

EnergyWatch



June 2015

<http://www.attardimarketing.com/energywatch/>
www.energywatchnews.com

Vision without action is a daydream...Action without vision is a nightmare.

Vision is the ability to see the invisible. Jonathan Swift

Discovery consists of looking at the same thing as everyone else and thinking something different.

Albert Szent-Gyorgi

Something to Think About... ILLUMIGEDDON OR FORTUITY – YOU DECIDE

SWOT ANALYSIS – The Starting point.....Strengths, Weaknesses, Opportunities, Threats.

It is important to point out that when a company matches internal strengths with external opportunities, it creates sustainable competitive advantages in meeting the needs of its customers. In addition, you should act to minimize your internal weaknesses and to confront the external threats. The SWOT analysis is a simple and powerful tool in developing a strategic marketing plan. With reference to the past blogs, this is an attempt by Chris and yours truly to present the most significant SWOT analysis of the traditional Electrical / Lighting distributor. History has shown that this relationship between the electrical manufacturer and the electrical distributor has in essence developed a formidable industry, making its products readily available and effectively serving the changing needs of the end-user customer. So, the most profound question we can ask is, will your success continue? You decide...

TRADITIONAL ELECTRICAL / LIGHTING DISTRIBUTION STRENGTHS

1. Relationships – manufacturers, manufacturers reps, contractors, specifiers, designers, architects, and **END-USER CUSTOMERS**
2. Integral part of the manufacturer's selling, engineering, service and order entry process
3. Knowledgeable, Experienced, Personable Teams
4. Credit / Financial Support / Payment Terms
5. Product Availability: Inventory in Stock / Staging / Special Handling / Delivery/Return Policies
6. Purchasing power: National Chains or Buying Groups / competitive pricing thru bid process
7. Broad (length and depth) product offerings
8. Electrical, Lighting, Technical and Technological Expertise
9. On-line and In-Person Customer Service
10. Value-added services....audits, rebate management, routine maintenance, data collection and analysis etc.
11. Trade Organization Memberships and Benefits (NAED, NAILD, NAW, IESNA, etc.)
12. Marketing programs / trade shows
13. Local market knowledge – **STREET SMARTS**

TRADITIONAL ELECTRICAL / LIGHTING DISTRIBUTION WEAKNESSES

1. All distributors are alike.....customers' perception
2. Short-term sales focus.....satisfy demand vs create demand
3. Commodity orientation.....reactive vs. proactive
4. Lack of innovation
5. Stuck in old business models
6. Victims of *tyranny of the urgent*
7. Not up to technical / technology challenges.....training, selling, marketing
8. Not capable of pivoting from product distribution to providing services / solutions
9. Poor “new product” sales history – rather stock and sell existing products
10. Do not have a compelling knowledge of the energy market segment
11. Not fully developed sales skills to sell the benefits of new energy efficient products
12. Limited value-added energy services.....added cost with little added value

EXTERNAL OPPORTUNITIES - SMART LIGHTING

1. Advanced SSL technologies: LED, OLED, Nano-technology, Laser Diodes
2. Technological opportunities: Integrated Controls / IoT / IoE / Li-Fi / PoE / Smart Lighting / Wi-Fi
3. Lighting as the core connector to IoE
4. Light as a service / selling light not light bulbs
5. Demand response & Automated demand response
6. Value & Benefits of Smart Lighting
7. Innovative applications and services
8. Mobile integrated communications
9. Indoor location technology using lighting / research the space i.e. retail store activity
10. Digital marketing platforms / home and office automation
11. Connected LED lighting infrastructure
12. Network technologies / plug-and-play interaction / integrated security \ facial recognition
13. Energy monitoring & verification
14. Zhaga Consortium / ZigBee Alliance / Connected Lighting Alliance / Smart Lighting Engineering Research Center
15. Opportunity to differentiate yourself from your competition
16. Selling the new advanced technologies to new customers
17. New markets / new technologies / leading edge / incremental sales

EXTERNAL THREATS - SMART LIGHTING

1. New competitive threats: Apple / Cisco / Corning / Google / Foreign Competitors
2. Channel threats: Amazon Supply / Best Buy / ESCOs / HD Supply / Internet Shopping
3. Technological threats: Integrated Controls / IoT / IoE / Li-Fi / PoE / Smart Lighting / Wi-Fi
4. Industry threats: Disintermediation / Leased Lighting / Loss of Aftermarket / Lower Margins on SSL / Socket Saturation / Tyranny of the Urgent
5. Legislation / regulation: Automated Demand Response / Demand Response / Standards / Title 24
6. Other threats: 3rd Party Logistics / Big Data / M&V / Death of Brick & Mortar Retail / Home and Office Automation / Reverse Logistics

LED Issues to Watch...

