

Why Automakers Keep Cranking Out Air-Polluting Cars

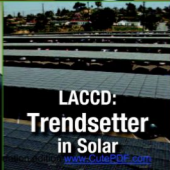
— page 16



Ask Toyota,
Maker of the
PRIUS

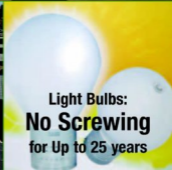


**Obama's HOPE
Rests in GREEN**



**LACCD:
Trendsetter
in Solar**

www.CutePDF.com



**Light Bulbs:
No Screwing
for Up to 25 years**

Light Bulbs: No Screwing for Up to 25 Years

Induction lighting is nothing new, dating back to the 1890s. Impoverished mad scientist, Nikola Tesla, left a wealth of wisdom about transmitting alternating current and what we now call energy-efficient lighting.

An induction lamp relies on the fundamental principles of electromagnetic induction and gas discharge to create light without the need of filaments or electrodes. The result is a lamp of unmatched long life, lasting up to 100,000 hours or 20 to 25 years, based on 12-hour daily usage.

Architect and 17-year veteran in the lighting industry, Gerald Olesker, CEO and Founder of Architectural Detail Group Inc. (ADG), started his company in 2004 with manufacturing, warehousing, and main office in various locations around Southern California. In 2008, ADG opened its "all done green" division, Eco Lighting Products.

Inspired by Tesla's work and after much research, Olesker designed lighting systems that supersede today's energy-efficiency standards, cost a fraction of traditional light investments, can be customized to the customer's style, and, get this, won't need un-screwing for up to 25 years.

Olesker told L'G, "The eco-driven factor is our underlying value. From a sustainable stand-point, we found that induction lighting is the best 'eco-nomical' value. 'Eco' for ecology meaning it is better for the environment. And 'nonmical' for economy, where customers get something better for their pocket books."

The year 2012 marks the demise of the incandescent bulb, according to the new rules and regulations in the lighting industry. Coupled with the impact of the present global economic downturn, new technology and resilient small businesses bring to the table the most novel products that help protect the environment and save money too.

But rather than wait for the last breath of the old bulb, ADG plunges ahead of

the curve in developing induction lighting designed beautifully to fit customized fixtures that show off the benefits of crisp, clean, clear lights.



Most national marketing outlets, including ENERGY STAR® and utility providers, are aggressively promoting compact fluorescent lights (CFL) as the answer for reduced energy costs and as the environmentally-friendly option, but many consumers are hesitant about switching out their bulbs to CFLs. Rightfully so. Nearly all energy-efficient lighting uses mercury, some in liquid form and some in solid form.

Fluorescent lamps contain high levels of liquid mercury, which if they break or are thrown in the trash leak mercury into surfaces and landfills – not good.

On the other hand, Light Emitting Diodes (LED) do not render true color; they create glare, and last a good 50,000 hours, but are best used for small space and specific task lighting.

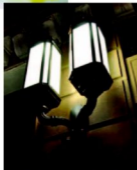
Though induction lighting uses mercury, it is applied in a solid form, which allows easy separation of the metal from the light fixture, in case of breakage and for disposal. Induction uses 50 percent less

wattage to output more light; one-third less heat emission, translating into lower energy bills. In addition, induction lighting offers the best quality of light and can reduce stress on the eyes caused by use of poor lighting.

"We've tried so many products, that glare, distract, or lack continuity. We found they didn't create the best quality lighting," Olesker stated.

Architecturally pleasing spaces make the best use of natural and electrode lighting. At the same time, ecologically friendly options do not need to be drab. ADG pairs the best lighting technology with stylish and decorative finishes for a desirable piece of eco-art. After 900 plus lighting projects using induction technology, ADG customers report better quality of light, energy savings of up to 60 percent, and reduced maintenance to almost nil.

"We are marrying all the good elements together. What we are bringing to the market is the highest quality induction lighting that reduces energy and carbon emissions," Olesker said. "Our quality of light is so high that the quality of life for our customers is much better." ■



This decorative light by ADG that uses induction technology is installed on the Pershing Square building in downtown Los Angeles.

www.lookinggreen.com/inductionlights

Eco-Impact

Gerald Olesker:

- Involved with green initiatives like Energy Star® and US Green Building Council.
- The office staff telecommutes and hardly ever needs to drive into the office.
- We walk to lunch, so we support the local businesses around us.