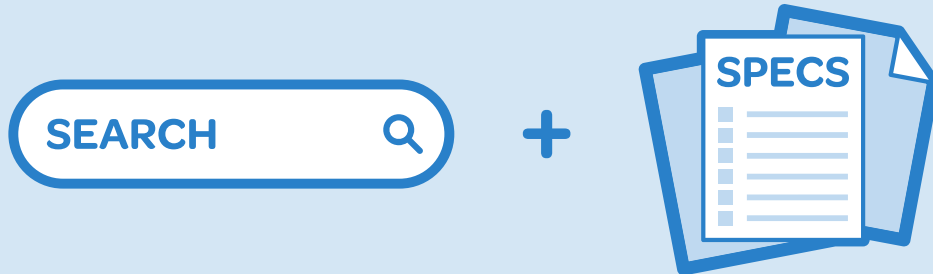




# What is eLumit.com?

eLumit is the premier lighting search and spec platform for design professionals.



## SEARCH

Architects, Lighting Designers and Interior Designers access over 40,000 products from our top manufacturers daily. List your spec sheets with BIM/CAD files, photometrics, application guides, and installation instructions.

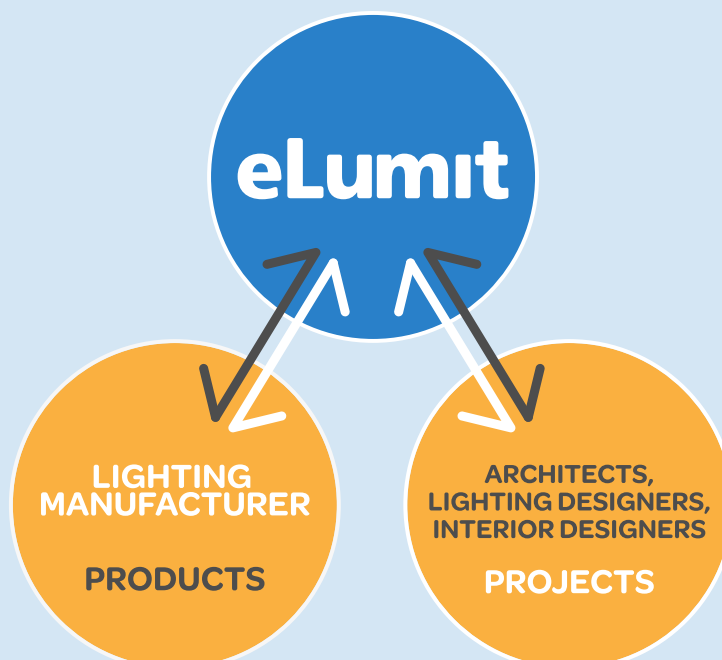
## SPECIFICATIONS

Specifiers can save products into project folders to quickly generate custom documents and ultimately bring your products through to specification.

## FEATURES

Get in front of specifiers when they're ready to specify your products

*eLumit does all the work for you.*



# What's inclusive?

## 1 - FULL PRODUCT LISTING

Subscribe and we'll enter your entire product line into our database. We'll make it easy for your clients to find and specify your products.

*eLumit's targeted search allows specifiers to quickly find what they need.*

In 2011, eLumit served over 1.94 million page views across 64,000 visits. That's an average of over 30 page views per visit - showing an extremely high level of user involvement.