1. ***Lightfair Attendees Continue to Discover All That's New and Next in Lighting and Design*** - More than 500 exhibitors this year at the Javits Center in NYC. View the winners of the LFI Innovation Awards® <http://www.lightfair.com/lightfair/V40/index.cvn?id=10219> and Best Booth Awards http://www.lightfair.com/lightfair/V40/press.cvn?id=11&p_id=335
2. ***ENERGY STAR Luminaires Version 2.0 Draft Final Specification*** - ENERGY STAR requirements are specific to luminaires classified by the Program as directional or non-directional. This specification is generally organized by the requirements, not by luminaire type such as indoor or outdoor, or by light source technology. Performance requirements comprise each section of this document, thus the first section summarizes efficacy requirements, the second color performance, etc. Partners are advised to review each section, and take note of exceptions. <https://www.energystar.gov/sites/default/files/Luminaires%20V2.0%20Draft%20Final%20Specification.pdf>
3. ***DOE Announces Selections for SSL R&D Funding Opportunity*** - Total DOE funding for the nine projects is more than \$8.2 million and leverages a cost-share contribution from each recipient, for a total public-private investment of over \$11.5 million. These one- to two-year projects will focus on all three existing DOE SSL R&D program areas:
 - *Core Technology Research*—the application of fundamental scientific concepts to SSL technology
 - *Product Development*—using the knowledge gained from basic or applied research to develop or improve commercially viable SSL materials, devices, or systems
 - *U.S. Manufacturing*—accelerating SSL technology adoption through manufacturing innovations and improvements that reduce costs and enhance quality and consistency
 For more information on the selections, visit <http://energy.gov/eere/ssl/solid-state-lighting>
4. ***Energy Department Awards Nearly \$10 Million for Efficient Lighting Development*** - The Energy Department today announced nine research and development projects that will receive funding to support solid-state lighting (SSL) core technology research, product development and U.S. manufacturing. Several of the projects selected include:
 - Acuity Brands Lighting (Berkeley, California)
 - Cree, Inc. (Durham, North Carolina)
 - Philips Research North America, LLC (Briarcliff Manor, New York)
 - RTI International (Research Triangle Park, North Carolina.) 5/05 AP
5. ***Consumers 'Happy to Share Personal Data' with Retailers Via Shop Lights*** - The technology is LED lighting, which is shaping up as a powerful tool to track an individual's location in a bricks-and-mortar store and to send relevant product information, promotions and discount coupons to their smartphones. The casual observer might regard so-called visible light communication (VLC) as an invasion of privacy. They might see it as Big Brother-ish spying in which omnipresent ceiling lights follow them around as they wind their way from the personal hygiene aisle to beer, crisps, confectionary, magazines and so forth. But GE Lighting has a message for retailers: don't worry, most people actually want it. <http://www.luxreview.com/article/consumers-are-eager-to-share-personal-data-with-physical-retailers-via-shop-lights>



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6. **Commercial LED Lighting Sector to Reach \$26.65 B by 2015** - The scale of the global market for commercial LED lighting continues to grow with the development outlook for light tubes and troffer/panel lights very positive, says LEDinside, a division of TrendForce. The latest analysis by LEDinside in its *Silver Member Report: Commercial Lighting Sector's Light Tubes and Integrated Luminaires* estimates that the scale of the global market for all LED lighting products will reach US\$25.65 billion in 2015. And within this market, the light tube and troffer/panel lights will make up US\$3.44 billion and US\$450 million respectively. Both categories are currently seeing stable market growth. <http://www.ledinside.com/>
7. **Next Generation Luminaires™ Design Competition Recognizes 28 Commercial LED Indoor and Outdoor Lighting Products** - The winners were announced today at LIGHTFAIR® International in New York. By encouraging new designs and technologies, the Next Generation Luminaires competition aims to increase market acceptance and awareness of LEDs for general-illumination lighting. For more information on this year's NGL winners, including photos, visit www.ngldc.org
8. **Drivers Propelling Smart Lighting Developments – Part 1** - More manufacturers are turning to smart LED lights that are believed to be more profitable and hold huge market potential. The smart lighting market is projected to grow at a CAGR of 15.9% from 2014 to 2020 to reach \$56.62 billion in 2020, estimated [Transparency Market Research](#) recently. Another market intelligence research firm Memoori estimated lighting control market would grow at CAGR of 12% from 2013 to 2020, but projected wireless lighting controls would grow at CAGR of 23%. http://www.ledinside.com/outlook/2015/5/drivers_propelling_smart_lighting_developments_part_1
9. **Drivers Propelling Smart Lighting Developments – Part 2** - In part one of smart lighting article series, LEDinside addressed traditional lighting manufacturers' profit-oriented business strategies as one of the main factors driving the development of smart lighting products. In this article, LEDinside will explore how budding Internet of Things (IoT) has spurred none traditional lighting manufacturers to enter the smart lighting market, which has led to growing cross-industry collaborations. The number of connected devices in the IoT market is projected to reach 4.9 billion in 2015, and soar nearly five times to 25 billion by 2020, forecasted [Gartner](#). This presents many potential business opportunities both in the commercial, industrial, and residential sectors. For this article we will only be focusing on the residential lighting sector. http://www.ledinside.com/outlook/2015/5/drivers_propelling_smart_lighting_developments_part_2
10. **New GATEWAY Report Monitors LED System Performance in a High-Temperature Environment** - The U.S. Department of Energy has released a follow-up GATEWAY report on LED system performance at the Yuma (Arizona) Sector Border Patrol Area. Six LED luminaires – installed on three poles as part of a trial installation detailed in a prior GATEWAY report – continue to be monitored, with illuminance measurements recorded initially in February 2014 and again in September 2014 at about 2500 hours of operation and in March 2015 at about 5000 hours of operation. Among the findings, measured data at the project site after nominally 2500 hours and 5000 hours indicate that the illuminances are changing more rapidly than anticipated. For the full report and brief: <http://energy.gov/eere/ssl/gateway-demonstration-outdoor-projects>



