

An LED illumination device, comprising: a lamp cover, a housing and a base, having standardized general modular forms and combining into a required illumination device shape; a rotary joint-type lens lamp decoration module, comprising a lens lamp decoration assembly which may act as a lamp decoration or a lens and implementing lighting angle and light colour temperature conversion at will; a plug-in integrated light source module, composed of a lamp bead and a heat sink; a plug-in three-dimensional circuit connection assembly, replacing an existing PCB and implementing bending and shaping at will; a plug-in power source module, wherein additional functions are selected and changed at will as required. The present invention implements a modular, standardised and diversified LED illumination device.