

# EnergyWatch

 Attardi Marketing

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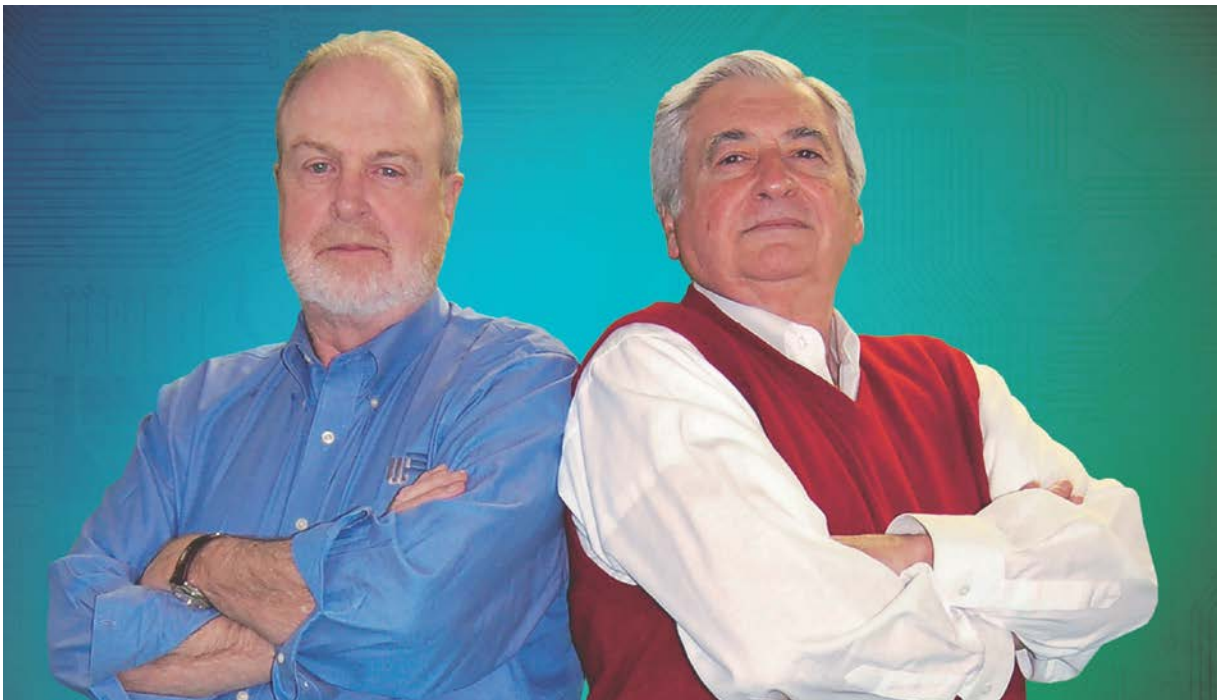
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*Never let the future disturb you. You will meet it, if you have to, with the same weapons of reason which today arm you against the present. Marcus Aurelius*

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## *Something to Think About...*

**IT'S DECISION TIME: ILLUMIGEDDON OR FORTUITY BY BILL ATTARDI**



Maybe you noticed that Chris Brown, CEO of Wiedenbach-Brown and I are having a little debate about the future of lighting. Traditional Lighting vs. Smart Lighting; Chicken Little vs. Captain Sunshine; Illumigeddon vs. Fortuity.....whatever! We see things differently yet we come to very similar conclusions. It's the best of times, it's the worst of times but some writer better than us already said that.

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The debate started last summer at <http://energywatchnews.com/blog/> and the blogs kept coming:

**BY CHRIS BROWN:**

- [THE FORECAST CALLS FOR PAIN](#)
- [COMING SOON...ILLUMIGEDDON \(OR THE END OF LIGHTING AS WE'VE KNOWN IT\)!](#)
- [WHAT'S IT ALL ABOUT, ALFIE?](#)
- [CONNECTING THE DOTS CONTINUUUUUUES](#)
- [ILLUMIGEDDON, I'M BAAAAACK](#)
- [CONNECTING THE STRENGTHS](#)

**BY YOURS TRULY:**

- [WAVES OF OPPORTUNITY IN LIGHTING](#)
- [LEGENDARY LIGHTING IS OVER](#)
- [GET REAL – TRANSITIONS ARE ALWAYS MESSY](#)
- [CONNECT THE DOTS SERIES](#)
- [A TIME OF GREAT FORTUITY IN LIGHTING](#)
- [CONNECTING THE WEAKNESSES](#)
- [CONNECTING THE SMART LIGHTING STRENGTHS](#)
- [ILLUMIGEDDON OR FORTUITY – YOU DECIDE](#)
- [WHO SAID LED LIGHTING IS DISRUPTIVE INNOVATION?](#)

So what lighting future are we talking about? We don't know for sure. As Chris says 'I may be wrong... but what if I'm right, even just partly right?' Well, we're just having fun with all of this. We just gave a slide presentation at the Dallas chapter of IES and it was a blast. In fact many of the industry's top players have made some really credible comments; Jim Lucy published it in Electrical Wholesaling; Scott Costa did it in TED; NAILD picked it up for their newsletter, and we have more requests to repeat our debate. How sweet it is.....The outline of our presentation is posted at: <http://energywatchnews.com/training/>

ILLUMIGEDDON per Chris Brown portends the end of our grandfather's traditional lighting business and foretells that some lighting distributors are out of business, they just don't know it yet. Bill Attardi counters with the term "FORTUITY". That means you had nothing to do with this dynamic change to the new technologies.....nothing. It is just fortuitous that you are in the right place at the right time. It's decision time Folks: Can you take advantage of this change and see it as an opportunity for significant growth and prosperity or decide to close your doors and move on to something else.

Illumigeddon will certainly happen for some and that's too bad but the one thing Chris and I agree on absolutely is that it can only happen if you let it. If you believe there are waves of opportunity in the Smart Lighting business then INNOVATE...

- You have to decide to go in the water
- You have to develop the needed skills to ride the big waves
- Decide what you can control
- You have to reposition your company
- You have to have the guts to fail before you succeed



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## LED Energy Watch...