11. Rebates for LED Linear Fluorescent Replacements - The number of utilities offering rebates for these LED linear solutions increased by 220% in the last 12 months. What stands out is that there are twice as many rebates available for fixtures compared to lamp replacements. The rebates vary significantly based on the specific existing and proposed solutions and fall into one of the following categories, each with their own benefits: LED linear tubes, LED retrofit kits, and LED fixtures.

- Rebates for LED T8 Replacements 343 Utilities with prescriptive or custom rebates for LED tubes
- Rebates for LED Retrofit Kits 682 Utilities with prescriptive or custom rebates for LED retrofit kits
- Rebates for LED Fixtures 734 Utilities with prescriptive or custom rebates for LED fixtures
<http://www.briteswitch.com>

12. GE Intelligent Lighting to Transform Retail Experience through Qualcomm Collaboration - GE and Qualcomm Atheros have announced a collaboration to bring indoor positioning technology to major retailers, allowing retailers to pinpoint shoppers' locations and use mobile apps to personalize the in-store experience. Technology embedded in new GE commercial LED bulbs creates unique pulse patterns to "talk" to shoppers' smartphones and tablets. This high-accuracy, real-time connection will allow retailers to combine contextual information with location to create revolutionary new tools such as indoor navigation, infinite aisle, suggested items, product information, and special offers or coupons to those who opt in and download the retailer's app.
<http://pressroom.gelighting.com/news/ge-intelligent-lighting-to-transform-retail-experience-through-qualcomm-collaboration#.VUfGoZVFCag>

13. GE Intelligent LED Lighting Connects with Apple® HomeKit Ecosystem - Consumers experience connected things in easy-to-use, everyday ways. Embedded with [GE Align™ technology](#), HomeKit provides an easy, secure framework to easily navigate, integrate and control GE intelligent LED lighting, enabling:

- Individual device control and grouping devices into scenes all under one command
- Interoperability and integration with other connected devices
- Secure pairing through authentication and end-to-end encryption between GE intelligent LED and iPhone, iPad, or iPod touch

<http://pressroom.gelighting.com/news/ge-intelligent-led-lighting-connects-with-appleR-homekit-ecosystem#.VUfHkpVFCag>

14. Last Men Standing in OLED Lighting - LG Chem and Konica Minolta are the last men standing.

They are both rumored to have respectively committed \$180 million and \$100 million to set up production lines. Our report [OLED Lighting Opportunities 2015-2025: Forecasts, Technologies, Players](#) www.IDTechEx.com/oled forecasts that the market will remain smaller than \$80 million until 2017 and will be driven by applications that exploit OLED lighting's good looks. The market will pick from 2017 onwards to reach \$840 million in 2022. Our report spells out and justifies the assumptions behind our forecasts and the conditions that must first be met at each stage of market development.

<http://www.printedelectronicworld.com/articles/7838/last-men-standing-in-oled-lighting>