*eLumit in 2011*

Total Uniques

**30,662**

Total Visits

**64,918**

Total Hits

**14,294,707**

Total Page Views

**1,945,778**

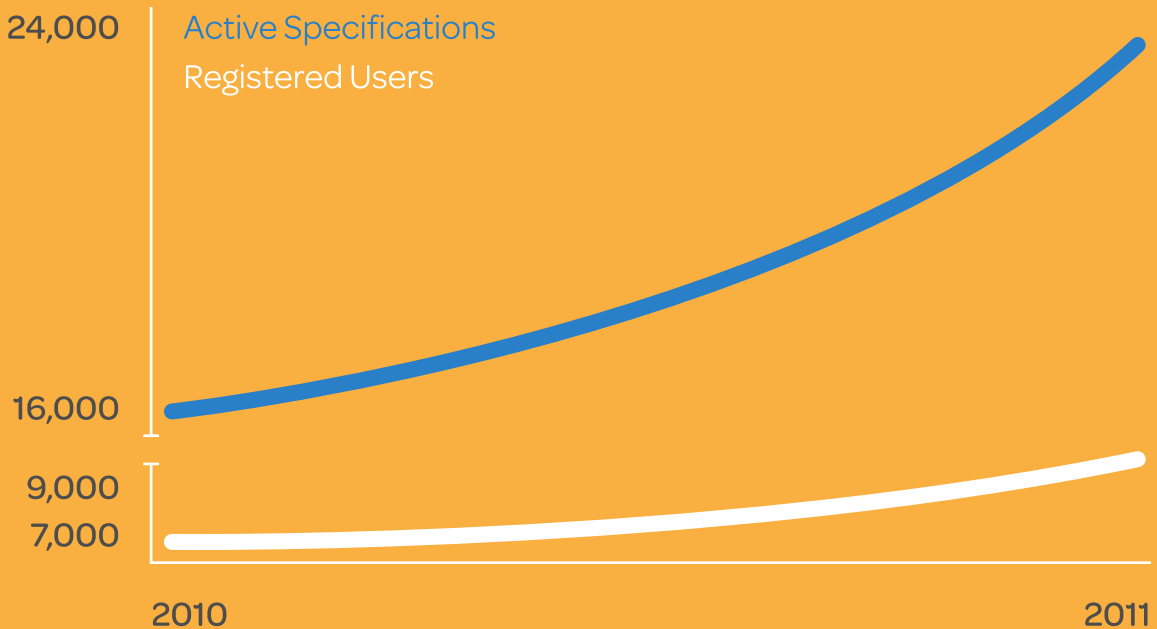
Participating manufacturers on eLumit.com receive thousands of impressions each month.

## 2 - SPECIFICATION LEADS

	2010	2011	Increase
Registered Users	7330	8367	14%
Active Specifications	16,426	23,760	40%

In 2010, eLumit hosted over 16,000 active specs. In 2011, we have achieved over 40% growth and are expected to surpass over 24,000. Our top performing markets in the USA are New York, California, and Massachusetts, with 10% of eLumit's traffic coming from Canada.

*With 14% growth in registered users and a 40% jump in active specifications, each specifier is getting more involved and dependent on eLumit for their lighting choices and specs.*



### 3 - HOMEPAGE FEATURES + EMAIL MARKETING

*Get in front of specifiers when they're ready to specify.*

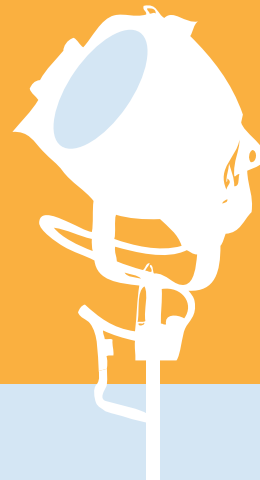
#### **Featured Products Newsletter + Homepage Ad**

Email your select products in our Featured Products newsletter (bi-monthly). Highlight your newest products to our registered users who are eager for the latest in lighting.