1. ***Here's What Will Really Make LED Office Lighting Take Off by Mark Halper*** - Tim Sluiter is one of the few lighting users in the world who can testify to the virtues of connecting both electricity and data to his building's thousands of LED luminaires via information network cables. That's because he's one of the planet's few such practitioners of 'power over Ethernet'. Sluiter is the property manager for Deloitte at the consulting giant's modern European headquarters in an environmentally heralded building here called The Edge, where Deloitte is the anchor tenant and where it played a key role in the technical design. Seeing the light: Smartphones under the ceiling lights receive location information from the LEDs so that the control app knows which lights to adjust. But not just any LED lighting. Not happy to simply reap the considerable energy-saving and maintenance benefits long-lasting LED lamps, Deloitte also designed power over Ethernet (PoE) for the 6,000 LED luminaires across the building's 14 floors, eight of which Deloitte occupies. <http://www.luxreview.com/article/2015/07/here-s-what-will-really-make-led-office-lighting-take-off>
2. ***Nichia Tops China's LED Package Market in 2014*** - The scale of the Chinese LED package market for 2014 reached US\$8.6 billion and grew by 19% annually. The general lighting market has been the main driving force, and the rising market penetration rates of commercial and residential LED lighting products has been fueling China's growing demands. Based on LEDinside's ranking of LED package companies for 2014, Nichia and Everlight maintained their first and second positions. MLS climbed to No. 3 and was followed closely by Cree and Lumileds ranking respectively at No. 4 and 5. <http://www.ledinside.com>
3. ***Obstruction Lighting - Global Strategic Business Report 2015*** - Obstruction lights, also known as aviation lights, are lights that indicate the existence of obstacles in the aircraft flight path. Obstruction lights form an integral part of aviation lighting designed to assist pilots in navigating, especially during nights and bad weather conditions. Growth in the market is expected to remain steady driven by stringent air safety norms, and rise in the construction of tall structures such as skyscrapers, telecom/broadcast towers, and wind turbines, among others. The market also stands to gain from replacement of traditional incandescent fixtures with energy efficient LED obstruction lights. Manufacturers are focusing on the development of compact, power saving LED lights with superior aerial visibility in all weather conditions, all key factors supporting the growth of LED obstruction lighting. [http://www.researchandmarkets.com/publication/mvy7bcc/obstruction\\_lighting\\_global](http://www.researchandmarkets.com/publication/mvy7bcc/obstruction_lighting_global)
4. ***New DOE Report Estimates LED Savings in Common Lighting Applications - Adoption of Light-Emitting Diodes in Common Lighting Applications***. The U.S. Department of Energy (DOE) has released its latest report in a series analyzing markets where LEDs compete with traditional lighting sources. The new report reveals a wealth of insights into promising pathways for SSL technology development, providing estimates of the energy saved in 2014 due to current levels of LED penetration in 10 lighting applications, as well as the potential energy savings if each of these applications had switched completely to the best available LED products. Most notably, it puts the spotlight on two commercial and industrial applications – linear and low-bay/high-bay – that hold by far the greatest potential for future energy savings from SSL. Annual source energy savings from LEDs in 2014 were approximately 143 tBtu (equivalent to a cost savings of about \$1.4 billion), but would have approached 4,896 tBtu (saving \$49 billion) if all applications had switched “overnight” to the best-available LEDs. Download the report: <http://energy.gov/eere/ssl/led-adoption-report>

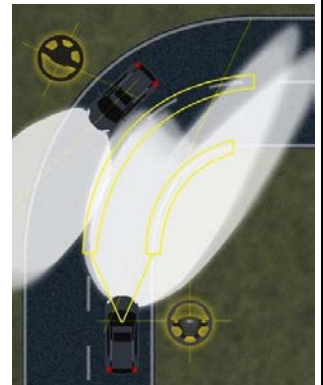


5. **Global LED Lighting Production Value in 2014 Estimated at US\$28.8 Billion, Says PIDA** -Global LED lighting production value in 2014 is estimated at US\$28.8 billion, accounting for 26.3% of total production value for all types of lighting products, according to Taiwan-based Photonics Industry & Technology Development Association (PIDA). Global LED lighting penetration is expected to rise to over 30% in 2015, PIDA said. The global 10 largest lighting vendors by revenues in 2014 were Philips, Osram, Panasonic, General Electric, Acuity Brands, Zumtobel, Toshiba, Cooper Lighting, Cree and Hubbell, PIDA indicated. Of the 10 largest vendors, Cree was the only one that only sold LED lighting products. <http://www.digitimes.com/news/a20150718PD200.html>
4. **Connectivity—Key to the 21st Century Grid by Ryan Franks, NEMA** - The Internet of Things (IoT) is our time’s industrial revolution. At least, that is the news from pundits and research firms. Pick any source and the numbers are staggering. IDC forecasts the worldwide IoT market will grow from \$655.8 billion (10.3 billion endpoints) in 2014 to \$1.7 trillion (29.5 billion endpoints) in 2020. That is many devices, dollars, and cents. What’s lacking is a clear sense of what is being talked about. The term “IoT” is so ubiquitous that it is unlikely to be replaced by another marketing term, yet that phrase does little to describe what the internet of things is, what it does, and what purpose it serves. A *thing* in the *Internet of Things* has three parts:
- The physical object
  - Smarts—a permutation of sensors, processors, data, controls, software
  - Connectivity—antennae, communication ports, and the ability to play in the network stack
- The *Internet of Things* is the network of these items. <http://www.nxtbook.com/ygsreprints/NEMA/g51911/>
6. **Gartner Says Smart Cities Will Use 1.1 Billion Connected Things in 2015** - Smart Homes to lead with 294 Million Connected Things in use in 2015. Gartner, Inc. estimates that 1.1 billion connected things will be used by smart cities in 2015, rising to 9.7 billion by 2020. Smart homes and smart commercial buildings will represent 45 percent of total connected things in use in 2015, due to investment and service opportunity, and Gartner estimates that this will rise to 81 percent by 2020. <http://www.gartner.com/newsroom/id/3008917>
7. **Samsung and Luming Technology Sign Strategic LED Partnership Agreement** - Samsung Electric senior executives of its LED business arm and Chinese lighting manufacturer Luming Technology have signed a LED strategic framework partnership agreement. Under the agreement, the two companies will be collaborating on the LED products and technology related to smart street lighting. <http://www.ledinside.com>
8. **Disintermediation and Amazon Business - Two Reasons for Distributors to Lose Sleep by Chris Brown, CEO Wiedenbach-Brown - @illumigeddon** Solid State Lighting brings both threats and opportunities to electrical distribution. While not responsible for disintermediation, SSL may accelerate it. We know about LED startups and brand-recognizable new entrants to the U.S. lighting market, but what about established domestic manufacturers faced with 'do it or lose it' opportunity (i.e., take the order direct)? We have a slippery slope with the traditional lighting and electrical manufacturers. My Illumigeddon blogs have brought several responses from industry insiders acknowledging C suite conversations about disintermediation. I don't think it is unreasonable for them to be having these conversations and making contingency plans in the face of the huge disruptions SSL is bringing. So what is a distributor to do? If distribution can't provide significant and measurable value, it doesn't belong in the sales equation. <http://www.tedmag.com>