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- 15. DOE LIGHTFAIR® International Presentations Posted** - DOE's vendor-neutral sessions on specifying and using LED products were popular with attendees, as was the expert Q&A. The DOE booth presentations: <http://energy.gov/eere/ssl/doe-booth-presentations-lightfair-international-2015>
- 16. LEDinside Reports Sliding LED Package Prices** - Compared with the prior quarter, the average LED price for lighting application products has fallen by 1~9%, excluding the package 2835 LEDs. Since the 2835 LED products are mainstream products in China's lighting market, their average price decline has reached 10~17%, more severe than products of other package types. For backlight LED package products, average prices dropped by 3~6% during the second quarter. Price competition in the direct-type LED backlight market remains fiercest this year compared to other LED packages <http://www.ledinside.com/pricequotes/2015/5/ledinside-reports-sliding-led-package-prices>
- 17. The IES Progress Report 2015** - The IES Progress Committee is mandated to, "keep in touch with developments in the art and science of lighting throughout the world, and prepare a yearly review of achievements for the Illuminating Engineering Society". This program offers you an opportunity to present your important new products, research, publications, and activities of the past year. **SUBMITTAL DEADLINE - June 19, 2015** <http://www.ies.org/progress/>
- 18. Lights Are Computers Now, So the Founder of Silicon Labs Has a Lighting Startup by Stacey Higginbotham** - Ketra, a six-year-old company based in Austin, Texas has raised \$31 million to date and plans to join the growing cadre of big names taking on consumer lighting. Overall, the commercial and consumer lighting market has experienced a profound shift in the last few years, as LEDs and connectivity has changed the landscape—challenging lighting's large incumbents such as GE, Philips and Osram. Now there are dozens, especially on the consumer side, seeking to use LEDs and connectivity via Wi-Fi or other radios to compete with the aforementioned big names. Ketra's products rely on the fact that you can use an LED to not only emit light, but also receive it. So while most of the diodes on the LED are emitting light, a few are receiving the light and doing so as a way of delivering quality control on the color. <http://fortune.com/2015/05/05/ketra-lighting-startup/>
- 19. LRC Embraces OLEDs** - The Lighting Research Center (LRC) at Rensselaer Polytechnic Institute is expanding its research, education, and industry activities to organic light-emitting diodes (OLEDs), by establishing the OLED Lighting Education and Application Program (OLED-LEAP) at the LRC. The goals of this new program are to help New York-based companies develop energy-efficient OLED lighting products and to help create market demand for lighting products that deliver value. http://www.ies.org/LDA/E-newsletter/2015/May/newswire/2015_05-lrc.cfm
- 20. Selecting Color Temperature in LED Lighting** - One innovation being touted at Lightfair by several manufacturers was the ability to tune an LED lamp or luminaire to the temperature of white desired, from very warm golden white to very cool bluish whites. While these different color temperatures were available before, the step forward is that now all of the temps are available in one lamp or luminaire, versus having to stock a range of units to fill the same need. <http://www.facilitiesnet.com/lighting/tip/Selecting-Color-Temperature-in-LED-Lighting--34565>

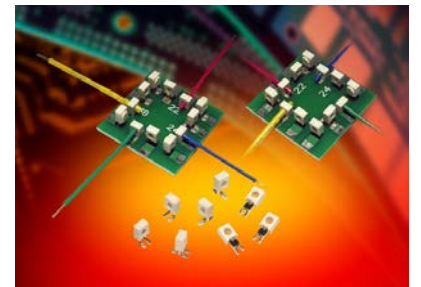


LED Technologies to Watch...

21. Universal Expands Everline® LED Family with New Line of Compact and Linear Drivers - Universal Lighting Technologies has added to its extensive line of well over 1,000 LED products, with the launch of two new Class 2 UNV and 347V EVERLINE® LED Driver Families with tunable constant power output — Compact Drivers and Linear Drivers. The two new driver families are available with a variety of output current and power options that provide even more design for LED lighting. <http://unvlt.com/products/drivers-modules/flexibility>



22. Juno Aculux 2-Inch LED Precision Luminaires - With the diminutive 2-inch Aculux LED precision luminaire you can have all the performance of a conventional 6-inch luminaire ... and more. This discreet, aesthetically stunning package delivers up to 1,000 lumens of high-precision downlighting, wall washing, or adjustable accent lighting. In addition, 2" Aculux precision recessed square multiples are available in 1, 2, and 3 head configurations. Its state-of-the-art LED technology offers superb, color-consistent light with energy-saving efficacies of up to 70 lm/W. Round and square apertures provide exceptional beam control and feature four field-interchangeable optics. <http://www.junolightinggroup.com/>



23. AVX Adds Single Contact IDC Connector with PTH Terminations to its Proven 9176 WTB Series Delivering the same features and benefits for which the 9176 Series is known — including a gas-tight connection to the PCB for long-term reliability, preassembled strain relief caps with through-wire or end-stop configurations for maximum flexibility, reduced cost compared to hand soldering and two-piece connector options, and the tested ability to withstand automotive levels of shock, vibration, and temperature cycling — the new single tine 9176-60X PTH connector provides a high performance WTB solution capable of satisfying the demanding cost versus performance objectives for divisions of the industrial control, SSL, smart grid, medical, and transportation markets that utilize leaded components. <http://www.avx.com/>



Aculux 2-Inch LED
Precision Recessed Luminaires
Round, Square, Multiples

24. Forest Lighting T8 LED Lamp - The Forest Lighting T8 LED Lamp is designed to perform efficiently in places where old-fashioned fluorescent lamps had been used. Our T8 LED tubes incorporate integral drivers, so out-moded failure-prone fluorescent ballasts are eliminated. Lighting systems are simplified. Forest Lighting T8 LED Lamps connect directly to line voltage for easy installation and are offered in two lengths and four color temperatures. <http://forestlighting.com/t8-led-lamp/>