#### **Featured Application Homepage Ad**

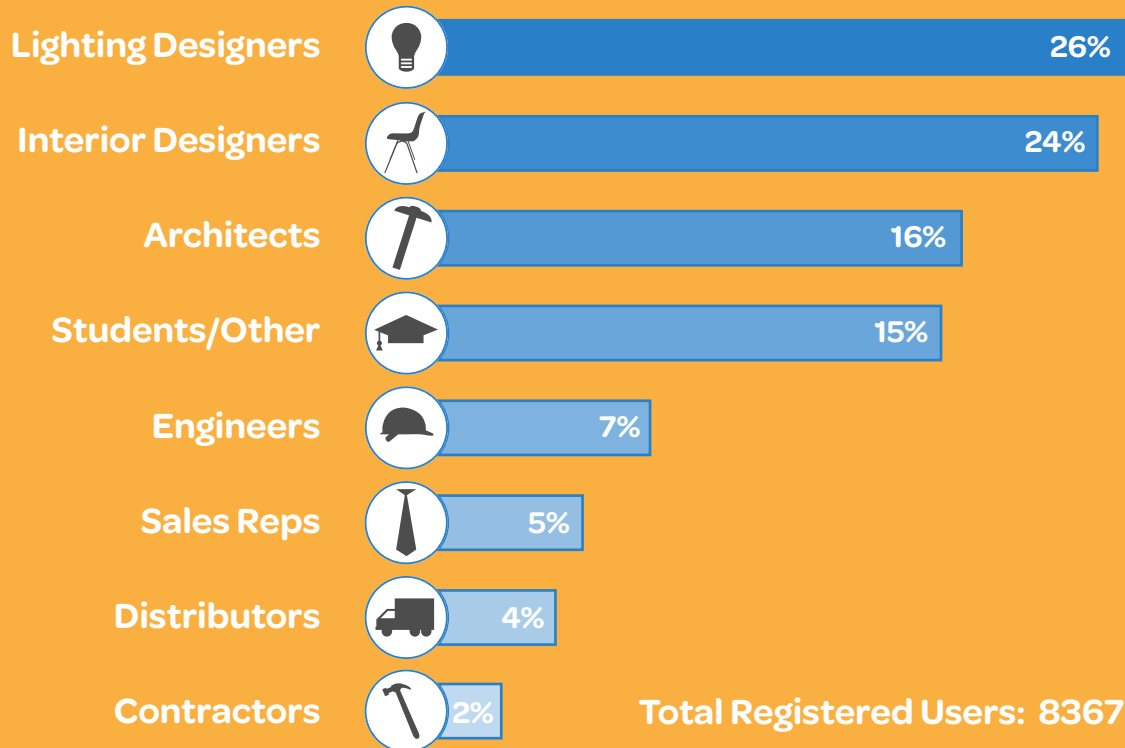
Inspire lighting professionals by showcasing how your products are utilized in the built environment. We prominently display each Featured Application on eLumit's homepage for 4-6 weeks.



# Demographics

## Who uses eLumit?

Our easy and efficient process management tools have made eLumit the top resource for a rising number of serious lighting professionals.



### Build brand loyalty, right from the start

eLumit's student population continues to increase. By introducing your products to this newest generation of specifiers, your brand will become a name that students know and trust—and use for years to come.



### Expand and diversify your client base

Our search tools are an increasingly favored option with design firms, both large and small. Create relationships with boutique firms your company may not normally reach.

# Who Is eLumit?

eLumit is an independently owned, industry-neutral company whose mission of providing a “one-stop shop” for lighting specifiers continues to endure after over a decade of steady growth.

Founded in 2001 by the award-winning lighting design firm Horton Lees Brogden Lighting Design Inc., eLumit was a response to the demand for accurate lighting-specific information and the need to stay current with new products in an increasingly competitive market.

## eLumit Homepage

The screenshot displays the eLumit website homepage with the following sections:

- Header:** eLumit logo and navigation links: Search, Featured Products, My eLumit, Resources, About eLumit.
- Search:** A search bar with a "Keywords:" label and a dropdown menu for "Manufacturers: Who's who" listing brands like Thousand Degrees, a-light, ALKCO, ALLSCAPE, Amerlux, Ardee Lighting, Bega, and Belfer. Below are filters for Fixture, Mounting, and Lamping, each with a "Show me" button and a dropdown menu set to "All". There are also checkboxes for "Architectural Products" and "Decorative Products", and "search" and "clear" buttons.
- Featured Application:** A photograph of the "ETERNAL TRIBUTE 9/11 Memorial" at night, showing illuminated reflecting pools and names on a parapet. Below the image is the title "ETERNAL TRIBUTE 9/11 Memorial" and a description: "The 9/11 Memorial consists of two enormous reflecting pools set within the original footprints of the fallen towers. Winona Lighting, leader in custom manufacturing, was brought on board to provide a damp label linear LED system that would run underneath the bronze names parapet and a LED submersible luminaire with low maintenance for the twin reflecting pools. More..."
- Featured Products:** A vertical list of product categories with corresponding images: Cole Lighting, LUCEPLAN, Delray Lighting, Wide-Lite, and OptoLum.
- New Manufacturer Survey:** A section titled "Vote for the next manufacturer you'd like to see on eLumit! Limited Bruck products are now available as a result of our last survey, and the rest of your votes are carried over. Keep voting often to help improve eLumit's results." It includes a list of manufacturers with radio buttons: Boyd, Gammalux, Hess, Holophone, Kim, Rambusch, Sistemlux, and Other, and a "submit" button.
- Member Login:** A section titled "Member Login" with the text "Not registered yet? Sign up now to get full access to eLumit's time-saving spec tools." It includes fields for "Username:" and "Password:", a "login" button, and a link "Forgot your password?". Below is a "Sign up now—it's free!" link.
- News:** A section titled "News" with several bullet points: "11/21 - Bruck products are now available on eLumit!", "11/14 - elliptipar products are available for specification!", "11/7 - Alkco products are now available in the search!", "10/9 - Lumenpulse products are now on eLumit!", "9/23 - Wide-Lite's products are now available on eLumit! Click here for Wide-Lite's products", "9/01 - a-light products are available in the search!", "8/03 - Litelab products are ready for specification!", "7/19 - Bega products are now available on eLumit!", "4/23 - RAB Lighting products are now available on eLumit! Click here for RAB Lighting's products", and "2/1 - eLumit welcomes Bock Lighting! Search for Bock Lighting products". The RAB Lighting logo is prominently displayed.
- Footer:** A banner for "LEARN HOW TO SPECIFY Lamp-Ballast Systems" with the SYLVANIA logo and the tagline "...THE EASY WAY".

