



And finally, I would really like to have:

NIGHT BREAKER®

The newest lamp for all kinds of sleds.

My customers should always find their way home safely! The newly developed headlight lamp OSRAM NIGHT BREAKER® is perfect for this: It is an absolute innovation in the field of halogen headlights, which probably also makes the OSRAM NIGHT BREAKER® the most powerful product on the market.

OSRAM NIGHT BREAKER® is ideal for almost any car and motorcycle model (and even for your sled, dear Santa!), giving drivers maximum visibility and utmost driving comfort: thanks to up to 90% more light*, dangers and obstacles can be recognized much sooner. In addition, the up to 10% whiter light offers all car drivers and motorcycle riders a more

relaxing drive and non-exhausting night vision. Its cool technical design also makes the OSRAM NIGHT BREAKER® stand out visually. These are precisely the safety standards that excite my customers and augment my product range perfectly – not only during a snowstorm.

The benefits of the OSRAM NIGHT BREAKER® at a glance:

- Up to 90% more light*
- Up to 10% whiter light*
- Suitable for all applications

* Compared to standard lights.



Night vision with standard light

Night vision with OSRAM NIGHT BREAKER®

PUBLISHING INFORMATION

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watt's new ++

RETAIL



Silent Night, Brilliant Night!

Dear Customers,

The season of peacefulness is approaching, the world is coming to rest, and we are looking forward to Christmas! Christmastime is the time of light. What could be nicer than bathing the Christmassy world around you in a festive light?

For example with the new LED Christmas lights, which will make Christmas shine even more beautifully: The LEDs will enchant your surroundings with their bright and clear light, either with magical 40 or with 80 LEDs for indoors or outdoors. In this spirit, we wish you and your customers a joyful and relaxing Christmas. What might be written on your wish list?



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Preface

Dear Business Partner,
Dear watt's new Readers,



Christmas will be here soon. For this reason, we have put together a wish list which is meant to help you and your customers select the right products for Christmas.

Read about the new DOT-it® generation and about a superhero with whom DOT-it® has formed an alliance.

The completely brand-new NIGHT BREAKER® car lamp is also worth a spot on the Christmas wish list! In addition, we would like to introduce you to LUXpod®, the innovative LED glass coaster which should not be missing at any Christmas celebration.

Let's not forget the new LED Christmas lights either, which will bathe the holiday in a brilliant light. Our insert will also tell you how easy it is going to be for you to fulfill your Christmas wishes via our website.

I have a few wishes for you as well: I wish you pleasant reading, a Merry Christmas, and a Happy New Year.

Sincerely yours,

Michael Wurzer

Dear Santa, for Christmas I would like:

My first wish:

DOT-it® Spider-Man 3™: the superhero among the super luminaires.



Right in time for the Christmas business and for the release date of the DVD Spider-Man 3™, the superhero is now getting an ally: DOT-it® – the everywhere light in the new Spider-Man 3™ look. This is precisely the DOT-it® special edition I would like to have for my customers. Because, like the superhero, DOT-it® sticks to almost any wall, ceiling, and material. Thanks to the stylish DOT-it® Spider-Man 3™ with matching key lanyard, dark powers no longer stand a chance. On the other hand, this cooperation between OSRAM and SONY gives me the opportunity to reach and acquire new customers. In short, superhero and super luminaire are successfully fighting against darkness and for super sales!



And my second wish is:

DOT-it®: the new generation.

The most popular Christmas wish: DOT-it® – the ingenious everywhere light from OSRAM! Last year it proved to be a genuine sales hit. And the success story continues!

The new DOT-it® CLASSIC DIM and DOT-it® LINEAR offer so many functions and application options, I am bound to get my customers excited! These products continue the great success of their predecessors: DOT-it® is "hot" and more popular than ever.



DOT-it® CLASSIC DIM

The new everywhere light fascinates my customers with its new features: it is dimmable in three steps and can now be attached in many different ways: in addition to its self-adhesive back, it is now also available with a Velcro strip, a hook, and a magnetic back.

This gives my customers an infinite number of application options. Anytime and anywhere.



DOT-it® LINEAR

The oblong design opens up new possibilities for my customers: Because the LEDs

are not only spotlights, they also emit a softer light over a larger area. This makes it perfect for cabinets, display cases or areas that need extra light. And the magnetic and the self-adhesive back make sure DOT-it® LINEAR stays where it belongs.

Color varieties and simple battery replacement.

Nothing is left to be desired! DOT-it® CLASSIC DIM and DOT-it® LINEAR are available in many colors. In silver, black, red, blue, orange, or pink. Or, brand-new in the product range: chromium. Plus, they no longer have to be removed from the wall for replacing the batteries, thanks to the new twist-off (CLASSIC DIM) and slide-off (LINEAR) battery access.

And with the new sales displays, all wishes will also be instantly fulfilled at the POS.



Oh, I'd like that one, too:

LUXpod® – light on the rocks.



With the new LED glass coaster, OSRAM puts color in the glass – and on the Christmas table. Only one wish has to be fulfilled for a successful Christmas party: LUXpod® – this coaster is near the top of my wish list, because it is truly illuminating for any beverage: As soon as I put my glass on it, the LED shines through the bottom of the glass, making it radiate in a fascinating light.

But that's not all. The light changes from red to blue, to yellow, and to green . . . LUXpod® performs a regular dance of colors and lights which will not only make my customers' eyes shine but also any party.

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We want to find out what you think of our newsletter and would like to offer you a small reward: an early Christmas present!

To me, the information presented here is:

- Very relevant.
- Somewhat relevant.
- Not at all relevant.

This newsletter has inspired me during my customer consultations:

- Very much so.
- A little bit.
- Not at all.

In my opinion, the following topics should be covered in the newsletter:

The following articles were particularly interesting and have helped me in my product selection:

My address:

_____ Company _____

_____ Last name _____ First name _____

_____ Street address _____

_____ Zip code _____ City _____

_____ E-mail _____

Yes, I also agree to receive online information from OSRAM in the future.

_____ Date and signature

Please send me information material on the following topics:

- LED light chains
- NIGHT BREAKER®
- DOT-it®

*A present will be sent for each survey form that is fully completed and returned to us. Only submissions with a valid mail address are eligible to participate. Only one present will be sent per participant (natural person). Employees of OSRAM GmbH or of Springer & Jacoby Werbeagentur GmbH & Co. KG and their relatives are not eligible to participate. All participants consent to OSRAM GmbH or one of its service providers storing and using the address information for customer service purposes. This data will not be forwarded to third parties. This consent may be revoked at any time in writing. All decisions are final. No cash payment in lieu of present. Submissions must be received by December 15, 2007. Offer valid only as long as supplies last.