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25. Cree Redefines the Discrete Power MOSFET Landscape with the Industry's First 900V SiC MOSFET - Cree, Inc. has introduced its latest breakthrough in SiC power device technology: the industry's first 900V MOSFET platform. Optimized for high frequency power electronics applications, including renewable energy inverters, electric vehicle charging systems, and three-phase industrial power supplies, the new 900V platform enables smaller and higher efficiency next-generation power conversion systems at cost parity with silicon-based solutions. The new 900V MOSFET platform expands the product portfolio to address design challenges common to new and evolving application segments in which a higher DC link voltage is desirable. The lead product at: <http://www.cree.com/Power/Products/MOSFETs/7L-D2PAK/C3M0065090J>



26. Ushio Ubiquity™ LED T8 Linear Lamps - Ubiquity™ LED T8 Lamps offer an easy and safe energy-saving retrofit solution for F32T8 fluorescent lamps on instant start electronic ballasts. There's no need to rewire fixtures or disconnect ballasts. These DLC qualified lamps are available in 2 different wattages, 18W and 22W, and have the form, fit and function of traditional T8 fluorescent lamps. The Ubiquity LED T8 lamps are made with a glass tube just like traditional fluorescent tubes. The tube glass is frosted to prevent glare and allow the 240 degree wide beam angle to create a quality lighted environment. USHIO Ubiquity LED T8 linear lamps are available in 3500K, 4000K and 5000K color temperatures with 50,000 hour rated life, a 5-year warranty. <http://www.ushio.com/products/generallighting/led-ubiquityT8.php>



27. ConTech Introduces the R2A Series, 2" Adjustable LED Recessed Downlight - This innovative downlight features a universal LED module that consists of a high output multi-chip LED array arranged into a single package, enabling precise optical control. Precision TIR Optics produce Spot (11°), Medium (27°), and Flood (40°) beam distributions. Available in four color temperatures, 2700K, 3000K, 3500K and 4000K, the R2A Series, 2" adjustable offers three wattage and lumen packages, delivering up to 1500 lumens. Presented as a New Construction/IC/StopAire housing or Remodel version, this fixture can be adjusted up to 45° above the ceiling. <http://www.contechlighting.com/>



28. Acuity Duet SSL™ Technology Showcases Luminaires Integrating LED and OLED Tech - Optimizing both to produce refined aesthetics, photometric performance, superior lighting quality and cost effectiveness. Duet SSL blends the use of OLED - celebrated for its soft uniform glow, thin forms and diffused light - and LED - trusted as a strong, focused point source. With Duet SSL Technology, light becomes more personal, architecturally sensitive and engaging, while breaking boundaries in efficient and holistic design. Browse the images at: <http://www.acuitybrands.com/oled/inspiration-through-concepts>



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National Energy Issues to Watch...

- 29. Fluorescent Bulbs - Global Strategic Business Report 2015 by Research & Markets** - Despite being considered as energy efficient and an ideal replacement for traditional incandescent bulbs, fluorescent bulbs are facing a strong competitive threat from LED bulbs. LED is an ideal replacement also for CFLs. Key benefits of LED driving its adoption worldwide include longer life, energy efficiency, environment friendly, zero UV emissions, efficient and effective light dispersement, resistance to extreme temperatures and instant lighting when powered on. http://www.researchandmarkets.com/publication/mjhh9bl/fluorescent_bulbs_global
- 30. ADI Energy Selected for \$1.5 Billion Multiple Awardee ESPC Contract** - ADI Energy joined a prestigious list of fourteen businesses of Department of Defense contract holders for the design, construction and operation of energy savings projects to help military installations meet mandated energy savings goals. An ESPC is a unique contracting vehicle that allows the government to take advantage of third party financing to finance infrastructure improvements at that facility. The period of performance is through May 7, 2024. The IDIQ contracts will have a base ordering period of five years, with one five-year option period, for a total ordering period of 10 years if the option is exercised. For more information, visit www.adienergy.com 5/18 AP
- 31. Halogen Bulbs - Global Strategic Business Report 2015** - Halogen is the most widely used lighting technology in the automotive sector. The features of low purchase- and replacement-costs and easy availability made halogen lamps the preferred auto lighting option over the years. Xenon/HID and LED lighting represent the other two chief lighting options. Despite being the widely used lighting type, halogen has been facing decline in demand since the past few years due to the rapidly rising popularity of LED lightings for automotive applications. This research report titled provides a comprehensive review of market trends, product launches, mergers, acquisitions and other strategic industry activities. The report provides market estimates and projections for major geographic markets. http://www.researchandmarkets.com/publication/mbhzhjk/halogen_bulbs_global_strategic
- 32. NAILD Lighting Specialist II Training** - The online LS II training and certificate provides NAILD distributor and vendor manufacturer members with the same overall benefits of the LS I program, but shifts the learning focus from lighting products to customer sales techniques. Course modules include creating value and analyzing customer buying motivations as well as focusing on applied lighting sales in retail, industrial, office and educational facilities. To qualify for LS II, employees must have successfully completed LS I certification or have at least one year of outside or inside sales experience with project lighting. <http://naild.org/training/ls-ii/>
- ☼ 201 Creating Value With Your Customer
 - ☼ 202 Building A Framework
 - ☼ 203 What Motivates Your Customer to Act
 - ☼ 204 Applied Lighting: Retail
 - ☼ 205 Applied Lighting: Education Facilities
 - ☼ 206 Applied Lighting: Office
 - ☼ 207 Applied Lighting: Industrial
 - ☼ 208 Daylight Integration: Warehouse & Big Box Retail