- 9. U.S. and Canada Recall More Than 1.6 M Cooper Lighting Fluorescent Lights Over Fire Safety Hazards** - This recall involves indoor 2-light fluorescent light fixtures from Cooper Lighting, Portfolio and Utilitech fluorescent lighting that range in size from 18 inches to 4 feet long. The fixtures manufactured in China were sold in white and can be mounted from heights between 8 and 12 feet. A date code between 182 11 (July 1, 2011) and 090 15 (March 31, 2015) is affixed to the fixture near the ballast in a DDD YY format. The products are being sold at Ace Hardware, Lowe's, Menards, Mills Fleet Farm, True Value and other retail stores nationwide from July 2011 through April 2015 for between US\$13 and \$67.  
[http://www.ledinside.com/news/2015/7/us\\_and\\_canada\\_recall\\_more\\_than\\_1\\_m\\_cooper\\_lighting\\_fluorescent\\_lights](http://www.ledinside.com/news/2015/7/us_and_canada_recall_more_than_1_m_cooper_lighting_fluorescent_lights)
- 10. A Light Bulb Goes On, Over the Mall** - Among the many promises of the Internet of Things — a network of Wi-Fi-connected devices and equipment managed with smartphones — is the automation of everyday life, whether finding a parking space or discovering a discounted blouse at the mall or lighting the streets when day shifts to dusk. But public lighting, it turns out, offers more than illumination. Using a combination of LEDs and big data technology, public lighting is the potential backbone of a system that could use billions of fixtures to collect data about traffic congestion at an intersection or a consumer walking down the cereal aisle, to name just a couple of applications.  
7/19 NY Times
- 11. NEMA Publishes NEMALSD 73-2015** - Energy Savings with Fluorescent and LED Dimming. This new white paper describes the signal path from the user control input through the control wiring, ballast or driver, and lamp or LED module. It also explains factors that affect energy consumption and savings, efficacy and user experience at each stage. NEMA LSD 73-2015 was developed by the Ballast and Drivers Section and the Lighting Controls Section. It discusses the relationship between the control input voltage and overall energy consumed by these ballasts and drivers. NEMA LSD 73-2015 may be downloaded free of charge on the NEMA website.  
<http://www.nema.org/Standards/Pages/Energy-Savings-with-Fluorescent-and-LED-Dimming-.aspx>
- 12. Bridgelux CEO: CEC Perfect Fit for Company's Future Market Strategy** - Bridgelux's strategic partnership with one of China's largest electronic company China Electronics Corporation (CEC) and its LED industry strategy has made CEC the ideal acquirer among potential buyers, wrote Bridgelux CEO Bradley Bullington. The U.S. LED manufacturer has developed a strategic partnership with CEC and its LED arm Kaistar since 2012, and had already established a strong manufacturing partnership with Kaistar. <http://www.ledinside.com>
- 13. FORD Develops Smart LED Headlights** - Ford's Camera-Based Advanced Front Lighting System can widen the beam at junctions and roundabouts to better illuminate hazards that are not in the direction of travel. New Spot Lighting technology helps draw the driver's attention to pedestrians, cyclists and even large animals in the vehicle's path or even just off the road. Dynamic LED Headlights which combines full-LED headlamps offering daylight-mimicking light clarity with Ford's Adaptive Front Lighting System. The system adjusts the headlight beam angle and intensity to match the driving environment. It can choose one of seven settings according to vehicle speed, ambient light conditions, steering angle, distance to the vehicle in front and windshield wiper activation. [http://www.ledinside.com/news/2015/7/ford\\_develops\\_smart\\_led\\_headlights](http://www.ledinside.com/news/2015/7/ford_develops_smart_led_headlights)





