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# Gary Trott

VP of Product Strategy

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# Lighting Transformations

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First Transformation

Convert incumbent  
tech to LED

Second Transformation

Lights do FAR more  
than deliver light



This is a BIG change

There is a lot of work to do to  
make this viable for mass  
adoption

# Lighting Transformations

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First Transformation

Convert incumbent  
tech to LED

Second Transformation

Lights do FAR more  
than deliver light

Third Transformation

Enabled by the  
second...

# What Must Change...

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- No more proprietary protocols
- Lighting and IT Converge
- Hardware focus
- Eliminate Complexity

**SIMPLICITY** is the Key to the Second  
Lighting Transformation

# Third Lighting Transformation...

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Convergence of IT and Lighting will fundamentally change the way buildings are built

Lighting, HVAC, Fire Safety, Wireless Access Points, Telecom, Security and converge on same network

Progressive architects, owners, manufacturers and contractors will leverage these changes in paradigm shifting buildings

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# Construction Practices Haven't Changed Much in Decades

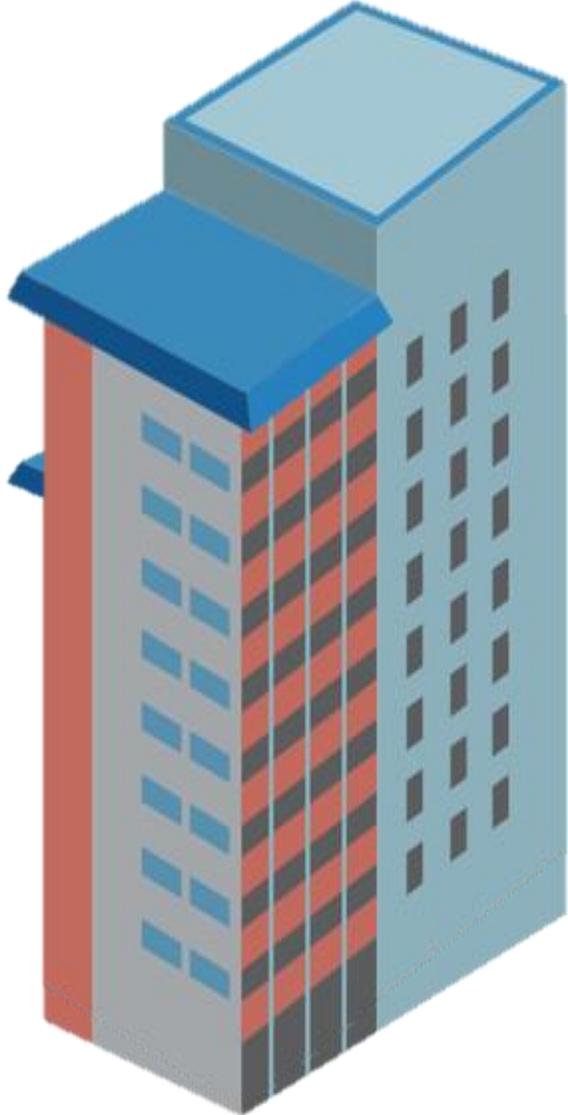






# RETHINK the Plenum

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What If... We  
Rethought the  
Plenum....

Decrease the overall  
height of buildings...

- Reduce construction costs
- Reduce energy consumption

# If Buildings are Built Differently...

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**Lighting Form Factors Can Change!**