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- 33. NEMA Publishes ANSI C136.3-2014** - American National Standard for Roadway and Area Lighting Equipment—Luminaire Attachments. This standard covers attachment features of luminaires used in roadway and area lighting equipment. The features covered apply to luminaires that are side-, post-top, or pendant-mounted. ANSI C136.3 was developed by ANSI Accredited Standards Committee (ASC) 136, and is useful to roadway and area lighting manufacturers, municipalities, and utilities. Improvements from the previous edition include added requirements for pendant mounted luminaires, updated references, and document reorganization for reading ease. Download or purchase in hard copy for \$35 on www.NEMA.org
- 34. NEMA Publishes ANSI C136.21-2014** - American National Standard for Roadway and Area Lighting Equipment—Vertical Tenons Used with Post Top-mounted Luminaires. This standard covers the attachment features of vertical tenons on pole tops or brackets used in roadway and area lighting that permit the interchangeability of post-top-mounted luminaires. ANSI C136.21 was developed by ANSI Accredited Standards Committee (ASC) 136, and is useful to roadway and area lighting manufacturers, municipalities, and utilities. Improvements from the previous edition include updated references and changed tenon length to reflect appropriate industry practice. Download or purchased in hard copy for \$38 on www.NEMA.org
- 35. NEMA's Lighting Systems Index Shows Mixed Results During First Quarter** - Demand for lighting equipment, as measured by NEMA's Lighting Systems Shipments Index, increased by 1.4 percent year-over-year (y/y) during 2015Q1. However, the quarter-to-quarter change was in negative territory, with a decline of 3.6 percent. Emergency lighting and fixtures gained ground on a year-over-year basis while the ballast and lamp—large and miniature—components tempered these gains with (y/y) declines. www.NEMA.org
- 36. NEMA Reaffirms Lighting System Standards** - The National Electrical Manufacturers Association (NEMA) reaffirmed its ANSI C81 standards for lamp bases and holders. www.NEMA.org
- [ANSI C81.61-2009 \(R2014\) American National Standard for Electrical Lamp Bases—Specifications for Bases \(Caps\) for Electric Lamps](#)
 - [ANSI C81.62-2009 \(R2014\) American National Standard for Electric Lampholders](#)
 - [ANSI C81.63-2007 \(R2014\) American National Standard for Gauges for Electric Lamp Bases and Lampholders](#)
 - [ANSI C81.64-2005 \(R2014\) American National Standard for Guidelines and General Information for Electric Lamp Bases, Lampholders, and Gauges](#)
- 40. Stakeholder Update on Title 24 15-Day Language** - During the last month Ecology Action has continued to work directly with CEC on the 2016 update to Title 24 to drive sensible revisions that will result in greater real energy savings than current regulations. The revision process is nearing completion, and overall the proposed 2016 Lighting Alterations language is a tremendous net positive compared to the status quo. It provides general relief from LPDs, multi-level controls, daylighting and demand response, Acceptance Testing for small projects, additional wiring, and general complexity. The Commission is expected to vote on the final language in their June 10 meeting. We encourage you to follow the proceeding. If you have any questions or concerns please feel free to contact Gene Thomas gthomas@ecoact.org