- 14. Solid-State Lighting: Will Distributors Survive?** - Solid-state lighting has changed the lighting industry forever. NALD's *Today's Lighting Distributor* asked industry insiders Chris Brown and Bill Attardi to discuss the possible outcome with dueling columns – (pages 6 to 11). Can they both be correct? <http://www.pageturnpro.com/NAILD/66933-NAILD-TLD-Summer-2015/index.html#1>
- 15. NOVEMBER 16, 2015: DOE Connected Lighting Systems Workshop** - At the Portland Marriott Downtown Waterfront. There is a lot of buzz today about the Internet of Things and the convergence of intelligent controllable light sources, communication networks, sensors, and data exchange in future lighting systems. There is less talk, however, about how exactly we get from *here* to *there*. DOE's inaugural Connected Lighting Systems Workshop will gather top experts from the lighting, semiconductor, and IT industries to share perspectives and lay the groundwork for government/industry collaboration. <http://energy.gov/eere/ssl/connected-lighting-systems-workshop>
- 16. DOE to Announce FY 2016 SBIR/STTR Funding Opportunity** - The U.S. Department of Energy (DOE) Office of Science plans to announce a funding opportunity on August 17, 2015. Under this grant opportunity, DOE will seek applications for funding directed toward FY16 Phase I projects. Topics for this funding opportunity can be found at <http://science.energy.gov/sbir/funding-opportunities> and include "High Efficiency Materials for Solid-State Lighting," covering both LED and OLED source technologies. A two-hour webinar to review topics 1–15 will be held Thursday, July 30, at 10:00 a.m. ET. Registration information will be posted soon at: <http://science.energy.gov/sbir/funding-opportunities>
- 17. Standards Will Futureproof Intelligent Outdoor SSL Deployments** - Street-light technology has changed greatly over time, including the type of light sources used, and the way street-lighting systems are operated and managed. Intelligent outdoor lighting helps to drastically reduce energy consumption. At the same time, it increases safety and reduces maintenance costs. Together with the deployment of more efficient luminaires based on LEDs, the operators have to think about outdoor lighting networks (OLNs) using a standardized management interface. The TALQ Consortium was created to develop such standards to guarantee interoperability of heterogeneous systems and lower operational and purchasing costs. <http://www.ledsmagazine.com>
- 18. Philips Taps into Silicon Valley's Hottest Tech Start-Ups** - Royal Philips aims to collaborate with the world's top technology start-ups, pushing the boundaries of connected lighting for the Internet of Things (IoT). The company has teamed up with Silicon Valley's Plug and Play Tech Center, one of the world's largest accelerators, to mentor and partner with some of the newest, most exciting IoT innovators. Plug and Play will work with Philips to filter hundreds of IoT-orientated start-ups that match Philips' most relevant technology needs. Of particular interest are innovators in sensor data, analytics and connected lighting for buildings and smart cities. [www.newscenter.philips.com](http://www.newscenter.philips.com)
- 19. LG to Invest \$803M in OLED** - LG Display to build a new production line for small and medium OLED displays, reported Korean newspaper DongA Ilbo. The South Korea-based plant will be producing flexible OLED panels for smartphones and wearable products. [http://www.ledinside.com/news/2015/7/lg\\_to\\_invest\\_803m\\_in\\_oled](http://www.ledinside.com/news/2015/7/lg_to_invest_803m_in_oled)



- 20. *Scientists Demonstrate First Color-Tunable and First Graphene-Based LED*** - Currently, all LEDs emit light of only one color, which is predefined during fabrication. So far, tuning the color of light produced by a single LED has never been realized, despite numerous attempts. So it's quite remarkable that in a new study, scientists have demonstrated an LED that not only can be tuned to emit different colors of light, but can do so across nearly the entire visible spectrum: from blue (450-nm wavelength) to red (750-nm wavelength)—basically all colors but the darkest blues and violets. The key to achieving the color-tunable LED is making it out of graphene. Applications of the new LED include high-quality, color-tunable LED displays for TVs and mobile devices, color-tunable LED light fixtures, and the potential for a variety of future graphene-based photonic devices. <http://phys.org/news/2015-07-scientists-color-tunable-graphene-based.html#jCp>
- 18. *Sensity Systems Announces Strategic Investments*** - Sensity Systems Inc., the pioneer of Light Sensory Networks (LSNs), has closed a private funding round of \$36 million led by Cisco Investments and includes industry leaders Acuity Brands, GE Ventures and Simon Venture Group. Sensity has now raised a total of \$74 million since its inception. The investment will be used to scale Sensity's NetSense platform and application developer program globally. Light Sensory Networks leverage lighting infrastructure by embedding sensors, wireless connectivity, and data analytics into luminaires to collect and transmit data and enable cloud-based applications and services for smart city, smart parking, retail services, security and public safety, environmental monitoring and other initiatives. <http://www.sensity.com>
- 19. *Want to Repel Insects? Tune Your LED Lamp*** - Tunable LED lamps that allow users to dial down blue light could help keep insects away. The CFLs 'attracted by far the most bugs,' because CFLs emit violet and ultraviolet light, wavelengths that are further out beyond the blue spectrum and are known to attract insects. LEDs do not emit ultraviolet light. The findings could help reduce human exposure to insect-borne diseases such as malaria, by deploying tunable LEDs in infested areas. <http://www.luxreview.com/article/2015/07/want-to-repel-the-insects-tune-your-led-lamp>
- 21. *Osram: Lighting Revolution in Cars*** - A lot has happened in the field of automotive lighting in recent years. Modern technologies such as LED, Matrix LED, OLED and laser are very much on the advance. LED-based technologies do have special strengths due to which they are predestined for use in cars. First of all: LED light is extremely controllable. Secondly: the color of LED light can be changed. That is especially important inside the vehicle. Thirdly: LED light is energy-efficient. This will be an important argument in electric cars. There will certainly be more cars with laser on the roads – initially mainly in the premium category. Laser technology is still at the start of its technical development and still has enormous potential – nevertheless, the standard solution of the future will certainly be LED technologies. [http://www.ledinside.com/news/2015/7/osram\\_lighting\\_revolution\\_in\\_cars](http://www.ledinside.com/news/2015/7/osram_lighting_revolution_in_cars)
- 22. *The Power of PoE by Susan Bloom*** - Power over Ethernet-driven applications are delivering vast opportunities to end-users and savvy contractors. PoE is any of several standardized or ad-hoc systems that pass electrical power along with data on Ethernet cabling. These systems enable a single cable to provide both data connection and electrical power to such devices as wireless access points, phone systems, Internet protocol (IP) cameras and LED lighting. An approach that's become an increasingly efficient medium for power delivery to a range of a building's low-voltage systems, PoE-driven applications are delivering cost savings, ease of installation and enhanced flexibility to qualified projects. <http://www.ecmag.com/section/systems/power-poe>