## Featured Application – Project Detail View

Feature your project on our homepage to over 5,300 visiting architects, lighting designers, interior designers, electrical engineers, and contractors.

### Featured Application



#### Winona Lighting

WinMedia@acuitybrands.com

<http://www.winonalighting.com>

Products used in this application:

Winline Submersible 607

Winline Surface Linear 203W

#### ETERNAL TRIBUTE 9/11 Memorial

September 11, 2011 marked the ten year anniversary of the attack on the World Trade Center Towers, the Pentagon and Shanksville, Pa. For the first time in ten years, the general public has returned to the World Trade Center site, a day after the 9/11 Memorial had a dedicated opening for victims' families on the anniversary.

The 9/11 Memorial consists of two enormous reflecting pools set within the original footprints of the fallen towers. The names of 2,983 victims of the attacks of September 11, 2001 and February 23, 1993 are inscribed in bronze surrounding the two pools.

The illumination of the north and south pools, with their 30-foot cascading waterfalls and surrounding bronze names parapet, was achieved by architectural lighting design firm of Fisher Marantz Stone, New York City.

The scope of the project posed many challenges, and Paul Marantz, founder and design principal, imagined in 2005 that LEDs should be used to illuminate the pools and names parapet, which is lit from within so the light shines through the names.

At that time, a linear submersible luminaire that could be placed beneath the waterfalls and offer low maintenance, proper heat dissipation, and high output did not exist. LEDs were destined to become the preferred choice for illuminating the pools as the project developed. Marantz and Winona Lighting's Director of New Products, Ron Schimmelpfenning, began their discussions regarding what these luminaires would have to withstand and how they had to perform. Schimmelpfenning's expertise as a custom engineer provided the solutions this project needed.

Before Winona Lighting became involved, the story began with a mock up consisting of an LED fixture enclosed in a housing to protect against moisture. Dan Euser, the fountain engineer, built a 30-foot deep testing area in his Toronto backyard. Winona Lighting, leader in custom manufacturing, was brought on board to help. The company pursued LED development and committed to providing a damp label linear LED system that would run underneath the bronze names parapet and a LED submersible luminaire with low maintenance for the twin reflecting pools. Winona's patented CoolCore technology, part of

## Featured Products Newsletter

Feature your products to over 5,000 lighting specifiers with our bi-monthly newsletter. Additional targeted email blasts are available, request a quote today.

### Featured Products

eLumit regularly features a select group of products from participating manufacturers. Products are displayed in random order for a two-week time frame. Visit us often to learn the latest about lighting products!

11/10/2011 - 11/24/2011



#### Featured Cole Lighting Product L500 LED Steplites

Introducing a new line of recessed, low-profile, all stainless steel, LED Steplites. The L500 Steplite comes in four sizes. This fixture incorporates an integral driver, 3000°K CCT, and a much more affordable price. An opal glass diffuser assures a completely LED image-free appearance.