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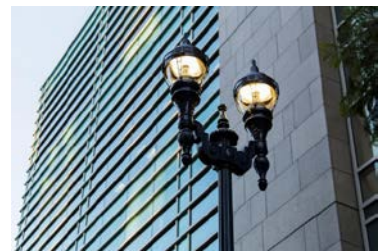
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- 41. Leviton Acquires Intense Lighting, LLC** - Leviton announced the acquisition of Intense Lighting, LLC, a leading solutions-based manufacturer of LED luminaires. Intense Lighting, based in Anaheim, Calif., enhances Leviton's current product offerings with a wide variety of specification grade LED lighting solutions for the commercial, hospitality, supermarket, retail and residential markets. Intense Lighting will operate as a new, standalone business unit and maintain operations in Anaheim. The new business unit will be managed by Kenny Eidsvold, current President of Intense Lighting, who will report directly to Daryoush Larizadeh, Chief Operating Officer of Leviton. http://www.leviton.com/OA_HTML/SectionDisplay.jsp?section=68902&minisite=10251
- 42. Energy Department Announces \$32 Million to Boost Solar Workforce Training, Drive Solar Energy Innovation** - The DOE is making up to \$12 million available to develop a diverse, well-trained solar support workforce, including professionals in the insurance, real estate and utility industries, who consumers rely on when they choose solar. An additional \$5 million will fund projects aimed at increasing market transparency and access to key solar energy datasets, and \$15 million will fund projects to develop new designs for concentrating solar power (CSP) collectors, the most expensive component of CSP systems. Altogether, this funding will help make solar energy more accessible and affordable for American families and businesses. <http://www.energy.gov/articles/energy-department-announces-32-million-boost-solar-workforce-training-drive-solar-energy>
- 43. The Internet of Things, Towards a More Efficient and Productive Society** - While connectedness was once limited to electronics, the internet of things (IoT) now connects objects of our daily lives. According to Idate <http://www.idate.org> there are already more objects able to collect, analyze and share data than people on earth: the internet of things now consists of 15 billion connected objects, and is set to expand five-fold (80 billion) by 2020. Almost everything has become measurable and controllable: room occupancy, temperature, air quality, light... Society is becoming more productive: connected things help quantify and analyze large amounts of data, thus optimizing the way appliances function, in the home or at the workplace. <http://www.electrical-efficiency.com>
- 44. HID Lamp Indexes Decline During First Quarter 2015** - Sodium vapor lamp shipments fell 11.5 percent on a seasonally adjusted basis compared to the same period last year. Shipments of mercury vapor lamps retreated by 18.4 percent year-over-year (y/y). Although the index for metal halide lamps registered a modest year-over-year increase of 1.2 percent, shipments were still below the level during calendar year 2014. Sodium vapor lamps gave back 2.4 percentage points, decreasing to a share of 30.1 percent, while mercury vapor lamps declined marginally to 3.5 percent. The market share of metal halide lamps increased to a new high level in the series, at 66.5 percent for the quarter. www.NEMA.org
- 45. Linear Fluorescent Lamp Indexes Continue to Decline at Start of 2015** - As expected, due to energy efficiency regulations the index for T12 lamps declined for the fifth consecutive quarter on a year-over-year (y/y) basis, dropping by 39.5 percent. T8 shipments also posted a double digit decline, decreasing by 21.7 percent. Shipments of T5 lamps fell more modestly registering a year-over-year decrease of 14.8 percent. Seasonally adjusted shipments of T5 lamps garnered a modest increase of 0.1 percentage points to reach a share of 11.2 percent, an all-time high watermark for the series. The market share for T8 lamps posted the largest gain, increasing by 2.4 percentage points to a share of 72.8 percent. T12 lamps slipped to a share of 15.9 percent for 2015Q1. www.NEMA.org



City & State Energy Issues to Watch...

- 46. ACEEE: Boston, NYC, Washington, DC, San Francisco, and Seattle Rank as America's Most Energy-Efficient US Cities** - Available online at <http://aceee.org/local-policy/city-scorecard> the ACEEE report finds that Boston continues to be the most energy-efficient city in the nation, receiving 82 out of a possible 100 points, an improvement of more than five points from that city's 2013 score. Trailing Boston, the top 10 US cities for energy efficiency are: New York City (#2), Washington, DC (#3), San Francisco (#4), Seattle (#5), Chicago (#6), Minneapolis (#7), Portland (#8), Austin (#9), and Denver (#10). With 9 of the top 10 cities improving their scores from 2013, Boston faced increased competition for the top spot. 5/21 - PR Newswire
- 47. Florence County Partners with Pepco Energy to Implement Major Energy Reducing Improvements** - Pepco Energy Services, Inc. announced that it has commenced implementation of an Energy Savings Performance Contract (ESPC) with Florence County, SC. Under the contract, Pepco Energy will install over \$6.6 million of energy efficiency improvements at thirty (30) Florence County facilities. The installed energy efficiency measures include LED lighting retrofits. 5/15 AP
- 48. Acuity and Johnson Controls Deploy SSL on El Paso Streets** - El Paso, TX was able to find multiple Texas-state programs that together made a project that included more than 11,000 street lights feasible. Specifically, the project qualified for a \$200,000 rebate through the Texas Emission Reduction Plan. The remaining funds came from loans through the State Energy Conservation Office (SECO) and the Texas LoneSTAR Revolving Loan Program. Johnson Controls worked with the city to find solid-state lighting luminaires that included cobra-head street lights in residential areas and post-top decorative fixtures in the city's downtown area.
<http://www.ledsmagazine.com/articles/2015/05/acuity-and-johnson-controls-deploy-ssl-on-el-paso-streets.html>
- 49. Los Angeles Adopts Intelligent Street Lighting** - Royal Philips has announced that the City of Los Angeles (LA) will become the first city in the world to control its street lighting through an advanced Philips management system that uses mobile and cloud-based technologies. With the Philips CityTouch connected lighting management system, the LA Bureau of Street Lighting can remotely control lighting fixtures, as well as monitor energy use and the status of each light. Using mobile chip technology embedded into each fixture, the street lights are able to identify themselves and network instantly. <http://www.lighting.philips.com/main/systems/packaged-offerings/public-spaces/city-touch>
- 50. New GE Light Bulbs to Warn of Hurricanes, Find You a Parking Spot, and More** - Thanks to integrated sensors that can detect key information about their surroundings, tomorrow's light bulbs will be vastly more intelligent. They'll forecast the weather, improve parking in cities, heighten security, and facilitate communication. Over 4,000 LED lights with wireless controls have been rolled out across San Diego's downtown district already. Sensors in the GE bulbs and the company's Predix technology will facilitate security and improve parking across the city. Up to 50 percent of consumers will adopt LEDs over the next five years, <http://www.digitaltrends.com/home/ge-is-making-apple-homekit-compatible-light-bulbs/#ixzz3aatSCKoU>

