

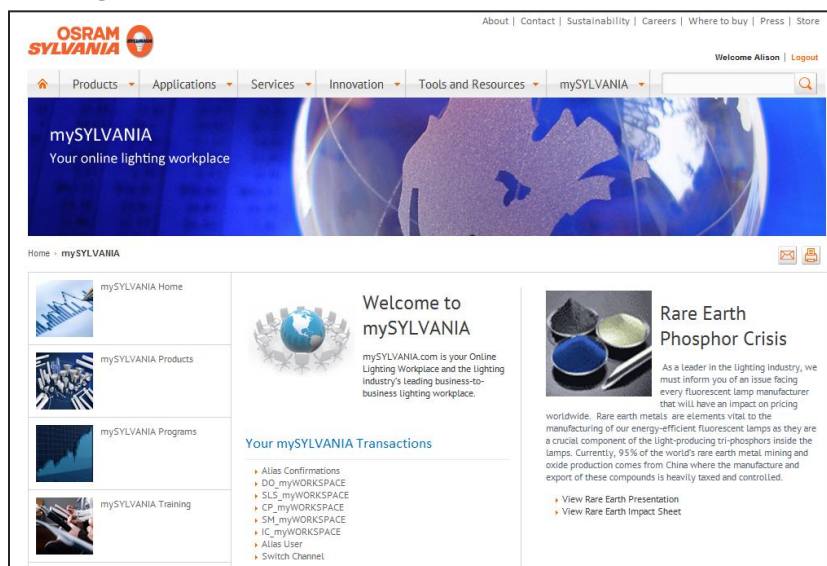
mySYLVANIA.com™

Your online lighting workplace - www.mysylvania.com

mySYLVANIA.com provides simple paths to the information and products you need within a personalized and intuitive Web-based environment.

The mySYLVANIA Workplace

- Order product online at any time
 - Build multiple order templates
 - Repurpose previously placed orders
- Expansive E-Catalog
- Check Order Status and Product Availability
- SPA letters and PDQ online
- Customer Forms
- Personalized news
- Personalized product information, specifications, images, graphs and literature
- Personalized programs and promotions
- Lamp and system comparisons
- Retrofit options and recommended replacements
- Training and webinars

The screenshot shows the mySYLVANIA.com website interface. At the top, there is a navigation bar with links for 'About | Contact | Sustainability | Careers | Where to buy | Press | Store'. Below this is a user greeting 'Welcome Alison | Logout' and a search bar. The main content area features a large banner with the text 'mySYLVANIA Your online lighting workplace' and a globe graphic. Below the banner, there are several sections: 'mySYLVANIA Home' with a list of links (DO_myWORKSPACE, SLS_myWORKSPACE, CP_myWORKSPACE, SM_myWORKSPACE, IC_myWORKSPACE, Alias User, Switch Channel), a 'Welcome to mySYLVANIA' message, and a 'Rare Earth Phosphor Crisis' article with a sub-header 'As a leader in the lighting industry, we must inform you of an issue facing every fluorescent lamp manufacturer that will have an impact on pricing worldwide. Rare earth metals are elements vital to the manufacturing of our energy-efficient fluorescent lamps as they are a crucial component of the light-producing tri-phosphors inside the lamps. Currently, 95% of the world's rare earth metal, mining and oxide production comes from China where the manufacture and export of these compounds is heavily taxed and controlled.' Below the article are two links: 'View Rare Earth Presentation' and 'View Rare Earth Impact Sheet'.

Overview and Highlights

Now there are more reasons than ever to join mySYLVANIA.com, the lighting industry's leading business-to-business lighting workplace. mySYLVANIA.com offers each user personalized news and product updates that are specifically geared towards you and your role in the lighting industry. mySYLVANIA.com is also now your central resource for customer specific pricing modules. Gain access to SPA Letters and PDQ Online, two of our most popular online tools!

mySYLVANIA.com is now even better! For 2012, you'll find a number of new tools and applications designed to make your time online and offline more efficient and cost effective. A giant step in that direction is the recent launch of the Document Gallery. The Document Gallery is a tool that will allow you to view and download all documents and files related to our products. In a recent survey Product Information accessibility was the number one concern for most of our mysylvania.com users. This new tool will allow you to access all the most up-to-date information in a matter of just a few clicks.


What are the Benefits?

mySYLVANIA.com is open 24 hours a day, 7 days a week, 365 days a year. Whenever you need detailed information on OSRAM SYLVANIA products or services, it's nice to know that there's some place to go and find it. With mySYLVANIA.com, all you need is a computer and an Internet connection. Using mySYLVANIA.com is easier than making a phone call and totally self-service.

Register today at www.mysylvania.com/register

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Tips & Tricks

1. SYLVANIA supports the use of Microsoft® Internet Explorer 7.0 but recommends Microsoft® Internet Explorer 8.0 or higher as standard browser. Download the latest version of [Microsoft® Internet Explorer](#) 
2. To apply for online ordering capabilities, please contact your OSRAM SYLVANIA sales representative. Approval takes approximately 24 – 48 hours after submission.
3. mySYLVANIA.com is best viewed in 1024 X 768 resolution.
4. For any issues with the site please contact us by sending us an email to E-Business-Support@sylvania.com