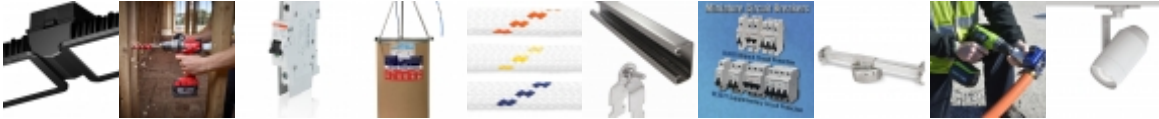
- 23. OLED Market by Display Application, Lighting Application, & Geography - Global Forecast to 2020** - The adoption of OLED displays in smartphones, along with the government support for OLED lighting in various countries is the major driving force for the growth of the OLED market. In the industry segment of the OLED market, the display application is expected to have a higher market size compared to the lighting application. The large market size of the display application is due to OLEDs finding applications in various sectors such as wearables, healthcare, transportation, lighting, television, and medical devices, among others. The global OLED market is expected to reach \$43.92 billion by 2020, at a CAGR of 16% between 2014 and 2020.  
[http://www.researchandmarkets.com/publication/mb181kb/oled\\_market\\_by\\_display](http://www.researchandmarkets.com/publication/mb181kb/oled_market_by_display)
- 24. OLED Lighting 2015-2022: Reassessing Markets and Momentum** - A year ago the outlook for OLED lighting seemed to brighten a bit, anticipating that new capacity build-outs and continued development would enable higher outputs and lower costs, and finally start to unlock broad market demand. Unfortunately these efforts largely haven't panned out: LG Chem has pushed out its planned expansion, Konica Minolta did ramp but we believe with disappointing results so far, and Philips is getting out of OLED lighting (and lighting components entirely). This latest report revisits assumptions and expectations on the evolution of end-markets for the OLED lighting sector, evaluating the challenges still standing between OLED lighting and key end markets, especially general illumination in offices and low-cost residential lighting. For more information click on:  
[http://www.researchandmarkets.com/publication/mxflwk8/oled\\_lighting\\_20152022](http://www.researchandmarkets.com/publication/mxflwk8/oled_lighting_20152022)
- 25. BOE Proposes OLED Joint Venture with Samsung and LG** - China's biggest display manufacturer, BOE, has proposed establishing an OLED joint venture business with LG Display and Samsung Display. OLEDs are considered next-generation displays, unlike LCDs they do not require bulky backlights, hence making the displays thinner and brighter. As LG Display and Samsung Display, the world's top two display panel manufacturers, have shown reluctance to increase their investment in displays including OLEDs due to weak demand for consumer gadgets, the business proposal "does make sense" for Korean parts suppliers. The Chinese company promised those Korean suppliers, they would guarantee sales of their products in China.  
[http://www.koreatimes.co.kr/www/news/tech/2015/07/133\\_182602.html](http://www.koreatimes.co.kr/www/news/tech/2015/07/133_182602.html)
- 26. New Business Models and Solutions Through Circular Lighting** - Philips is applying circular economy principles in its business models and end-to-end value chains based on the conviction that companies that solve the problem of resource constraints will have a competitive advantage. Applying these principles to indoor lighting at Bruynzeel, Philips supported its client to transition towards sustainable lighting, where the emphasis is less on "ownership" and more on "use". Philips remains the owner of the luminaires and lamps, and Bruynzeel is the user who will pay a fixed fee for its indoor lighting solution over the coming years. This means that not only is the product circular, but the business model itself is also based on circular economy principles. Responsibility for management, maintenance and innovation lies with Philips. <http://nr.news-republic.com/Web/ArticleWeb.aspx?regionid=1&articleid=45324431> The circular economy aims to eradicate waste systematically throughout the life cycles and uses of products and their components. Watch the video at: <https://www.youtube.com/watch?v=zCRKvDyyHmI>



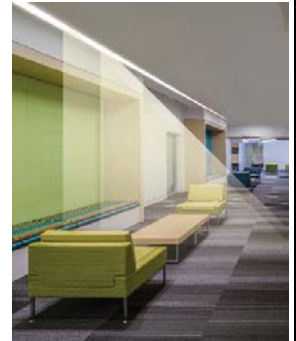


## LED Technology Watch...

**27. Electrical Wholesaling's Top 10 LED Picks for August 2015** - This month's Product Picks are from AFC Cable Systems, ABB, Calbond, Carlo Gavazzi, Greenlee, Milwaukee Tool, Shat-R-Shield /NICOR, T&B, 3M and WAC Lighting. <http://ewweb.com>



**28. The Bionic and P40 Series from Prudential Lighting** - The brand's unique FusionOptics gives both lines astounding optical control, shaping the light in new and powerful ways—while maintaining high levels of efficacy (often up to 100 lm/w). For the Wall Wash, Wall Graze, Perimeter Fill and Batwing/Ceiling Wash options, FusionOptics delivers superior optical control from a single ray of light, ideal for accenting works of art, grazing wall details, even fully illuminating wide corridors from just one side of the perimeter. Manufacturing in Los Angeles since 1955, Prudential Lighting continues to create a wide range of fixtures, from elegant pendants to innovative LED luminaires. <http://www.pdulite.com/series/bionic-p40/>



**29. Hubbell Lighting Launches New LED Emergency Lights** - Hubbell Lighting announced that Dual-Lite has launched the NEMA 4X Dynamo Emergency Light. Designed for complex industrial applications, the high output Dynamo enables spacing up to 74' at 12' mounting heights or 81' at 7.5' mounting heights—the widest spacing in the industry. Plus, the LED emergency egress luminaire includes a lifetime LED warranty—an industry first. The luminaire's two-sealed aluminum, heat-dissipating lamp-heads emit bright and even illumination patterns, outperforming any Krypton, incandescent or halogen-based lamp up to 50 watts. [http://www.dual-lite.com/content/products/specs/specs\\_files/0603637\\_dynamo\\_spec.pdf](http://www.dual-lite.com/content/products/specs/specs_files/0603637_dynamo_spec.pdf)



**30. Acuity Brands Shines Light on Hospital Patient Rooms with New Entera™ LED Lighting Platform** - From Healthcare Lighting®, a hospital lighting platform that marries LED illumination with integral controls to help enable the best in patient care. The multi-functional system can provide the appropriate level of energy-efficient lighting, at any time of the day. Designed specifically for ambient and task lighting requirements in patient rooms, the Entera platform offers recessed (2×2, 2×4) and wall sconce options, each providing features and amenities that may enhance both hospital staff functionality and patient care/comfort. The ambient section of Entera luminaires is driven by nLight®, a lighting control technology enabling plug-n-play networking with other nLight control devices, such as occupancy sensors, photocells and wall stations. nLight technology cost-effectively integrates time-based, daylight-based, sensor-based, and manual lighting controls. <http://www.acuitybrands.com/products/detail/304291/healthcare-lighting/entera-led/recessed-patient-care-solutions>



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Our business is changing your future...

