



Be *'Light Years' Ahead...*

How The O'Hanlon Group can help set your agency apart through effective lighting design assistance

What We Do

- Provide lighting design assistance on an hourly basis to reps, *for presentation to the specifier, lighting designer and design/build contractor markets*
- We utilize *Lighting Analysts' AGi32* design software and provide empirical data (calculated illuminance or luminance) and rendered and raytraced images, in addition to other data points
- Deliver an effective and telling visual lighting story, often saving the cost of a mock-up
- Provide the results in a timely fashion

A hallway with a dark red wall and a carpet featuring blue racing numbers. Three framed paintings of horse racing are displayed on the wall. The largest painting on the right shows a horse race in progress with jockeys in colorful silks and horses in motion. Red numbers are overlaid on the painting, representing race times or positions. The numbers include 7.9, 14.6, 11.0, 11.7, 7.7, 9.9, 10.1, 9.8, 6.0, 6.8, 7.8, 7.8, 5.1, 5.8, 6.4, and 6.7. The other two paintings show horses in motion, one with a jockey in blue and white silks.

Our Experience...

- Over 3 decades as a lighting rep
- Son of an agency principal and founding agency principal from 1990 to 2017
- *Lighting Analysts'* AGi32 user since 1995
- We 'speak the language' of lighting and bring a thorough understanding of the lighting industry's rep and manufacturer communication and sales channels



What We Deliver...

- Lighting design assistance from the simple to the complex as a deliverable from your company (logo, address, contact, etc.) to your client as a report, DWG file or both
- Rendered, raytraced and pseudo-color images to more fully reveal the effects and impacts of your luminaire recommendations
- Additional data points can include statistical areas, LPD, MLO or LEED SSc6 compliance, LED color-changing and CCT impacts
- Include specific design elements (flooring & carpet, paint & wallcovering, artwork, etc.) all fully evident in rendered and raytraced images
- Incorporate SketchUp™ objects into the design to more fully understand how lighting impacts the design
- Greater demand for your in-house expertise!



What We Don't Do...

- We will NOT work with multiple clients on the same project; only with the firm who initially engaged us
- We will NOT work independently of our client, but we're always happy to work in concert with your project's design influences
- Recommend a product without our client's ok
- Fail to communicate with you

A modern office interior with a round white table and several grey chairs. The room has large windows and a long, narrow light fixture on the ceiling. A dark vertical bar is visible in the foreground.

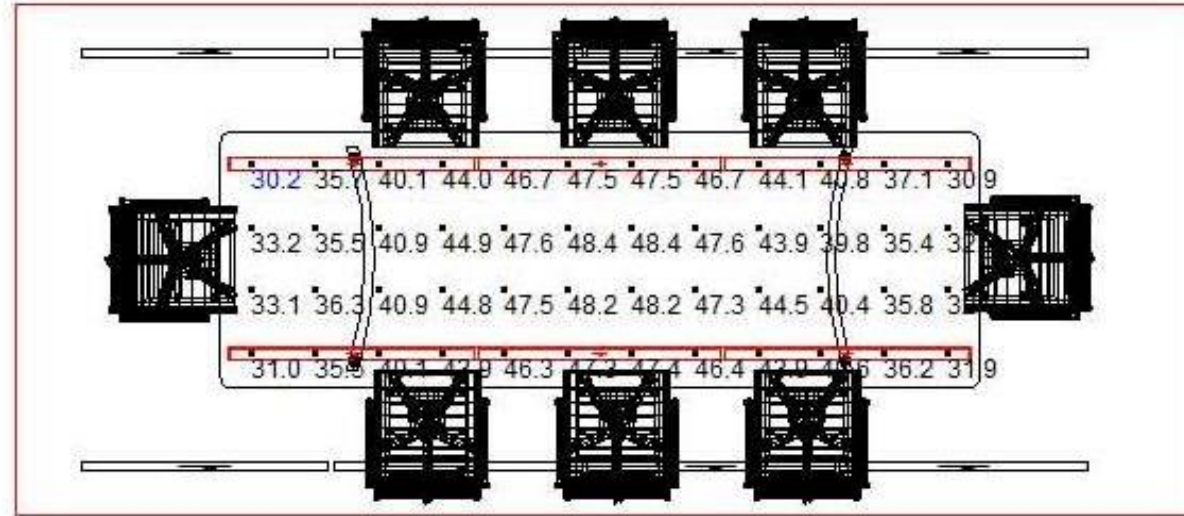
So Why Engage Us?..

