

Shining a Light on the New Year

Since 1907, the Times Square New Year's Eve Ball has been the universal symbol for ushering in the New Year. In 2012, the glittery geodesic sphere will again be illuminated by the most revolutionary light source since the invention of the light bulb – light-emitting diode (LED) bulbs from Philips Lighting.

Did you know the Ball features

32,256

Philips Luxeon Rebel LEDs

8,064 in each of four colors (red, blue, green, white)?



the Ball remains lit throughout the year, since LEDs are incredibly energy- and cost-efficient



2,688

Waterford Crystal triangles create the iconic shape of the Ball

88%

that's how much energy is saved by using LEDs for the Ball



The Ball creates a palette of more than **16 million vibrant colors** and billions of patterns, producing a spectacular kaleidoscope effect



The 2012 Ball is made of aluminum, is

12 feet

in diameter and weighs

11,875 pounds



Each LED bulb lasts

30,000 hours

about 30 times longer than the halogen bulbs they replaced

The same technology that illuminates the Times Square Ball is available to consumers in the high performing, energy-efficient,



Philips AmbientLED light

17 years

that's how long a typical Philips AmbientLED bulb is expected to last

LEDs generate the same level of light as traditional incandescent bulbs and

save over 80% in electricity

PHILIPS