**31. Jiawei Technology Announces MAXIMUS® Smart Security Light™** - Easy to SEE and SPEAK with someone LIVE at your front door from virtually anywhere. Now available at HomeDepot.com, the MAXIMUS Smart Security Light detects someone approaching your home, sends an alert and makes it possible for you to engage in a live conversation or sound an alarm -- all from your smart phone. Whether a delivery has arrived or a stranger is at your door, MAXIMUS helps you interact from your smart phone, making it possible for you to have peace of mind wherever you go. <http://www.maximuslighting.com/>



**32. ConTech Lighting CPL 12" & 16" LED Pendant** - ConTech Lighting is proud to introduce the latest addition to our specification grade pendant family: the CPL LED pendant. This high performance LED Pendant available in six (6) wattage/lumen packages from 23W/2550lm up to 90W/9230lm. Select from a collection of shade options providing varied distributions and design looks. Installation options include cable or stem mono-point ceiling canopies. All CPL fixtures are available for non-dimming and dimming applications. <http://contechlighting.com/product/cpl>



**33. Cree BR30 LED Floodlight is an LED Value - THE GOOD:** At \$10, Cree's new LED floodlight is one of the most affordable big-name options available. It scores well in both brightness and efficiency, and offers better dimming performance than its predecessor. **THE BAD:** Cree's new bulb still can't match the color quality or dimming performance of the GE Reveal BR30 LED, and offers a shorter warranty, too. It also finished last in our heat-management test. **THE BOTTOM LINE:** Cree's BR30 LED offers strong performance at a clear value. For most lighting setups, it's an excellent choice. <http://www.cnet.com/products/cree-br30-led-2015/>



**34. Retrofit Rebates Up to \$150 per Fixture Now Available for LG Electronics Newest LED Troffers** -LG Electronics announced that its new Sensor Connect LED wireless troffers are now qualified for rebates under the Massachusetts "Mass Save" retrofit program, designed to help commercial customers and facility managers replace aging, inefficient equipment with energy efficient alternatives. LG troffers eligible for the retrofit rebates are now available for purchase through Massachusetts' energy program administrators. Visit [www.lglightingus.com](http://www.lglightingus.com)



## National Energy Watch...

**35. TCP Appoints K.R. Den Daas as New CEO** - TCP International Holdings Ltd. announced that K.R. "Kaj" den Daas will assume the role of Chief Executive Officer replacing Ellis Yan. Mr. Yan remains Chairman of the TCP Board of Directors. Mr. den Daas has significant experience in the lighting industry, serving in various capacities at Royal Philips between 1977 and 2010. This includes most recently being Chairman of Philips Lighting North America and CEO, Business Unit Professional Luminaires, North America for Philips. During his tenure with Philips Lighting, Mr. den Daas was responsible for manufacturing, R&D, distribution, commercial and all other business functions of Philips Lighting in the United States, Canada and Mexico. Under his leadership, Philips became the largest lighting company in North America. <http://www.tedmag.com>



**20. A Shakeup for T8** - The U.S. DOE recently issued new energy standards for general-service fluorescent lamps, and the standards go into effect Jan. 26, 2018. The new rules are likely to primarily affect availability of standard 4-foot, 32-watt T8 lamps and some reduced-wattage T8 lamps. However, a full range of 8-foot T5 and exempted specialty lamps will continue to be available. The rules reflect ongoing federal energy policy favoring high-efficiency lighting while steadily removing the least-efficient, lowest cost products from the market. The new rules strengthen existing energy standards, expressed as minimum efficacy (lumens per watt), for 4-foot linear T8, 2-foot U-bend T8, 4-foot linear T5 and 4-foot linear T5HO.

<http://www.ecmag.com/section/shakeup-t8>

**21. Home Depot Acquires Distributor in Billion Dollar Deal** - The Home Depot® has announced its entry into a definitive agreement to acquire Jacksonville, Fla.-based Interline Brands, Inc., for \$1.625 billion in cash, a leading national distributor and direct marketer of broad-line maintenance, repair and operations (MRO) products. Interline is able to deliver directly to customers and their job sites, using 500 trucks around the country on a daily basis. Home Depot officials say that will help the company bolster the service it gives to its special Pro customers, who are contractors and other professionals. Interline boasts almost \$2 billion in annual sales and employs about 4,500 with an extensive distribution network of more than 90 locations throughout the U.S., Canada and Puerto Rico. <http://www.tedmag.com>

**36. Building Energy Management Systems** - This Navigant Research report assesses the global market for BEMSs, including the software, services, and hardware components. The market landscape continues to evolve as trends such as corporate awareness of the Internet of Things (IoT) and demand for data-driven decision support tools facilitate the adoption of BEMSs. The study analyzes the current state of the market and provides insight into the future direction of BEMS offerings based on the functionality of emerging technologies, shifting customer demands, and other market dynamics. This variability in solution design and functionality reflects the newness of the market and diverse customer needs. According to Navigant Research, the global BEMS market is expected to reach \$2.4 billion in 2015 and grow to \$10.8 billion by 2024.