- We deliver both empirical and graphical lighting information which is accurate and realistic
- We decrease your company's dependency on manufacturers' Applications departments, whom are often backlogged and unable to react to the need for a fast-track turnaround
- Your company and staff maintain a focus on your primary workaday tasks
- We're competitively priced; our fee can easily be built into any project pricing
- We want to make you love what you provide your client!



Let's get started!..

- We need only any of the following:
 - ACAD dwg file (the most useful format)
 - Basic dimensions (LxWxH)
 - PDF (tho' less useful than a dwg file)
 - Physical address for Google Earth reference
 - Suggested luminaires with IES file or mfr. website link to photometric files



24ft

From the somewhat meaningful...



To the *dramatically* meaningful...



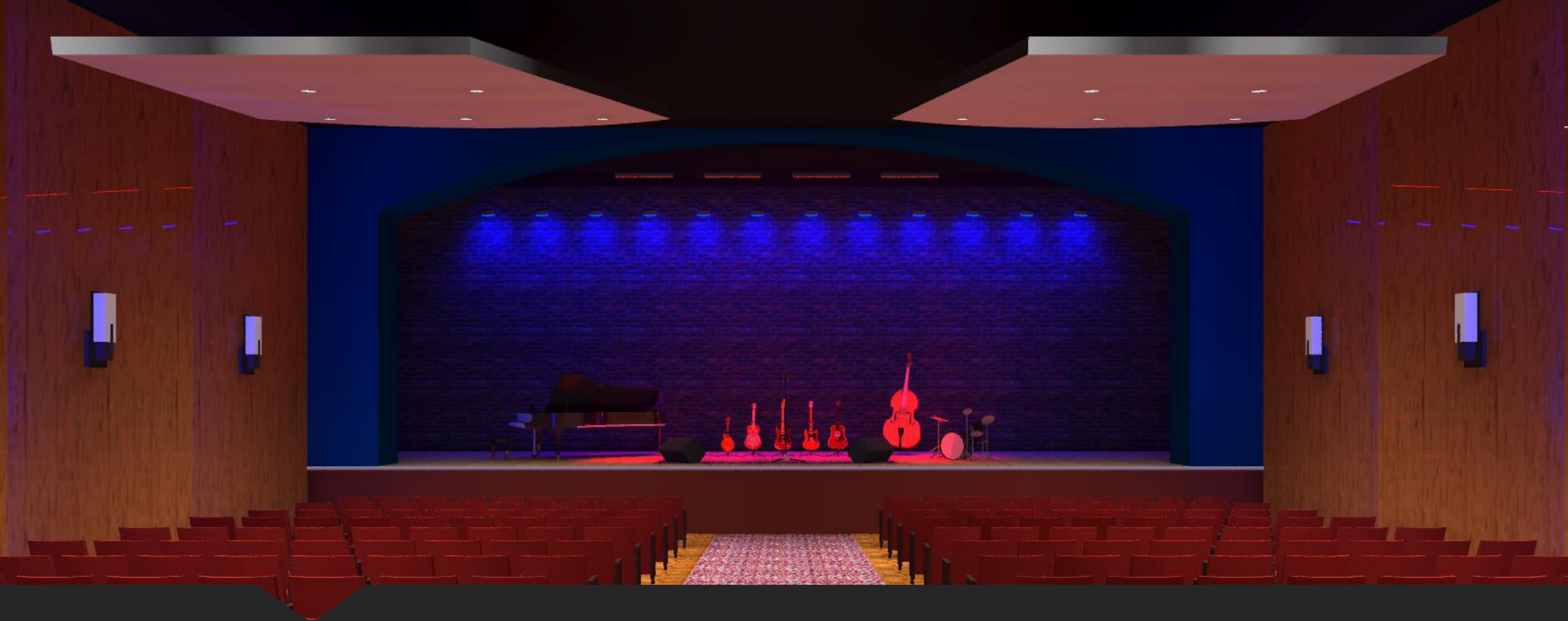
Color Temperature Impacts



Consider the possibilities...



