



CASE STUDY

LUMENERGI



Lighting gets down to business.

CLIENT

Lumenergi, Inc., Newark, CA
Innovator/manufacturer of intelligent lighting control systems

PROJECT

“Packaging ‘genius’ so people (read: VCs) can appreciate it.”

CHALLENGE

To brand a company so that it would appear commensurate with its market promise and potential.

SOLUTION

- Renamed the company (formerly known as Luminoptics) to better reflect its breadth
- Created a complete rebranding and initial advertising effort
- Oversaw the formal introduction of Lumenergi at a key industry tradeshow

RESULTS

Lumenergi got noticed, both as a serious player in a space populated by giant corporations and as a company worthy of financing.

“When people told me it would be advantageous to ‘brand’ my technology to convince the venture capital community that I was serious, I wasn’t convinced.

Litos convinced me and it really paid off.”

William “Bill” Alling, President / CEO, Lumenergi



CASE STUDY

COMPONENTS



1. Lighting gets down to business.



- 2.



CASE STUDY

COMPONENTS

www.lumenergi.com

- Bigfoot
- Loch Ness Monster
- Fountain of Youth
- Ghost of Elvis
- Cost-neutral, Dimming Electronic Ballast

One of these is no longer the stuff of legend.

A word to those comfortable with certain outdated legends: Brace yourself. Aggressively cost-competitive with traditional electronic ballasts, Lumenergi's dimming electronic ballast (DEB) and control technologies are about to change the way you look at, think about and implement lighting. These enabling technologies are capable of nothing less than turning static structures into dynamically-controllable buildings, improving electric grid reliability and driving real cost savings through to your bottom line. (DEB? Meet ROI.) The promise of affordable dimming ballast technology has always been out there. All it took was Lumenergi™ to make it work.

LUMEnergi™

LIGHTFAIR INTERNATIONAL
The Future Illuminated

Your future is on display.
See Lumenergi's technologies in action at Booth #4239.

Lighting gets down to business.

742 Spice Island Drive, P.O. Box 1927, Sparks, NV 89432 Phone: 800-752-6461 or 775-356-3600 Fax: 775-356-3687

BREAKTHROUGH DISCOVERY

HOT NEW IRONY!

DIMMING PROSPECTS BRIGHTEN BALANCE SHEET.

Windfall seen for champions of sustainability.

You won't find it in the tabloids, but it's a genuine attention-getter in the executive suite. Thanks to Lumenergi, you'll never look at lighting quite the same way again. Lumenergi's dimming electronic ballasts, control technologies and total lighting solutions bring you energy efficiency – plus demand response – for net zero user cost. For corporations committed to sustainability in any or all of its forms, this is what's known as news you can use.

Need we say more? You bet. Talk to us about being a beta site or visit us at lumenergi.com.

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