▶ [Get more information about this product](#)



[visit Cole Lighting](#)



#### Featured Wide-Lite Product AeroScape

Philips Wide-Lite AeroScape Series is a high performance LED area & site & wall mount family providing sustainable outdoor lighting solutions. AeroScape serves as true 250W & 400W HID equivalent performance solutions, while consuming up to 60% less energy. AeroScape employs Philips LEDGINE technology, offers multiple distributions, efficacies up to 86 lumens per watt and full range dimming capability. IP66 rated construction. DLC Certified. Lighting Facts labels available.

▶ [Get more information about this product](#)



[visit Wide-Lite](#)



#### Featured LUCEPLAN Product mini mini

Aluminum suspension fixture in 3 finishes: shiny white, black or aluminum. Designed in 2009, only 0.98" in diameter and made for spot lighting using either a 35W halogen or 5W LED source. An elementary adjustment system on the wire insures that the fixture is perpendicular regardless of the asymmetry of the lamp body.

▶ [Get more information about this product](#)



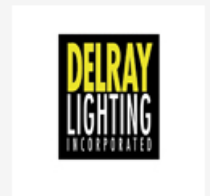
[visit LUCEPLAN](#)



#### Featured Delray Lighting Product Top

Delray Lighting's new Top bowl pendant has an opal diffuser cone made of durable, high-impact polyethylene; resistant to UV, chemicals and temperature changes. It is suspended by three 8 ft. aircraft cables with push button grippers.

▶ [Get more information about this product](#)



[visit Delray Lighting](#)

# My eLumit Project Workspace – Project List

*How professionals can manage their projects.*

## Turn leads into repeat clients

eLumit’s custom online workspace makes it simple for specifiers to get inspired by turning Featured Products into specifications. Specifiers can create and save custom projects while adapting previous projects to current ones. Once your product is in the system, it’s likely to be specified again and again.

You are logged in as [jjlee](#). [Login as another user?](#)

---

**My eLumit**

[Projects](#) ▾  
[Address Book](#)  
[Profile](#)

Add a New Project

**Projects** ⓘ

Use My eLumit to organize the products you've found into project folders. Once you have saved products to a project, you can add custom info (such as fixture type, pricing and notes) and automatically generate fixture schedules, specifications, budgets, and fixture cuts packages.

Tips:

- Use My eLumit to store "favorites" for quick future reference.
- Create a "standards" folder for fixtures you use often--then just copy fixtures as you need to new projects.

Select All   [Delete Selected Projects](#)

	Project	Last Modified	Location
<input type="checkbox"/>	<a href="#">211 Henry Retrofit</a>	11/15/2011 9:21:00 PM	New York , NY United States
<input type="checkbox"/>	<a href="#">3049 Crescent Offices</a>	11/15/2011 9:34:00 PM	Glendale , CA United States
<input type="checkbox"/>	<a href="#">Founders Community College</a>	11/15/2011 9:32:00 PM	New York , NY United States
<input type="checkbox"/>	<a href="#">Hotel 88</a>	11/15/2011 9:21:00 PM	new york , NY United States
<input type="checkbox"/>	<a href="#">Port of Long Beach</a>	11/15/2011 9:22:00 PM	Long Beach , CA United States

Select All   [Delete Selected Projects](#)

- Use My eLumit to organize the products you’ve found into project folders
- Save products to a project folder and add custom info such as fixture type, pricing and notes
- Generate fixture schedules, specifications, budgets, and fixture cuts packages

### Customize your workspace

- Use My eLumit to store “favorites” for quick future reference
- Create a “standards” folder for fixtures you use most often – then just copy fixtures to new projects

# My eLumit Project Workspace – Product View

How professionals can utilize your spec sheets.

Within the project workspace, professionals can:

1. Modify Products – select options for your products
2. Access Reps – get pricing + information
3. Produce Documents – create schedules, specifications, and spec sheet packages

## My eLumit

---

**Projects**

**Address Book**

**Profile**

Edit Product Sort Order New!

Add a Non eLumit Product

Email to Rep

Export Data New!

Create Spec Sheet Package New!

Print Schedule

Print Specifications

Print Budget

Help Manufacturers Hold Your Spec!