Interior / Theater Lobby *(with LED color effects)*



Interior / Theater Seating *(Scene #1)*



Interior / Theater Seating (Scene #2)



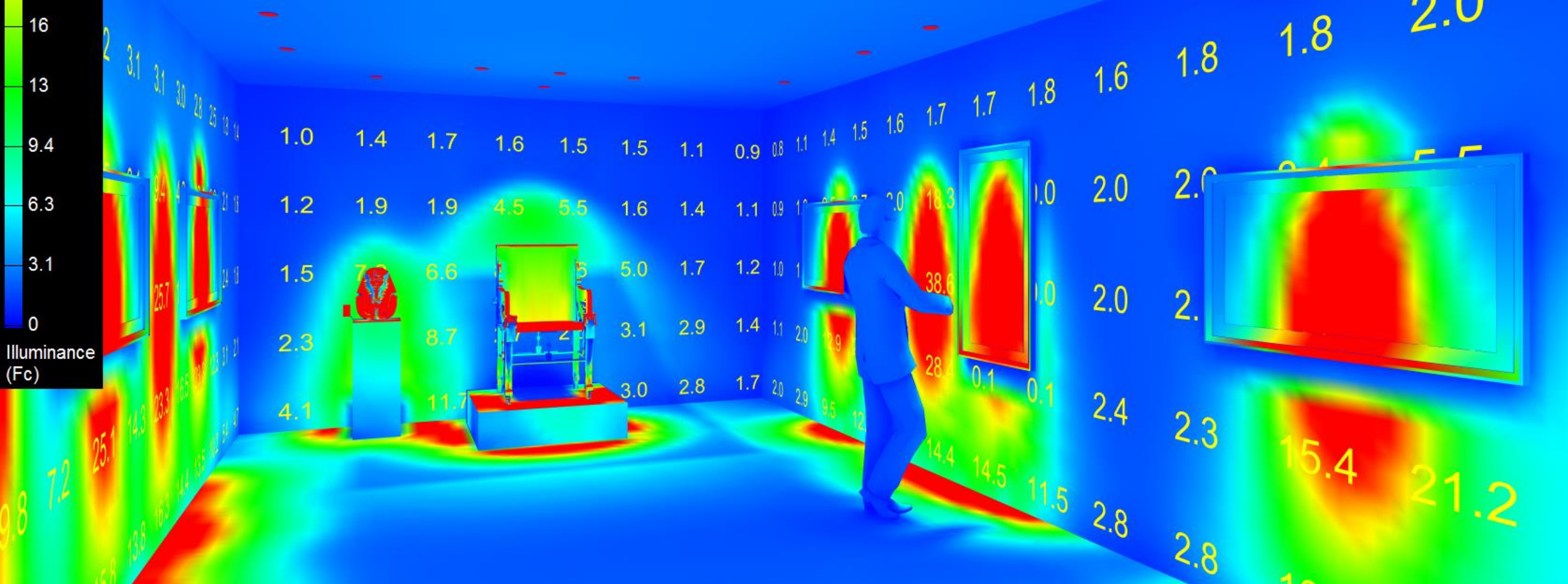
Interior / Call Center



Interior / Office Lease Space *(Daylight Study)*



Interior / Gallery & Museum *(Grayscale Render)*



Interior / Gallery & Museum *(20FC RGB Render)*