<http://www.navigantresearch.com/research/building-energy-management-systems>



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- 37. *Networked Lighting Controls Revenue Is Expected to Reach \$4.8 Billion in 2024*** - Increasingly, regulations around the world are calling for the adoption of lighting controls and are encouraging more advanced control systems to minimize energy consumption. While all lighting control systems still function at their core to dim or shut off lights that are unnecessary, today's systems also provide non-energy benefits that are potentially more valuable to building owners and managers, including improved monitoring and maintenance, enhanced occupant experience, and space utilization visualizations. According to a new report from Navigant Research, global networked lighting controls revenue is expected to grow from \$2.2 billion in 2015 to \$4.8 billion in 2024. <http://electricalline.com/networked-lighting-controls-revenue-expected-reach-48-billion-2024>
- 38. *Intelligent Lighting Controls for Commercial Buildings*** - To meet the growing demand for lighting control systems, different types of vendors have moved into the lighting controls market. Leading the innovative side of this move are pure-play startup companies, which are largely responsible for the proliferation of creative ways to visualize lighting usage and devise new strategies to manage lighting energy consumption. The large, traditional lighting companies have begun offering a range of lighting control products, as well. Finally, the established building controls companies have also been expanding their capabilities to include lighting controls along with other building wide control systems. According to Navigant Research, global networked lighting controls revenue is expected to grow from \$2.2 billion in 2015 to \$4.8 billion in 2024. This report analyzes the worldwide market for lighting controls and examines sensors, relays, switches, ballasts, drivers, network control gear, network services, and communications technologies, with a specific focus on networked lighting controls. <https://www.navigantresearch.com/research/intelligent-lighting-controls-for-commercial-buildings>
- 39. *Osram in Talks with Chinese Companies and Other Potential Buyers of Lamp Business*** - Osram has confirmed that it has commissioned UBS to choose the preferred buyer for its lighting business worth approx. \$1.1 billion including debt. Chief candidates include Foshan Lighting, Zhejiang Yankon Lighting and NVC. The foremost attraction for an Asian buyer would be the use of the Osram brand and Sylvania in North America. In addition, several of the private equity groups that were involved in the auction of Philips lighting component business earlier this year are expected to show interest in Osram's lamp business, such as CVC, KKR and Bain Capital. 7/03 Reuters
- 40. *A.L.P. Acquires Selected Manufacturing Assets of Reflek*** - Reflek Manufacturing, Inc. is a producer of high performance reflector and fabricated components for the lighting industry. This acquisition allows A.L.P. to add anodized reflectors and other downlighting components to its comprehensive product line. A.L.P. will add spinning, hydroforming, painting and anodizing to its portfolio of products. The new products and services will be offered under the A.L.P. name. [www.alplighting.com](http://www.alplighting.com)
- 41. *Large Lighting Manufacturers Continue to Transition to LED, as Traditional Business Shrinks*** - The lighting market continued the move toward LED technology in 2014. LED lamp revenues in 2013 were 25% of total global lamp revenues, growing to 30% in 2014 and is forecast to reach 67% in 2022, according to Fabian Hoelzenbein, market analyst for Lighting & LEDs, IHS. A growing market for LED technology lighting means a shrinking market for halogen, CFLs, and other traditional technologies, and larger lighting companies have struggled to adapt their businesses accordingly. At the same time, smaller and more specialized LED-only companies have entered the market, further increasing the pressure on the incumbent players. <http://electronics360.globalspec.com>



## City & State Energy Watch...

**42. New Hockey Arena Lighting Makes Ice Brighter, Energizes Fans & Players** - We all know ice shines white. But NHL and AHL teams have discovered that LED lighting makes ice even more dazzling. The move to LED started in the AHL with the Syracuse Crunch (the Lightning's top minor league affiliate) in 2012. The Oncenter War Memorial was the first arena in the U.S. to install it. Now there are five NHL venues with LED



lights—Ottawa's Canadian Tire Centre (photos above and below), Montreal's Bell Centre, Philadelphia's Wells Fargo Center, Carolina's PNC Arena, and the Staples Center in Los Angeles. <http://www.si.com/nhl/2015/07/01/NHL-AHL-hockey-arena-led-lighting-makes-ice-look-brighter>

**43. Colorado Best for Energy Costs — Connecticut Worst** - About 7.3 percent of the average consumer's total annual income goes to energy costs, but those costs range from \$244 a month in Colorado to \$410 in Connecticut, according to an analysis by WalletHub. After Colorado, Washington is No. 2 at \$245 a month, followed by Oregon (\$261), Arizona (\$268), and New Mexico (\$274). Other high-cost states include Wyoming (\$355), Massachusetts (\$352), Alaska (\$349), and Rhode Island (\$346). Illinois has the lowest monthly electricity costs, \$87, and Hawaii has the highest, \$179. <http://news.newsmax.com>

**44. Manheim New York Reduces Energy Use by Nearly 70% with Upgrades to Efficient Outdoor Lighting** - The Energy Department joined LEEP Campaign co-organizers to recognize 18 organizations, including Manheim New York, for leading the way in efficient lighting. Manheim New York received the "Highest Absolute Annual Savings in a Retrofit at a Single Parking Area" award. The location replaced medium and high-wattage metal halide with LED fixtures, resulting in nearly 70 percent energy savings. To date, more than 140 U.S. businesses and organizations are participating in the campaign and planning or installing energy efficient lighting in their parking lots and garages. In the past year, these organizations have committed to install efficient lighting across more than 470 million square feet of parking space - cutting energy use on average by 60 percent. Another 160 organizations are signed up as LEEP Campaign Supporters. 7/07 3BL Media

**45. Scranton Eyes Street Light Overhaul** - Arris Engineering Group studied downtown Scranton's street lighting system and recommended the city upgrade lighting fixtures with brighter, more energy-efficient LED bulbs to cut down on utility bills, help boost the area's night life and improve public safety. The city has 6,179 street lights and last year paid \$492,414 to power them. The plan is to put out a request for qualifications to companies interested in working with the city -- perhaps as soon as next week -- then work with a business to crunch the numbers to assess the city's ability to recover upfront replacement costs over time from utility bill savings. 7/16 The Times-Tribune

**46. DTE Energy to Upgrade Street Lighting in Ecorse, Michigan** - DTE Energy Co., which is involved in the development and management of energy-related businesses and services, has announced a partnership with the city of Ecorse in Michigan to upgrade street lighting throughout the community. Ecorse was one of 11 communities in Michigan to receive grants totaling \$8 million to improve public services. The \$350,000 Ecorse street lighting project involves converting nearly 1,500 existing street lights, primarily mercury vapor, to LED. 7/23 MarketLine



