

## CeeLite Launches Solar Street-Light Product, Eyes VC

By [Sari Krieger](#)

### venture capital

10/1/2008 – CeeLite, which says it pioneered energy-efficient, flexible, flat light-emitting capacitor products, is now offering a solar powered street sign product and is also looking for more venture capital money.

CeeLite is looking to raise \$7 million in a second round of venture capital funding in October. Its first round, of \$4 million, raised in November 2007, was led by the Musser Group, a private equity firm based in Wayne, Pa., and used for increased production. Musser is also leading the company's second round, said Gabrielle Santulli, vice president of marketing for CeeLite in an interview with Clean Technology Insight.

Santulli said she couldn't disclose who else invested in the first round or who will supply the solar systems for the lights.

The Blue Bell, Pa.-based company said this LEC technology could potentially light up signs at the more than 450,000 major street intersections in the U.S. and also in remote places where there are no power sources. The technology will have a solar cell powering the light in these LEC products on a sign.

Each sign requires between 100 and 200 watts of solar power and the company charges between \$6 and \$8 per watt, the company said.

The company was founded in 2004 by Chief Technology Officer Huei Pin Huang, who said in an interview that its LEC lights are already being used on street signs in 17 states. The new solar-powered LEC products have been used in pilot tests in Asia and are now available in the U.S.

Santulli said that LEC lights are 50% more energy efficient than incandescent lights and, when lighting up a sign, the light doesn't spill out into windows and surrounding areas, eliminating light pollution.

The existing LEC technology brings \$100 per square foot for signs, she said.

This LEC technology has also been used to light up a wall at Caesar's Resort Atlantic City and the company worked with C.H. Briggs Co. to illuminate walls and countertops at McDonald's Corp. restaurants, Santulli said.

"We have over 5,000 installations to date of our technology across these various markets," she said.

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