WHAT IS CLAIMED IS:

1. An LED (light emitting diode) lamp comprising:

a lamp shell including a lamp head, a lamp neck and a sleeve, the lamp head connects to the lamp neck which connects to the sleeve;

a passive heat dissipating element having a heat sink connected to the lamp shell, wherein the heat sink comprises fins and a base, the sleeve of the lamp shell is located in the heat sink, the lamp neck projects from the heat sink, height of the lamp neck is at least 80% of height of the heat sink;

a power source disposed in the lamp shell, the power source having a first portion and a second portion, wherein the first portion of the power source is disposed in the lamp neck, and the second portion of the power source is disposed in inner space of the sleeve; and

a light board connected to the base of the passive heat dissipating element and comprising LED chips in an array arrangement electrically connected to the power source;

wherein a chamber of the lamp shell is formed with a first heat dissipating channel, the first heat dissipating channel has a first air inlet at a first end of the lamp shell, a second end of the lamp shell has at least a heat dissipating hole;

wherein a second heat dissipating channel is formed in the heat sink and between the fins and base, the second heat dissipating channel has a second air inlet, such that air flows from outside of the LED lamp into the second air inlet and passes through the second heat dissipating channel, and flows out from spaces between every adjacent two of the fins.

2. The LED lamp of claim 1, wherein the light board is formed with an aperture communicating simultaneously with both the first heat dissipating channel and the second heat dissipating channel.

3. The LED lamp of claim 2, wherein the aperture is located in a central region of the light board, and the aperture forms an air intake of both the first heat dissipating channel and the second heat dissipating channel.

4. The LED lamp of claim 1, wherein a weight of the heat sink accounts for at least 50% of that of the LED lamp, and a volume of the heat sink accounts for at least 20% of an overall volume of the LED lamp.
5. The LED lamp of claim 4, wherein a volume of the heat sink accounts for 20%~60% of an overall volume of the LED lamp.
6. The LED lamp of claim 4, wherein the heat sink comprises first fins and second fins, bottoms of both the first fins and the second fins in an axis of the LED lamp connect to the base, the first fins interlace with the second fins at regular intervals, and each of the second fins is of a Y-shape.
7. The LED lamp of claim 1, further comprising a lamp cover with a light output surface and an end surface, wherein the end surface is formed with a vent to let air flowing from outside of the LED lamp into both the first heat dissipating channel and the second heat dissipating channel through the vent, the first air inlet is projected onto the end surface in an axis of the LED lamp to occupy an area on the end surface, which is defined as a first portion, another area on the end surface is defined as a second portion, and the vent in the first portion is greater than the vent in the second portion in area.
8. The LED lamp of claim 7, wherein a ratio of area of the light output surface to area of the end surface is 4~7.
9. The LED lamp of claim 7, wherein a ratio of area of the lamp cover to area of the end surface is 6~7.
10. The LED lamp of claim 7 further comprising an inner reflecting surface disposed inside the light output surface of the lamp cover, wherein the inner reflecting surface is disposed in a position of an inner circle of the array of the LED chips.
11. The LED lamp of claim 10 further comprising an outer reflecting surface disposed in the outer circle of the array of the LED chips, wherein the outer reflecting surface is set correspond to the LED chips on the light board.
12. The LED lamp of claim 11, wherein the inner reflecting surface is configured to reflect part of light emitted from the inmost of the array of LED chips, the outer reflecting surface is configured to reflect part of light emitted from the outermost of the array of LED chips, and the outermost of the array of LED chips are greater than the inmost of array of LED chips in number, and the outer reflecting surface is greater than the inner reflecting surface in area.

13. The LED lamp of claim 12, wherein a relationship as follows is satisfied between the LED chips and the inner and outer reflecting surface:

    (Al/N1) : (A2/N2) = 0.4~1

    where Al and A2 respectively represent area of the inner and outer reflecting surface;

    where N1 and N2 respectively represent number of the inmost and outermost of the array of LED chips of the light board.

14. The LED lamp of claim 11, wherein an angle is formed between two extending lines of both the inner and outer reflecting surfaces, and the angle is between 80 degrees and 150 degrees.
15. The LED lamp of claim 7 further comprising a chamber formed between the light cover and the light board, and the light board and the LED chips of the light board are located in the chamber.
16. The LED lamp of claim 7, wherein the distance between the light output surface and the light board is gradually outwardly larger and larger, such that the light output surface is made concave shape.
17. The LED lamp of claim 1 further comprising a third heat dissipating channel formed between adjacent two of the fins or in a space between two sheets extending from a single of the fins of the heat sink, such that air flows from outside of the LED lamp into the third heat dissipating channel through the radial outer portion of the LED lamp to bring out heat radiated from the heat sink to air.
18. The LED lamp of claim 1, wherein the base of the heat sink further has a lower end located under the base and protruding from the light board in an axis direction of the LED lamp.
19. The LED lamp of claim l, wherein the fins of the heat sink comprises a first portion and a second portion in a radial direction of the LED lamp, and the first portion is less than the second portion in curvature.
20. The LED lamp of claim l, wherein the heat sink includes first heat dissipating units and second heat dissipating units, both the first heat dissipating units and the second heat dissipating units are in fin type; wherein each of the first heat dissipating units includes a first fin radially arranged on the heat sink and a radial first channel, the first channel is a gap between two of the first heat dissipating units.