CONNECTED LIGHTING

EPA Energy Star Webinar

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• Connected lighting is:
  • Personalized
  • Dynamic
  • Optimized for application and time
• The lighting industry is undergoing a value transformation driven by LED adoption
• Looking at other industries provides framework
Transformation of Value in Computing
New Ways of Consuming Media

Hardware ➔ Software ➔ Network ➔ New Value
There's an App for That
KETRA

Connected Lighting

Hardware → Software → Network → New Value
Content is King

- We used to go to light, now light goes to us
- Value evolves to new functions and experiences
Circadian Lighting in Offices

Tuning White in Retail

Drama in Hospitality
Connected lighting is dynamic lighting:
- Changing color and intensity with time and events

Where does connected lighting fit?

Light for Sight

Light for Effect
Most consumers are overwhelmed by choosing lighting for their home. Wattage isn’t relevant, now they need to think about CCT, CRI, dimmers… Connected lighting adds network protocols, tunable color, user accounts…
KETRA

Rise of Platforms

Mac: tight integration
I’m a Mac.

PC: high modularity
I’m a PC.

Are you a Mac or a PC?
Commercial Lighting: What’s Missing?

- Clear communication of design intent and controls narrative
- Controls & Systems thinking, understanding of interfaces
- Specifier-friendly programming
- Communication among trades and specifiers
- Clear project documentation
Lighting Has a PR Problem

- When we’re unable to communicate value we can only lower price
- Lighting becomes commoditized
- “We spend too much time talking to ourselves…” - Zia Eftekhar
- What’s our version of the “Got Milk” campaign?
THANK YOU

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