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**47. *Cleveland to Converts to LED Streetlights*** - Streetlights in Cleveland are not metered. Instead, cities pay a fixed price per streetlight, based on wattage streetlights in Ohio are estimated to burn about 4,200 hours per year. Cleveland authorities are aiming to solve this issue by introducing smart LED streetlights to regulate energy consumption. Ferguson has briefed members of City Council's Utilities Committee last week on the results of 2-year, 1,000-LED-fixture pilot program that involved 15 different LED and LED controls manufacturers. City authorities are assessing the 67,000 conventional streetlights installed throughout the city to determine how many LED streetlights would be required for an effective replacement, reported Cleveland.com. 7/29 AP

**48. *Wave Power Device Starts Producing Power in Hawaii*** - With support from the Energy Department and the U.S. Navy, a prototype wave energy device has advanced successfully from initial concept to grid-connected, open-sea pilot testing. The device, called *Azura*, was recently launched and installed in a 30-meter test berth at the Navy's Wave Energy Test Site (WETS) in Kaneohe Bay, on the island of Oahu, Hawaii. This pilot testing is now giving U.S. researchers the opportunity to monitor and evaluate the long-term performance of the nation's first grid-connected wave energy converter (WEC) device to be independently tested by a third party — the University of Hawaii — in the open ocean. Many coastal areas in the United States have strong wave and tidal resources, and more than 50% of the U.S. population lives within 50 miles of a coastline, making transmission from these resources more economical. <https://www.youtube.com/watch?v=Ankdy1yhQLw>

**49. *LEDs Bring Unrivalled Precision to the Outdoor Light in This Austrian Ski Resort*** - A past winner of the title of most beautiful village in Europe, Lech is a picture-postcard ski resort perched at a height of 1,400m in Austria's Arlberg mountain range. And with 1,500 inhabitants and 8,300 hotel rooms, it thrives on tourism. Now a new outdoor lighting system from Zumtobel has transformed Lech's appearance at night. The luminaire that Zumtobel developed for the project uses a number of separate LED points, so light is much more precisely controlled, and glare is minimized. The new system made much more linear lighting – of the main street, house façades and the river Lech – possible. <http://www.luxreview.com/article/2015/07/outdoor-light-with-unrivalled-precision-in-this-austrian-ski-resort>



**50. *Warsaw National Museum Preserves Art While Enhancing Mood with Tunable Lighting*** - The Warsaw National Museum recently began an upgrade to all-LED lighting, no exception. The museum features many exhibit types, including sculptures, coins, documents, and photographs. The museum chose Zumtobel's Arcos LED spotlight for its flexible design, which may be quickly configured for a new target. Zumtobel modified the LED spotlight for museum applications, producing the Arcos 3 LED spotlight with tunableWhite technology. In addition to dimming and adjusting CCT, each spotlight can use a wide variety of optical components to optimize the beam distribution and diminish glare. Throughout the National Museum's five galleries, 1100 halogen fixtures using 100W each will be replaced with 970 20W and 120 25W LED spotlights featuring tunable lighting. <http://www.ledsmagazine.com>



## Monthly Special Feature...

*How to Select a Lighting System Designer* <http://www.nlb.org/index.cfm?cdid=10499>

Retaining a capable lighting system designer is essential to the success of any lighting project. Proceed carefully. The National Lighting Bureau (NLB) suggests that you identify five or more candidate designers and ask each to furnish a statement of qualifications and experience. The furnished material should include information about commissions for which the designer has been engaged, with an emphasis on those that are similar to the project you're involved with. Contact representatives of the clients involved. Ask them about the designer's performance; e.g., the individual's or firm's ability to work with client representatives in establishing an effective scope of service, ability to fulfill the scope, reasonableness of the fee, the designer's ability to deliver on time, and, of course, the effectiveness of the designer's services.

Once you have identified three or more candidate designers that you believe are suitable for your needs, interview representatives of each, asking such questions as you believe appropriate to learn about a candidate's proposed approach to the project, the competence and experience of the individual or individuals who will be assigned, and so on. Based on the outcome of these interviews, rank the candidate designers in order of preference, and open negotiations with the one you most prefer. Work with the candidate to develop a scope of service unique to your needs, and develop a budget for implementing that scope. We suggest that you include an allowance for contingencies that, in your and/or the candidate designer's experience, may transpire. If you believe the budget, schedule, scope of service, and terms and conditions are acceptable, enter into an agreement with the designer and end discussions with the others you "short-listed." If you cannot reach an agreement, however, conclude discussions with the candidate and open negotiations with the next-most preferred.

Asking two or more candidates to submit priced proposals or bids to facilitate selection based at least in part on fee may be unwise. True: Fee is an important factor, but the quality, cost-effectiveness, and performance of the project's outcome are far more important. Quality, cost-effectiveness, and performance are determined largely by the quality of the services performed by the lighting system designer. Those services typically begin when you collaborate with a designer to develop a scope of service that is uniquely suited to your own needs and preferences, in light of variables associated with your project. Some clients develop a standard scope and require several candidate designers to use it in developing a proposed fee. The NLB believes that the use of a standard scope can degrade quality; because each project is unique, the most effective scopes will reflect that uniqueness. Consider, too, that by informing candidate designers that the likelihood of their being selected is inversely proportional to the fee they each propose, you could be encouraging them to "interpret" your standard scope in such a manner as to minimize the proposed fee, or – when each candidate is asked to develop its own, unilateral scope – to propose the skimpiest scope possible. Be careful! Project risk is inversely proportional to the extensiveness of a scope of service; i.e., the weaker the scope, the more likely it is that a project will experience more and more severe "unanticipated" or "unforeseen" conditions that can result in delays, the need for additional financing or time extensions, disputes, etc., any one of which can create problems severe enough to result in claims, litigation, and/or other serious project disruptions. Choose wisely!