Yes  No

[More info...](#)

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**Lighting Incentive Program**

The Sylvania Source [Lighting Incentive Program](#) Profile web system was created to provide architects, engineers, environmental and lighting professionals access to information concerning available utility incentives related to the lighting industry.

Utilizing government and publicly available resources, together with direct contact with energy professionals, the staff monitors incentive developments for Federal, State and individual utility








**Project: 3049 Crescent Offices** ⓘ

[Modify Project](#) | [Copy Project](#) | [Send Project to Another eLumit User](#)

Location: **Glendale, CA 91214** Project Notes:

Architect/Client: **Platinum Chain**

Select All   
 [Copy Selected](#) | [Email Selected](#) | [Delete Selected](#) | [Copy Selected to Another Project](#)

<input type="checkbox"/>		<p>Type: <b>F2</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>Cole Lighting CH 170-6-*</b></p> <p>Local Rep: <b>Pilipuf Grist &amp; Associates - Elk Grove Village, IL</b></p> <p>Project Rep: <b>Southern California Illumination (SCI) - Irvine, CA</b></p> <p>Photometric Data   Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>
<input type="checkbox"/>		<p>Type: <b>F4</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>Winona Lighting 4300-36-F-*</b></p> <p>Local Rep: <b>TLS – ERICKSEN - New Berlin, WI</b></p> <p>Project Rep: <b>California Lighting Sales - Irwindale, CA</b></p> <p>Photometric Data   Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>
<input type="checkbox"/>		<p>Type: <b>F5</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>Louis Poulsen WEEBEE-C-18 LED*-*-ST-CLEAR-BEVELED</b></p> <p>Local Rep: <b>MORR-SHARP ASSOCIATES - Chicago, IL</b></p> <p>Project Rep: <b>Prudential Lighting Products - Los Angeles, CA</b></p> <p>Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>
<input type="checkbox"/>		<p>Type: <b>F6</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>USA1 9343-*-BL100-A-*</b></p> <p>Local Rep: <b>Konnerth Sales Associates LLC - Hanover Park, IL</b></p> <p>Project Rep: <b>Mar Vista Sales, Inc. - Ventura, CA</b></p> <p>Photometric Data   Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>
<input type="checkbox"/>		<p>Type: <b>F8</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>Lightolier 6706MS22U</b></p> <p>Local Rep: <b>Lightolier - Elk Grove Village, IL</b></p> <p>Project Rep: <b>Lightolier - Cerritos, CA</b></p> <p>Photometric Data   Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>
<input type="checkbox"/>		<p>Type: <b>F9</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>Wide-Lite AL3GP-150-*-CM-*</b></p> <p>Local Rep: <b>Philips Lightolier - Chicago - Rosemont, IL</b></p> <p>Project Rep: <b>Philips Lightolier - Los Angeles - Cerritos, CA</b></p> <p>Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>
<input type="checkbox"/>		<p>Type: <b>F11</b> <span style="float: right;">▶ Show/Hide Details</span></p> <p>Mfr/Cat#: <b>RAB Lighting ALED13Y-*</b></p> <p>Local Rep: <b>Electrical Marketing Group - Bensenville, IL</b></p> <p>Project Rep: <b>Agents West - Irvine, CA</b></p> <p>Mfr's Website   Product Details</p>	<p>▶ <a href="#">Modify Product</a></p> <p>📄 <a href="#">Spec Sheet</a></p>

Select All   
 [Copy Selected](#) | [Email Selected](#) | [Delete Selected](#) | [Copy Selected to Another Project](#)

# Access Your Stats

In addition to getting your products listed, featured and specified, your reports are always accessible and available for download.

With our web reporting tools, you can log in anytime, track your products performance on-site, get detailed stats on who's downloading your content and who's specifying your products.

