

EnergyWatch



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Happy New Year



[AULD LANG SYNE by Sissel - YouTube \(youtube-nocookie.com\)](https://www.youtube.com/watch?v=...)

Something to Think About... *Content Marketing Goes Mobile by Bill Attardi* – Mobile has become today’s brave new marketing frontier, especially for offerings courting younger consumers. Mobile devices are very personal, ever-present, and always on. They like to call them SmartPhones! That makes them an ideal medium for obtaining quick responses to individualized, time-sensitive offers when moments matter. No question, our mobile devices dominate our interactive lives, and you don’t have to be a millennial to know it. So what do you think, are they important to your content marketing strategies? Should they be?

SmartPhone. What is that? Why do we still call it a “phone” at all when only 10% of the time it is used as a long-distance communication device, per Alexander Graham Bell. Growing up we had one of those in the house.....just one with a dial. We used it 100% of the time to receive or make a call. That’s it. Well, times are a changin. Now it’s an entertainment / shopping / anything apps device. In academia, a disruptive innovation is a **discontinuous market shift from the few to the many**. I have eight (8) grandkids....they all have cell phones, sorry, SmartPhones! Over 5 billion across the globe have them.

Mobile devices will dominate content marketing strategies. Allow me to explain, content marketing is the practice of sharing content relevant to your target audience to build trusting relationships, increasing brand awareness, sales, engagement, and loyalty. Compelling content may include any media created with the intent of educating or entertaining your audience and the content that you put out into the world is more important than ever.

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Not unlike traditional marketing, mobile content marketing is meant to build brand loyalty to your products, improve engagement with your customers, and still most certainly to increase sales. We teach at the graduate level that going mobile doesn't mean just putting your marketing plan on a smaller screen. All of us, even the non-millennials, are running around, in a hurry, moving & shaking, on the go and want things quickly and hassle-free. Access is king!

If you buy in so far, my suggestion is that mobile content marketing must do these things:

1. **Content must be SIMPLE:** a clear and simple call to action. You just cannot get all the content you want on a mobile screen even if it folds.. You really have to be good at more with less. Focus on messages that entice them to download your app, or to view that video that visually sells your value proposition, or to click on that link with more detailed content. Your target audience is most likely walking and/or talking when they get a glimpse of your text or tweet, so don't make them overthink it. Just tell them the one thing you want them to do, and if there is a need, they'll do it. Remember, only if your target customer has a need will they pay attention to your message.
2. **Integrated Marketing Communications (IMC):** bring it all together in a clear, organized way. Carefully integrate and coordinate the content message about the organization and offering across the many communications channels to not only your target customers but to your employees and stakeholders as well. Engage, entertain, inform and persuade to action.....
3. **Must be QUICK: instant gratification is just not quick enough these days.** Download now. Watch the video. Visit our website. Order now. Provide a link that is quick and easy to access. A quick effective message is all you need to get their attention and the desired response. Even the larger mobile screens can't handle a lot of stuff, so don't add it to your mobile content.
4. **Must create RELEVANCY: how many emails, text messages, tweets, posts, ads do you get every day?** With me, it's hundreds... it's getting harder and harder to access the things we actually care about. Things I don't care about get directed to the junk file. Make sure your content doesn't suffer this fate. The best way to be relevant is to think about what people do on their devices. Are you talking to your target audience that need your products and services? Are you solving problems, not just selling stuff? Do you matter to your mobile users? If you do, they will listen....
5. **Must measure the RESULTS:** it's a digital game...the analytics are there. Evaluate how you are doing. Open rate, hits, click rate, unique clicks, visitors: new & returning, referrals, SEO, etc. Do more of what works, change what doesn't. Very important in the era of Big Data. Oh, hire a Millennial, they live in a world we don't....

Let me close with a quote from “Content is King” — Essay by Bill Gates 1996

“The television revolution that began half a century ago spawned a number of industries, including the manufacturing of TV sets, but the long-term winners were those who used the medium to deliver information and entertainment. Those who succeed will propel the Internet forward as a marketplace of ideas, experiences, and products - a marketplace of content.”

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National LED EnergyWatch...

1. ***Judge Is Staying with the New York Yankees on a \$360 Million, Nine-Year Contract*** - The Yankees made a long-term offer to Judge before last season that was worth \$213.5 million over seven years from 2023-29. But the outfielder turned it down in the hours before opening day in April. The 6-foot-7 Judge bet on himself — and won. He surpassed two other Yankees, Babe Ruth with 60 set in 1927, and Roger Maris' AL home run mark of 61 set in 1961, now Aaron Judge with 62 in 2022 while powering New York to an AL East title. He also tied for the major league lead with 131 RBIs and just missed a Triple Crown by 5 points with a .311 batting average and became the first AL MVP for the Yankees since Alex Rodriguez in 2007. Ya think he WON! It was the Yankee legacy and maybe the money that kept him in the Bronx. I'm a happy man...GO YANKEES!

