



Competitive Advantages

1. Pioneered and patented the first underwater LED Light back in 2004
 - a. OceanLED has been manufacturing **underwater** LED lights longer than anyone else
 - b. Which means our experience is beyond that of anyone else
 - c. Product tested and proven by the best companies in the industry
 - d. Pledge to always stay five steps ahead of the competition
 - e. Set the modern day standard for the underwater lighting market
2. Use American Made LED's by the Market Leader in LED technology
 - a. Cree, out of Durham North Carolina
3. Over \$1million in R&D spending
 - a. Current on all new technology
 - b. Have 'first insight' on all the latest LED advances
4. Use only top marine grade components in all products manufactured
5. The most approved underwater lighting company in the world
 - a. Lloyds
 - b. ABS
 - c. RINA
 - d. Ignition Protection
 - e. CE
 - f. H-27
6. The only underwater lighting company to offer a product range to suit any size vessel and budget
 - a. Amphibian A3 (MSRP-\$196.90) to a 4010 Super Nova (MSRP-\$4218.50)
7. The only underwater lighting company to offer a light to fit any application
 - a. Applications with obstructions such as fuel tanks, water tanks, and engines, limit placement with other brands
 - b. Transom, sides, below the hull pointing down, engine rooms, deck lights, swim platform lights that raise and lower into the water, spreader lights
 - c. Dock lighting, landscape lighting
8. Lighting offered in:
 - a. White, 6500K Soft White, (3200k), Blue, Green, and Red.
 - b. Bronze or Injected molded* high tech. Polymer housing (Non-corrosive)
 - c. Round (Bronze Pro Series) or oval (Amphibians)
 - d. 1" Thru-Hull Bronze
 - e. Flush Mount Bronze
 - f. Surface Mount with 3/8" hole for electrical wire; high tech. polymer (Amphibian)
 - i. In or Out of water applications with Amphibians.
9. Low power consumption with no startup current
 - a. Start up current can rise as high as 18 amps on some conventional lighting.
10. Reverse Polarity Protection
 - a. Many of the companies out there do not allow for installation error
11. No more changing of bulbs.
 - a. 40,000 hr led life, no changing out \$150-\$200 bulbs and needing the access to do so.
12. Ability to run with Lights on.

- a. Boats are not just sitting at the dock
 - b. OceanLED has pioneered the rooster flame effect
13. 12/24vDC or 110/240vAC capability
- a. On 2010 & 3010 using only different driver
 - b. Can put high powered lights on DC power when competition only runs on AC
 - c. 12/24vDC on all others except A3 which is 12vDC only
14. Worldwide dealer and distributor network
- a. With offices in Europe and the USA, and a strong European distributor and growing links into Asia and Australasia.
 - b. One of the most widely used underwater lighting brands on an OEM level
15. Sheer versatility of the Amphibian product line is opening up a whole set of mounting applications, from spreader lights to general architectural flood lighting