Interior / Gallery & Museum *(Vertical Illuminance Render)*



Interior / Gallery & Museum *(Final Raytrace)*



Interior / Gallery & Museum

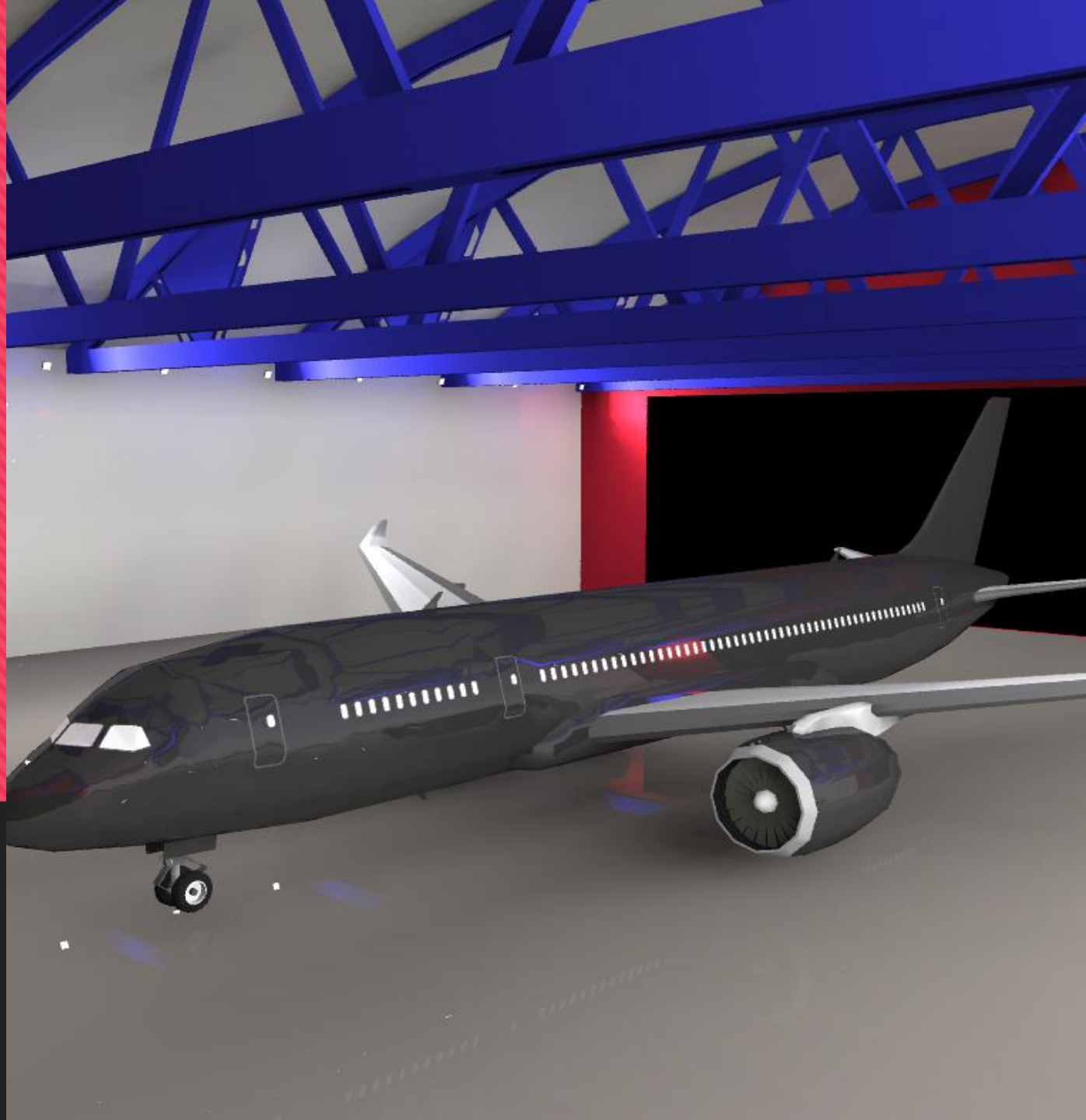


Interior / Gallery & Museum



Interior / Industrial *(Racking impacts considered)*

Interior / Industrial





Interior / Industrial (Render)



Interior / Industrial (Raytrace)