2. ***Dodge: Commercial Real Estate Downturn to Slow Construction Starts in 2023*** - High interest rates have begun to take their toll on key construction industry measurements, said Richard Branch, chief economist at Dodge, in a press release. But Branch remains upbeat that a downturn in the construction industry this time around will not be as dire as the Great Recession from more than a decade ago.
 - Total U.S. construction starts will drop 3% when adjusted for inflation to clock in at \$1.08 trillion next year, according to the 2023 Dodge Construction Outlook.
 - The report pegs commercial starts, such as retail, office, warehouse and hotel projects, to fall 13% in 2023 when adjusted for inflation, led by pullbacks in the warehouse and office sectors.
 - Public funding will support manufacturing and infrastructure activity, but a slow economic growth environment will weigh heavily on the residential and commercial sectors, according to the report.
 - Branch also expects single-family starts to drop about 5% next year when adjusted for inflation. [Commercial real estate downturn to slow construction starts in 2023 | Construction Dive](#)

3. ***Construction Starts Dip 18%, Still +14% for the Year*** - Total construction starts fell 18% in November to a seasonally adjusted annual rate of \$926.3 billion, according to Dodge Construction Network. During the month, nonresidential building starts lost 25%, nonbuilding shed 21%, and residential starts dropped 5%. Year-to-date, total construction starts were 14% higher in the first 11 months of 2022 compared to the same period of 2021. Nonresidential building starts rose 36% over the year, residential starts were down 1%, and nonbuilding starts were up 16%. Richard Branch, chief economist for Dodge Construction Network: “Higher interest rates and fear of recession are first and foremost on the mind of most builders and developers, and potentially restraining starts activity.” [Construction Starts Dip 18%, Still +14% for the Year \(inside.lighting\)](#)

4. ***Horticultural Lighting Market to Grow as Three More States Legalize Recreational Cannabis*** - The November mid-term elections were not just politically consequential. They also ushered in cannabis legalization in Maryland and Missouri. Earlier this year, Rhode Island's legislature and governor enacted legislation legalizing recreational cannabis. These latest three states bring the number of states with legalized recreational cannabis to 21, plus Washington, D.C. and Guam. That doesn't include the 37 states with legalized medical marijuana. Read more about the status of cannabis legalization across the US [here](#). [LightNOW: News and Opinion for the Lighting Industry \(lightnowblog.com\)](#)



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5. ***U.S. DOE Proposes Major Increase in General Service Lamp Efficacy Requirements*** - Earlier this week, the US Department of Energy (DOE) proposed a new energy efficiency standard for General Service Lamps (GSL). The new standard would impact an enormous variety of lamps, including A-lamps (CFL & LED), directional R & PAR lamps, and LED tubes (TLEDs). The proposed rule significantly raises the minimum lightbulb efficiency level, from 45 to over 120 lumens per watt for the most common bulbs. Right now it is still a proposal, but odds are good that some version of the proposal will become binding regulations in the US. Canada has a policy of trying to harmonize their appliance energy efficiency regulations with the US DOE, so it is also likely that Canada would eventually follow any final standard that DOE enacts. By my reading of DOE's proposal, this new GSL standard would become effective in mid-2027, in 4.5 years. The full DOE Notice of Proposed Rulemaking (NOPR) can be found [here](#). [U.S. DOE Proposes Major Increase In General Service Lamp Efficacy Requirements | LightNOW \(lightnowblog.com\)](#)
6. ***The DOE L-Prize Prototype Phase "Intent to Submit" Deadline is January 13, 2023*** - The Prototype Phase introduces two tracks, one for luminaires and the other for connected systems, and competitors are invited to submit working prototypes for evaluation. A total prize pool of \$2 million for this phase will be split among up to six competitors across the two tracks.
- Visit the L-Prize website and register on the [HeroX platform](#). Click on "Solve this Challenge" and accept the competitor agreement in order to access the full capabilities of the website.
 - Click on "Begin Entry" and complete the Intent to Submit form, providing a brief description of your intended luminaire or connected system. You do not need to have your complete submission package ready at this time. The complete submission package is due in May 2023; see the [L-Prize Official Rules](#) for more details.
7. ***RESEARCH: General Lighting Market Forecast to Grow by \$50 Billion*** - Research and Markets unveils in its new report *Global General Lighting Market 2023-2027* that the general market is expected to grow by \$50.7 billion and accelerate at a CAGR of 6.97% during the forecast period. The report, intended to be a holistic analysis of the market, covers vendor analysis of approximately 25 vendors, market size, trends, growth drivers and challenges. The expected growth is due to changes surrounding LEDs and energy-efficient lighting solutions such as a decline in LED manufacturing costs; a growth in demand for energy-efficient technology; and a growth in demand for LEDs in the automotive sector. The report is broken into three categories: Products, Applications and Geographical Locations. Full report at: www.researchandmarkets.com
8. ***Innovation and Options in Commercial Lighting Are on the Rise by Claire Swedberg*** - Lighting controls, sustainability, illumination quality and circadian health have been considerations in the past decade for commercial lighting systems. Today, other challenges have emerged, including supply chain delays, a preference for domestically made products and rising costs. There are more products than ever making up the growing market, and while that can be challenging, it also offers opportunities, said Erik Milz, vice president of product strategy and management at Cree Lighting, Racine, Wis. The choice provides greater flexibility for contractors and distributors. For projects where contractors are able to choose products, they find themselves with lots of options, including lighting fixtures designed to meet very specific needs, to those built for flexibility or "selectability," and ultimately products that boast fewer supply chain problems than others. Driving these changes is an overall rise in awareness of LED lighting and the benefits of better light. <https://www.ecmag.com>



