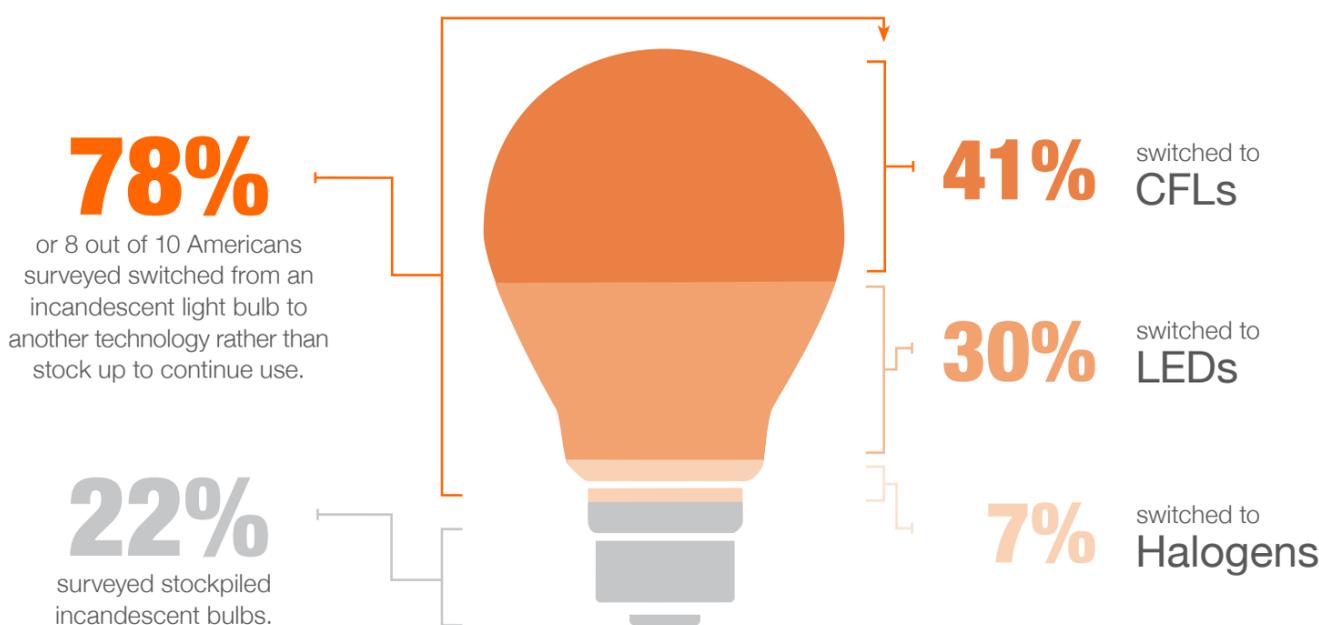


The State of the Socket 2015

More Americans Than Ever are Discovering LED Lighting While Smart Lighting is on the Rise

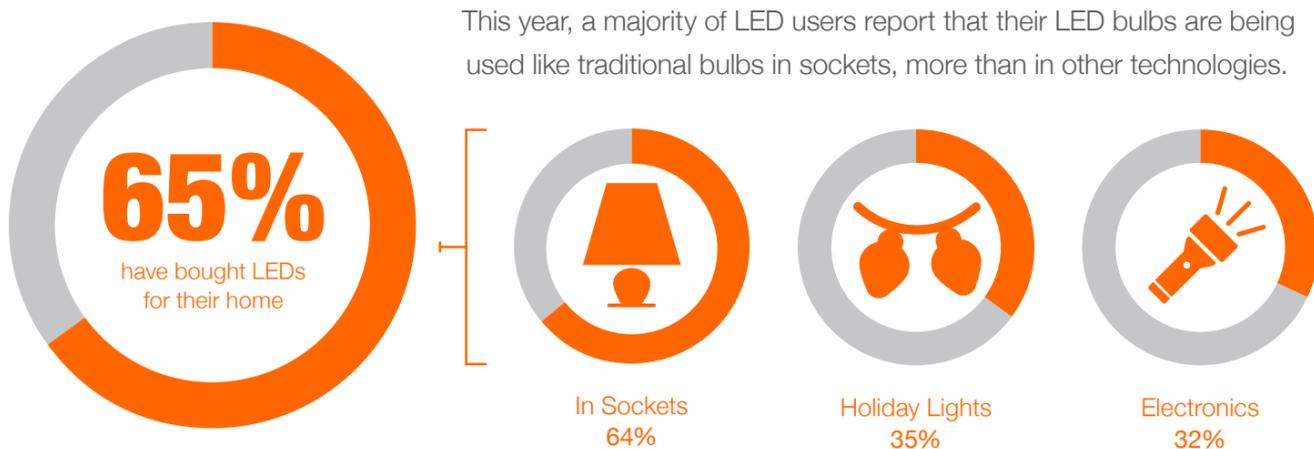
Results from the 7th Annual OSRAM SYLVANIA Socket Survey*

Incandescent Light Bulbs are Phased Out. Now What?