Exterior / Landscape Lighting





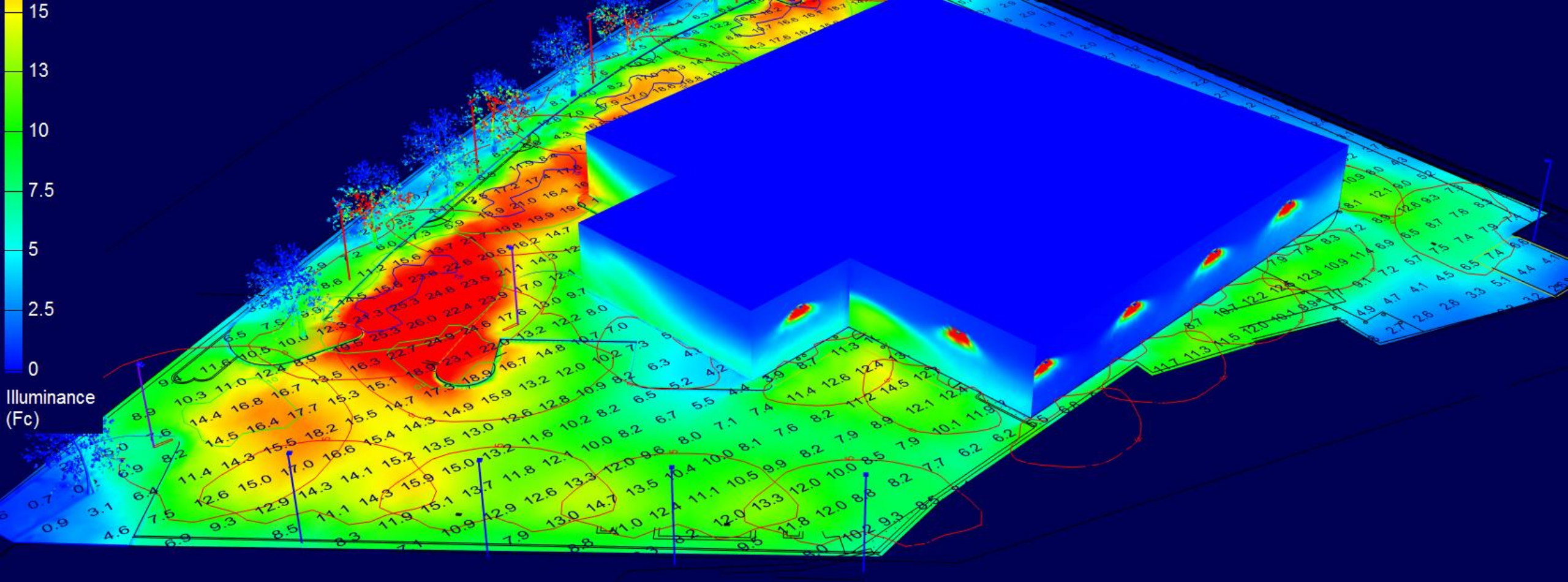
Exterior / Landscape Lighting

Exterior / Landscape Lighting



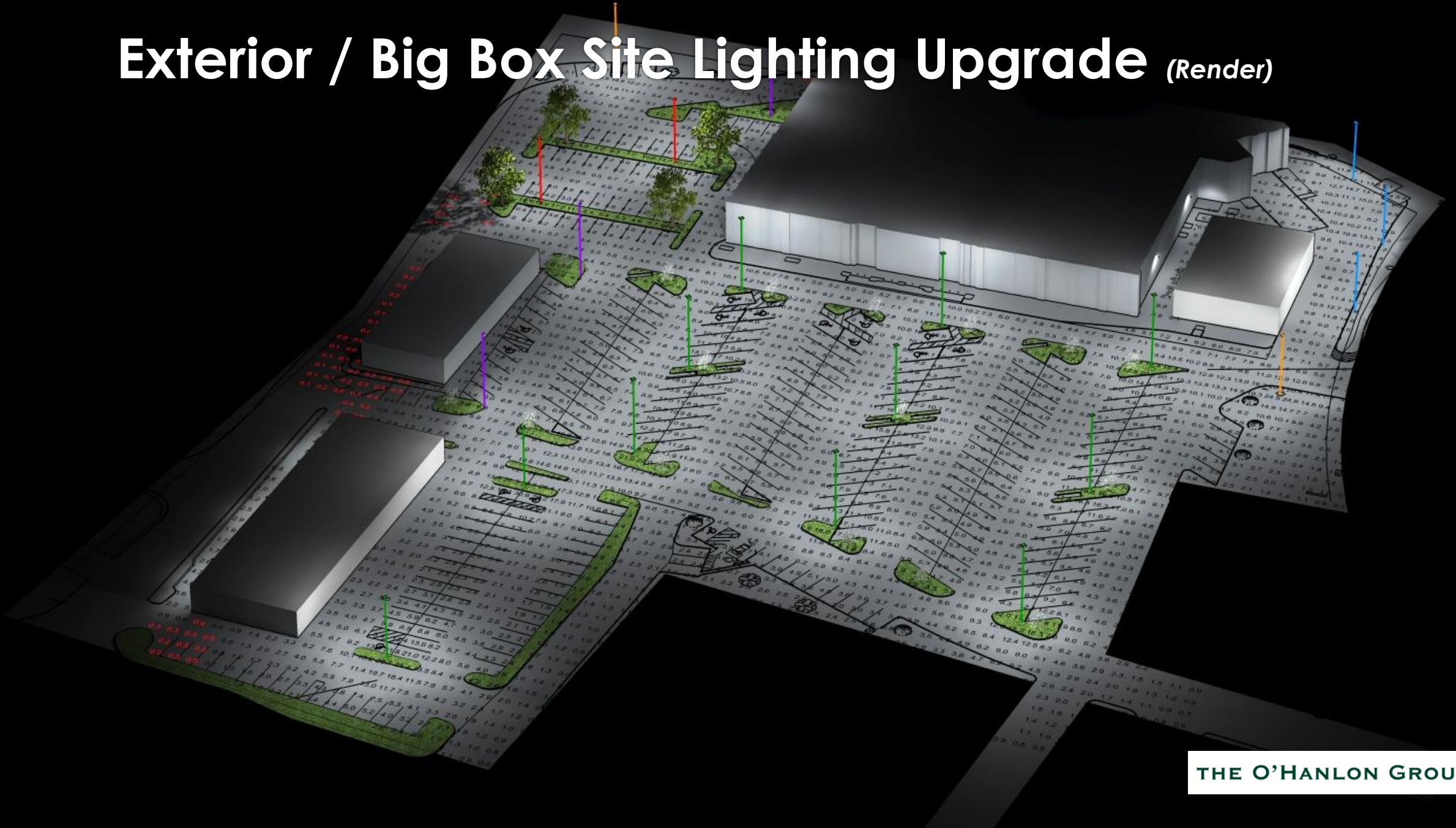
A 3D architectural rendering of a modern building with a dark, flat roof and light-colored walls. The building is situated on a site with a topographic map overlay, showing contour lines and elevation data. Several trees are planted around the building. A large red speech bubble is overlaid on the right side of the image, containing the text 'Exterior / Automotive Site Lighting (New or existing)'.

Exterior / Automotive Site Lighting *(New or existing)*



Exterior / Automotive Site Lighting *(RGB Render)*

Exterior / Big Box Site Lighting Upgrade (Render)



Proposed LED Lighting System

Parking Area #2
Footcandle values @ 1' AFG
Illuminance (Fc)
Average = 1.60
Maximum = 3.0
Minimum = 0.3
Avg/Min Ratio = 5.33
Max/Min Ratio = 10.00

Parking Area #3
Footcandle values @ 1' AFG
Illuminance (Fc)
Average = 2.23
Maximum = 4.1
Minimum = 1.1
Avg/Min Ratio = 2.03
Max/Min Ratio = 3.73

Parking Area #4
Footcandle values @ 1' AFG
Illuminance (Fc)
Average = 2.35
Maximum = 3.8
Minimum = 0.6
Avg/Min Ratio = 3.92
Max/Min Ratio = 6.33

