

Reduce **Energy Costs...**
Make your Advertising **POP!**
Keep your Message Brighter - **Longer!**

AdVue[®]

MASTERCOLOR ELITE

**Now enhanced with
high efficiency solid state
electronics technology!**

- Up to 63% energy reduction over existing technology
- Over 40% improvement in color rendering
- 60% longer lamp life
- 73% improvement in lamp lumen depreciation
- 27% higher efficacy (lumens per watt)
- Reduction in maintenance costs
- Reliable solid state technology from Holophane!



The AdVue luminaire from Holophane is now available with our new matched electronic ballast and metal halide lamp system, providing an unsurpassed solid state solution to the outdoor advertising market.

With dramatic improvements in energy efficiency, color rendering, the life of the lamp, and far less gradual reduction in lamp performance over its lifespan, the AdVue provides you optimized economy and excellence in performance.

Not only will these improvements help to make your advertising message "POP" among the sea of billboards on the landscape, but they will also provide you a more sustainable and reliable solution from the most respected name in lighting for the outdoor advertising industry.


HOLOPHANE[®]
LEADER IN LIGHTING SOLUTIONS
An **Aucuity** Brands Company

**RELIABLE
ELECTRIC
PRODUCTS**
COMPANY

For more information contact Reliable Electric Products at **866.250.6445**
www.reliable-electric.com