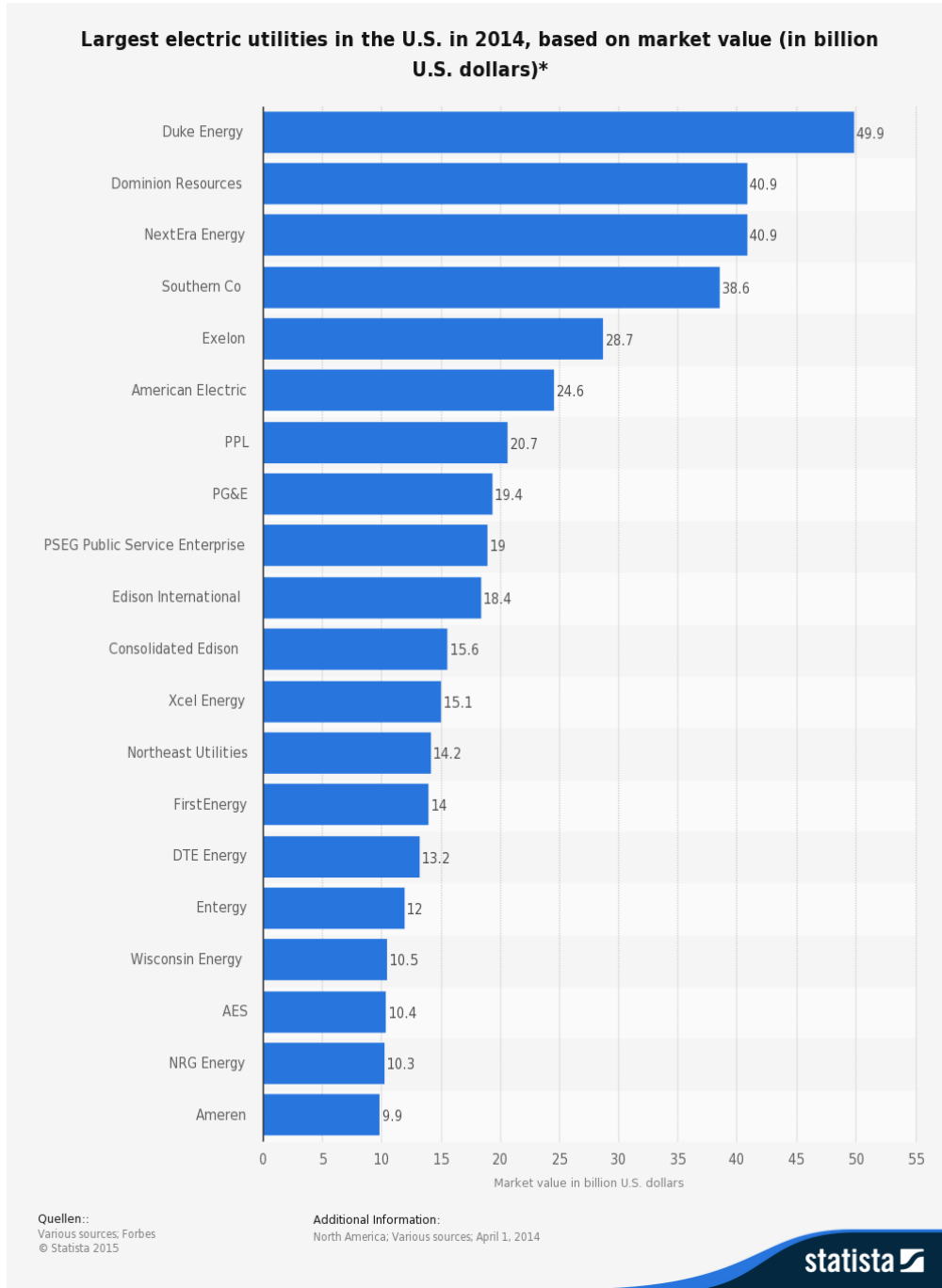


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Our business is changing your future...

Monthly Special Feature... *Largest Electric Utilities in the U.S. in 2014 –*

<http://tdworld.com/energy-business/largest-electric-utilities-us-2014>

The electric utility sector is a massive economic engine - as the latest ranking of top utilities in the land shows. The biggest utility - Duke Energy - last year had a market value well over triple the entire domestic movie industry box office take of \$13.5 billion. Dominion Resources and NextEra Energy tied for second with a \$40.9 market value.



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