Americans Continue to Discover LED Lighting

This year, a majority of LED users report that their LED bulbs are being used like traditional bulbs in sockets, more than in other technologies.



These are the top 5 valued benefits of LEDs, according to LED users surveyed



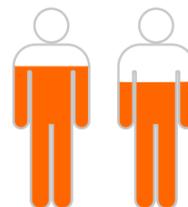
LED users are loyal.

44% more likely to buy an LED bulb as their next replacement than non-LED users (18%)

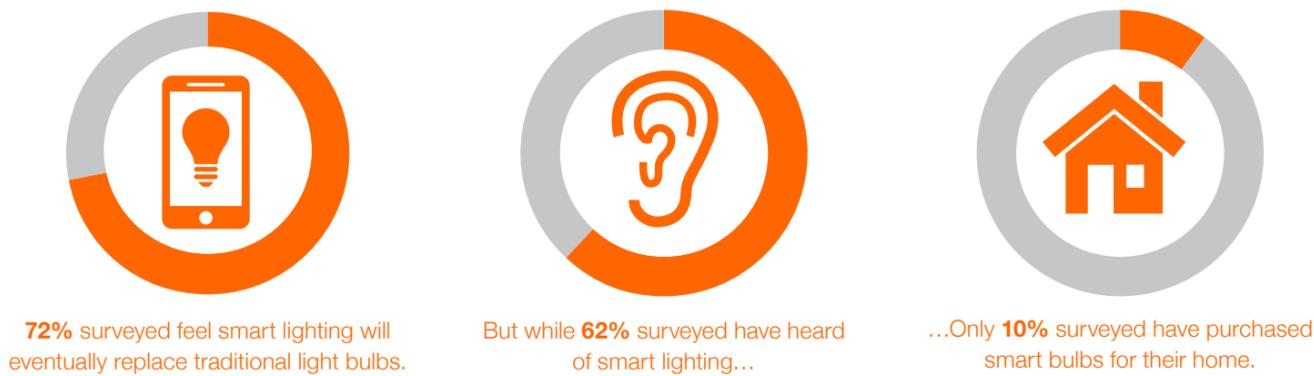


LED users are younger.

Millennials ages 18–34 are more likely to have purchased an LED light bulb (69%) vs. older Americans ages 55+ (59%)

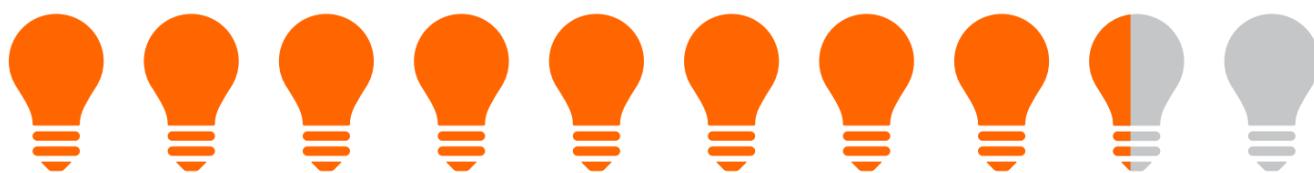


The On/Off Era of Lighting is Evolving to Become Smart and Connected



Smart Lighting Could be the Gateway to Realizing the Smart Home. Here's Why.

83% surveyed think smart lighting is a good introduction to home automation technologies.



Smart lighting owners surveyed are more likely to buy other smart technologies.



Where do your light bulb choices lean in 2015? LEDs, Halogens, CFLs or smart, connected LED bulbs?

Share your thoughts on Twitter with @SYLVANIA using #SocketSurvey.

For more information, please visit www.osram-america.com/socketsurvey.

* This survey was commissioned by OSRAM SYLVANIA and conducted by KRC Research among 1,000 adults ages 18 and up from 2/19/15 – 2/24/15. Now in its seventh year, the OSRAM SYLVANIA Socket Survey is a nationwide measure of public attitudes about energy-efficient lighting and awareness regarding the U.S. phase-out of inefficient incandescent light bulbs. With the advent of smart lighting, this year's survey has a larger focus on consumer awareness and attitudes for smart bulbs and home automation. All statistics featured are based on responses from respondents of the OSRAM SYLVANIA Socket Survey.