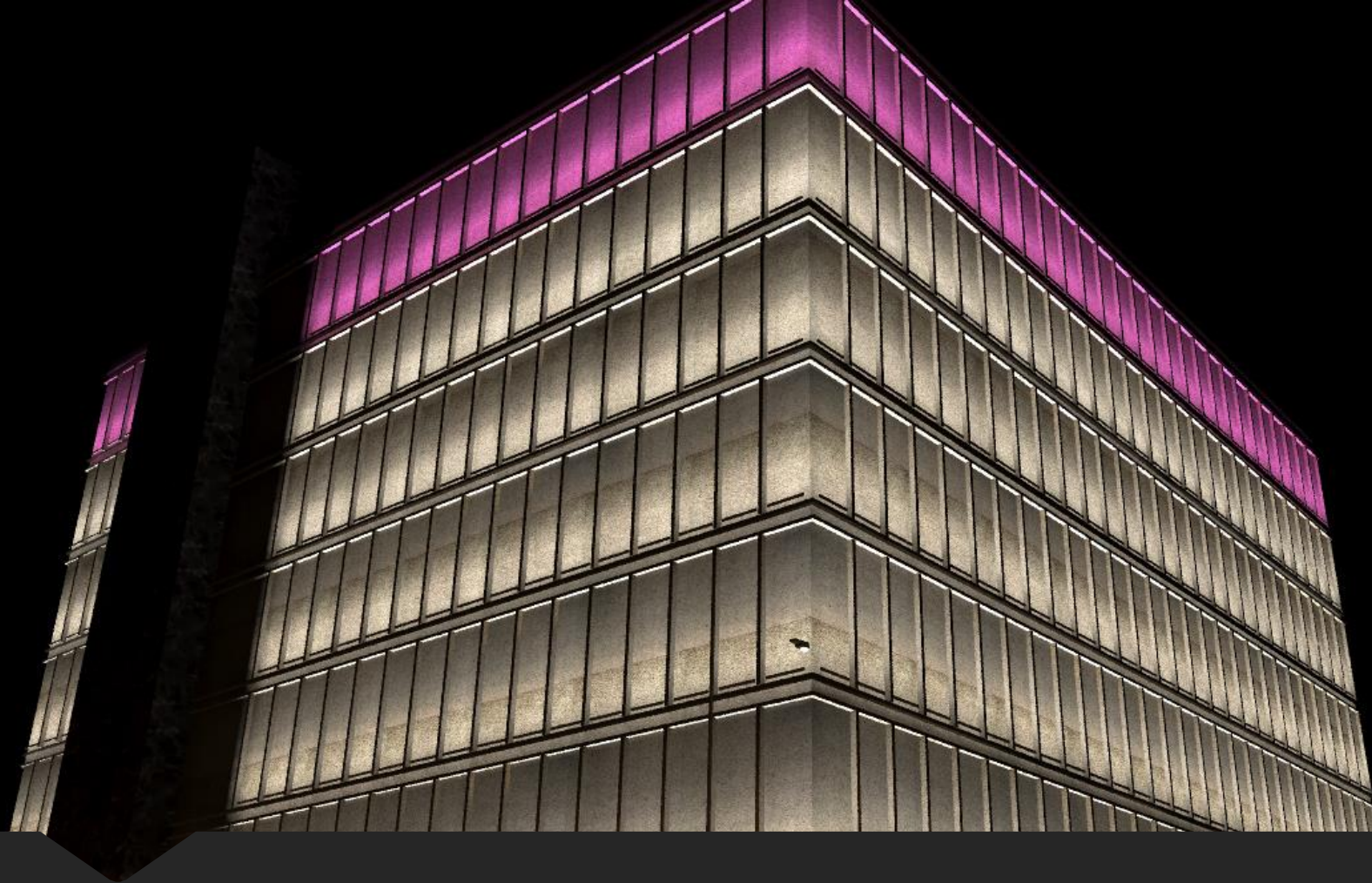
Parking Area #5
Footcandle values @ 1' AFG
Illuminance (Fc)
Average = 2.20
Maximum = 3.4
Minimum = 0.7
Avg/Min Ratio = 3.14
Max/Min Ratio = 4.86

Parking Area #1
Footcandle values @ 1' AFG
Illuminance (Fc)
Average = 1.60
Maximum = 3.0
Minimum = 0.3
Avg/Min Ratio = 5.33
Max/Min Ratio = 10.00