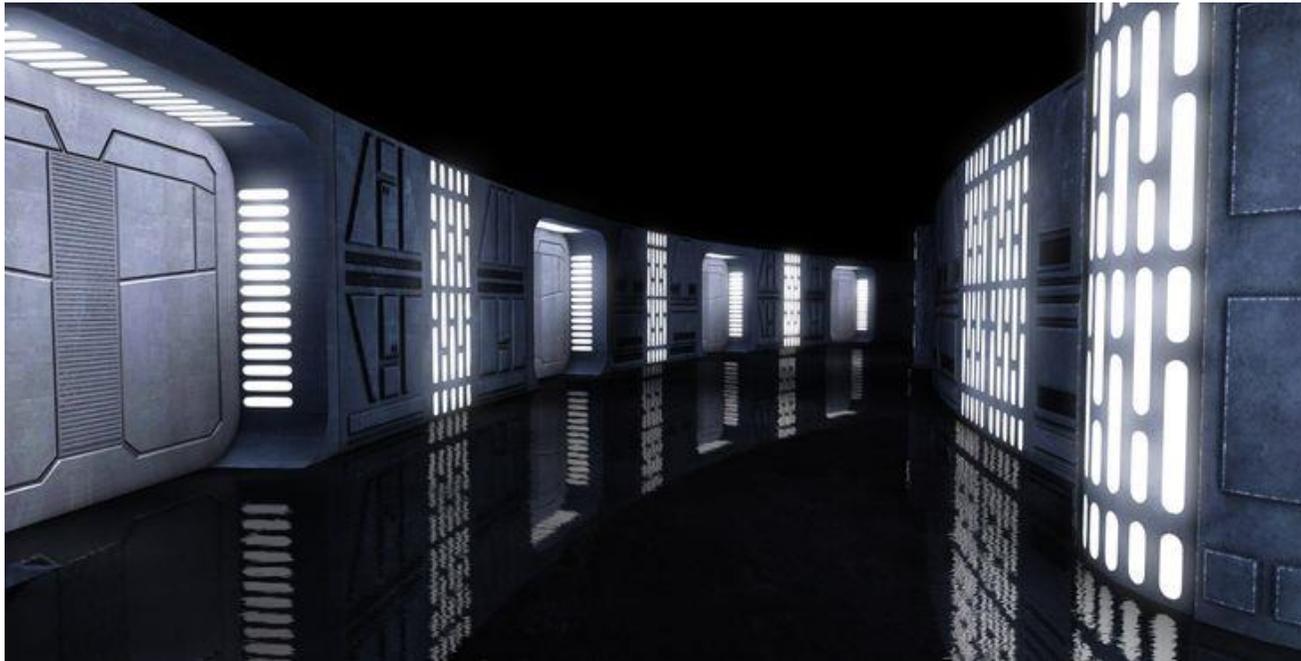
Construction inertia has kept this from happening...

But if lights are low voltage, installation is easier,  
and construction paradigms change...

# Lighting Futurists...



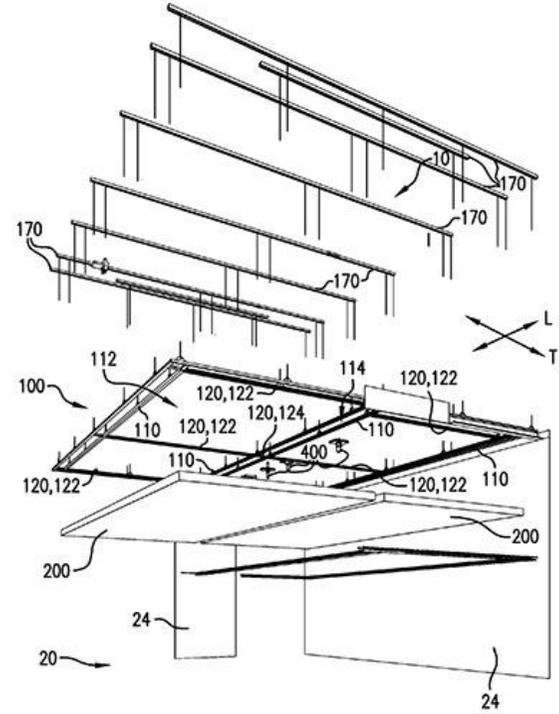
# Lighting Futurists...



# Vintry - NYC



# Patented Ceiling with Integrated Lighting



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# Future Transformations...

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