latest indoor lighting*
- *Techno commercial relationship with Nichia Corp, Japan for LEDs*

Hyderabad, 27th May 2010: MIC Electronics Limited, Hyderabad (MIC) which has done pioneering work in the country in the field of LED Displays and LED Lighting Products, is collaborating with Beltron Telecom Green Energy Systems Ltd, Patna, Bihar, (BTGES) a subsidiary of Beltron Telecommunications Ltd, (BTL) in providing cost effective, sustainable Green Energy Lighting Solutions for distributed off-grid applications in the rural areas of the State of Bihar.

BTL has been promoted by Government of Bihar has identified its thrust areas in the field of innovative technological solutions for lighting applications in the rural parts of Bihar through generation of electricity with the help of Bio-fuels like paddy husk etc. MIC's solar powered portable LED lights like lanterns will greatly enhance the utility of the lighting systems in rural areas of Bihar – in extending the duration of light availability in the night and also in the early hours of the day. The quality of life is expected to be greatly improved with these technological solutions. The lanterns can be charged through solar power panels independently or through community charging centers. The lanterns can also be charged through the bio-fuel powered generating stations. BTL is currently participating in a program for popularizing appropriate technologies for energy conservation in the State as a result of which BTGES has been set up for specifically for this purpose of promoting green energy systems.

Solar power fixed home lights and street lights, proposed to be introduced eventually will further help the rural population of Bihar & the lesser developed regions of the country not only by enhancing their working hours but also in curbing crime and anti social activities.

LED Lights are unique in terms of their utility in both rural and urban environments. While they form an excellent fit with solar power in rural applications, their ability for substantial energy conservation is accelerating the conversion of traditional lights into LED lights in the urban environment. It is the considered view of experts that 50% of lighting in the world will be taken over by LED technology by the year 2020.



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MIC has done extensive work in this field through its in-house Design and Development efforts. It has so far developed around 70 LED lighting products for use in grid based and off-grid based environments including Railway coaches. The Tube lights and Down lights being released today are the company's latest products for indoor applications. Other indoor luminaires like Area lights, Bulbs, Emergency lights etc and outdoor lights like street lights of various wattages ensure power savings to the extent of 50-60% compared to contemporary conventional lights. The power savings are expected to go up significantly with the improvement in efficacy of LEDs in the years to come. MIC is poised for very large scale manufacture of LED luminaires of several types in Bihar to cater to indoor/outdoor, grid/off-grid based applications of the country in general & Eastern India in particular.

LED Display screens, the flagship products of MIC have proven themselves to be world class products and are in use in several parts of the world. The product on display today, the high resolution 4mm screen is in fact the 'True' LED TV which compares more than favourably with the plasma TV of comparable size in price and performance.

Nichia Corporation, Japan, one of the world's leading LED manufacturers has a long standing and special techno-commercial relationship with MIC. All MIC's LED products are boast of Nichia LEDs. Mr. Makoto Takenaka, Managing Director – South Asia & Oceania, Mr. Ravi AV, General Manager – SAARC Countries have made it a point to be present on this occasion to fine tune the delivery mechanism for deeper penetration into India.

About MIC Electronics Limited:

MIC Electronics Limited is a global leader in the design, development & manufacturing of LED Video Displays, high-end Electronic and Telecommunication equipment and development of Telecom software since 1988.

Today, MIC's flagship products are LED Video Displays (indoor / outdoor / mobile), that have become an integral part of Sports Stadiums, Transportation Hubs, Digital Theatres and Theme Parks, Advertisements and Public Information Displays.

Headquartered at one of the fastest emerging IT cities, Hyderabad (India), it has nation wide presence in the form of a vast network of marketing, sales and service support centers in all metros of India. To meet the demand of its products worldwide, it has offices in Australia, Korea and USA. Now the company is gradually setting up operations in other international markets.

For MIC Electronics Limited



(Dr. M V Ramana Rao)
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