Exterior / Site Lighting Upgrades *(Using GoogleEarth©)*



Exterior / Architectural Lighting



Exterior / Architectural Lighting



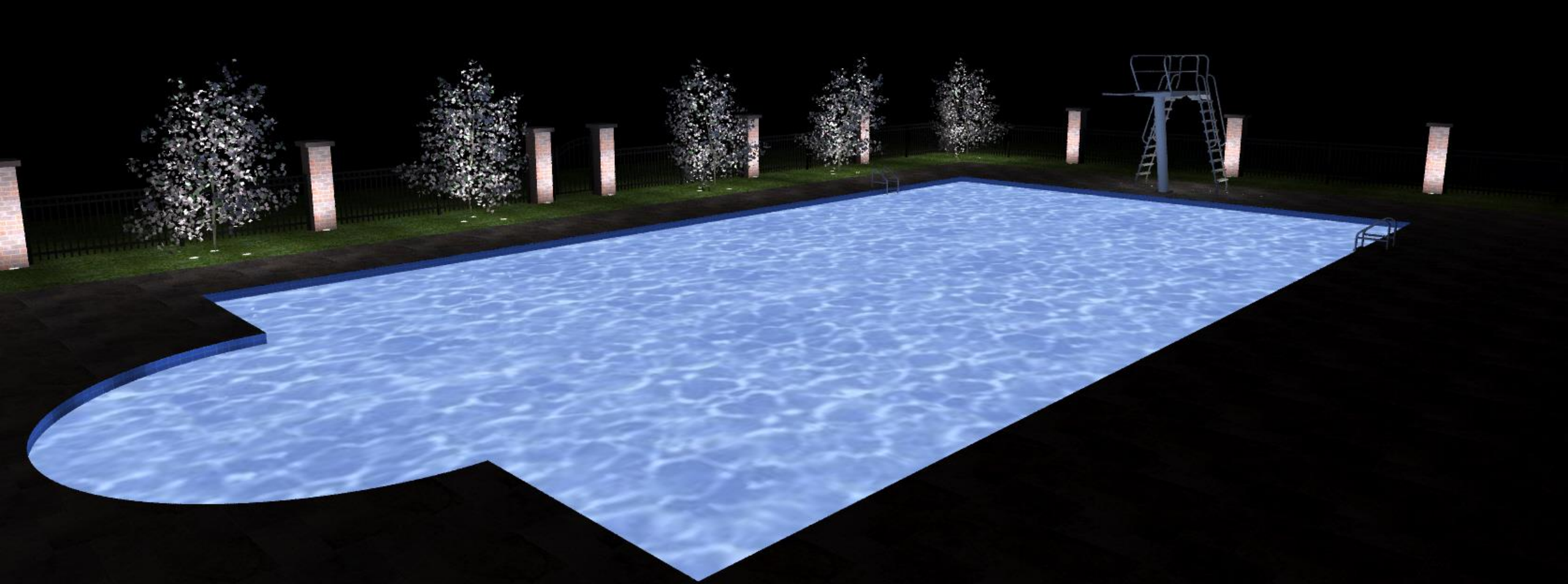
Interior / Residential

(Render with illuminance values shown)



Interior / Residential

(Final raytrace image)



Exterior / Residential

Additional Services / Newsletters

A newsletter campaign of items such as manufacturer product launches, recent staff hires, product line additions, in-house agency design services and others, **delivered in a brief, concise format**, can expand your agency's market visibility, and thus create greater demand for products and services.

Targeting these to specific influences such as your architecture / landscape architecture, interior design, Electrical Engineering communities among others, allows your agency to focus lighting and control products to these specific audience(s).

Additional Services / PowerPoint™ Presentations

A well-formatted, smart-in-appearance PowerPoint presentation should be an informative, and we think an entertaining tool, for educating your market influences, be it owner, specifier, contractor, distributor or others.

OHG can create effective presentations tailored to your agency's target audience with smart graphics, meaningful new product introduction, product marketing strategies, your in-house design capabilities (with images included), among many others.

Additional Services / Website Text Development

We're **not** website developers, but we can author the text for your agency's new or updated web presence, greatly reducing the time often required by subcontracted website designers to "create" the language for an industry they may know little or nothing about.

THE O'HANLON GROUP 

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