Report dates: 10/1/2010 to 10/1/2011

SpecSheetName	Company	City	Region	PostalCode	Date	Status	Type	SpecSheetID
MEDIUM BEAM, COOL WHITE LUMENPOWER LITE 2.1 LINEAR	Univ Nebraska Omaha	-	NE	68102	2/8/2011 3:27:00 PM	Success	Spec sheet	21422
SQUARE TILE 4X4	eLumit	-	NY	10002	2/15/2011 5:01:00 PM	Success(local copy)	Spec sheet	13167
RECTANGULAR TILES 12X36	eLumit	-	NY	10002	2/24/2011 1:53:00 PM	Success(local copy)	Spec sheet	13183
RECTANGULAR TILE 2X36	eLumit	-	NY	10002	2/24/2011 1:56:00 PM	Success(local copy)	Spec sheet	13178
RECTANGULAR TILE 2X12	eLumit	-	NY	10002	2/25/2011 4:35:00 PM	Success(local copy)	Spec sheet	13176
SQUARE TILE 12X12	eLumit	-	NY	10002	2/25/2011 4:45:00 PM	Success(local copy)	Spec sheet	13170
RECTANGULAR TILE 2X12	eLumit	-	NY	10002	2/26/2011 4:10:00 PM	Success(local copy)	Spec sheet	13176
RECTANGULAR TILE 2X12	eLumit	-	NY	10002	2/26/2011 4:21:00 PM	Success(local copy)	Spec sheet	13176
SQUARE TILE 4X4	eLumit	-	NY	10002	2/26/2011 7:55:00 PM	Success(local copy)	Spec sheet	13167
					2/28/2011 10:40:00 AM	Success(local copy)	Spec sheet	13170
					2/28/2011 10:41:00 AM	Success(local copy)	Spec sheet	13176
					2/28/2011 11:07:00 AM	Success(local copy)	Spec sheet	13187
					2/28/2011 11:08:00 AM	Success(local copy)	Spec sheet	13177
					2/28/2011 11:09:00 AM	Success(local copy)	Spec sheet	13184
					2/28/2011 11:11:00 AM	Success(local copy)	Spec sheet	22181
					2/28/2011 11:12:00 AM	Success(local copy)	Spec sheet	22176
					2/28/2011 11:13:00 AM	Success(local copy)	Spec sheet	22179
					2/28/2011 11:14:00 AM	Success(local copy)	Spec sheet	13189

ProjectName	Address	City	State	Released	BidDate	ConstructionDate	FixtureType	FixtureSpec	Budget/FixtureQty	Unit	Notes	Specifier/Company	ZipCode	RepAgencyName
Landscape lighting	-	Boston	MA	N			LED Tyle Copy	LW-SL333015--LW-UFT-GCU-*	0			Mazon Lighting Design	02118	The Reflex Lighting Group, Inc. South Boston, MA
Landscape lighting	-	Boston	MA	N			LED Tyle	LW-SL333015--LW-UFT-GCU-*	0			Mazon Lighting Design	02118	The Reflex Lighting Group, Inc. South Boston, MA
gotham	-	nyc	NY	N			In-grid LED downlight	LW-UUTC-*	0			NYIT	11779	Apex Lighting Solutions Middletown, CT
											1. Fixture shall dim. 2. Fixture mounts on the underside of canopy. See architectural drawings for mounting details.			

## Product Exposure and Usage Summary

For reporting period: 10/1/2010 to 10/1/2011

Manufacturer: **LightWild**

[Log out >](#)

### Clickthroughs from Product Detail and Search Results

Spec Sheet	Photometry	Mfr. Website	Email Assoc.	Email Mfr.	My eLumit Projects Saves
165 0% of site total	117 2% of site total	164	0	0 0% of site total	9 0% of site total

[View Product Exposure and Usage Detail for same reporting period >](#)

[View Project Specifications for same reporting period >](#)

[Back to Statistics Home](#)

# See who else is on eLumit

Assert your brand's presence among other top manufacturers.

**Osram Sylvania**

**RAB Lighting**

**Winona Lighting**

**Philips WideLite**

**Mark Architectural Lighting**

**B-K Lighting**

**Prudential Lighting**

**Peerless Lighting**

**Bock Lighting**

**Delray Lighting**

**Birchwood Lighting**

**USAI**

**Gotham Lighting**

**designplan**

**Cole Lighting**

**Starfire Lighting**

**Louis Poulsen**

**Dreamscape Lighting**

**Visa Lighting**

**LightWild**

**Lusio**

**OptoLum**

**Traxon Technologies**

**TEKA Illumination**

**Corelite**

**RSA**

**Portfolio**

**Lumiere**

**Iris**

**IO LED**

**InVUE**

**Luceplan**

For a full list of manufacturers on eLumit, visit <http://www.elumit.com/manufacturers.aspx>