- 9. FSG Sign Installs AT&T Stadium Signage for Dallas Cowboys** - In 2008, the Dallas Cowboys were preparing to open their new Cowboys Stadium, located in Arlington, Texas. In 2013, AT&T acquired naming rights to the stadium and rechristened the complex AT&T Stadium. A complete re-branding of the facility was therefore necessary for both the stadium and the surrounding parking lots. For both of these immense projects, the Cowboys and AT&T looked to the FSG Signs team from Facility Solutions Group. The size, scope, and grandeur of the facility demanded the signage installation and re-branding both reflect the stadium's immense scale, while also retaining the refinement of a world-class sporting venue. The interior of the stadium, some three million square feet, posed an even greater challenge. FSG Signs designed, fabricated, and installed the rooftop logos and lettering that properly turned Cowboys Stadium into AT&T Stadium. The task was filled with tight deadlines and extraordinary engineering challenges, but the FSG team delivered. Since then, FSG has gone on to brand and re-brand other NFL stadiums and sporting venues, both for AT&T and other sponsoring organizations. FSG has helped businesses improve and maintain their facilities while saving time, money and energy. FSG Signs: <https://www1.fsgi.com/signs>
<https://www.youtube.com/watch?v=Zyn0ATpDxQ&t=4s>
- 10. CES 2023 is January 5-8, 2023, in Las Vegas, Nevada** - CES is the largest and most influential technology event where every aspect of the tech sector is represented. According to the CES 2023 website, "this is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage." CES Industry Attendee registration includes access to the CES 2023 exhibit floor, keynote addresses, Great Minds sessions and select conference programming as well as access to the CES Digital Venue. [Registration Information \(ces.tech\)](https://ces.tech)
- 11. Newly Announced Dates for LDI 2023 - The new show dates are as follows:** Expo: December 3 - 5, 2023; Conference: November 30 - December 5, 2023. LDI will move into the new West Hall at the Las Vegas Convention Center for the first time in 2023. [DSE](#) will also be held in West Hall next door to LDI on the same dates to provide more synergy with those shows. [Home | LDI Show](#)
- 12. LiDAR Reaches the Passenger Car Market** - It's with good reason that many equate LiDAR with autonomous vehicles. For those who aren't familiar with the technology's traditional applications—think geology, robotics and aviation—the acronym, which stands for "light detection and ranging," became a buzzword when self-driving cars began to enter the marketplace. The technology uses near-infrared light to detect the shapes of objects, helping cars "see" other road users, like pedestrians and cyclists, without the help of GPS or a network connection. According to Volvo, their new EV's LiDAR system (manufactured by Luminar) has a range of 250 meters (820 ft) with the ability to detect "something as small and dark as a tire on a black road 120 meters (394 ft) ahead," all while driving at highway speeds. [Back to the Future - Illuminating Engineering Society % \(ies.org\)](https://ies.org)
- 13. 2023 IALD Awards Opens for Submissions** - The IALD is calling all individual lighting designers, or lighting design teams, with a permanent architectural lighting design solution completed after January 1, 2021, to submit to the longest running international lighting design awards program. Celebrating its 40th year, the International Lighting Design Awards will be accepting entries from both IALD members and non-members through January 31, 2023, with a late-entry deadline of February 15, 2023. Visit the official Call for Entries Portal at [International Association of Lighting Designers - 40th Annual IALD International Lighting Design Awards \(secure-platform.com\)](https://secure-platform.com)



- 14. *Smart Lighting Can Aid Aging in Place*** - By 2050, the number of older adults aged 50 and older is expected to double, comprising 20% of the total US population. The overwhelming majority want to age in place, but experts say the current housing stock is ill-equipped to handle those desires. Lighting can be controlled based on motion through simple solutions that only require the replacement of a light switch in many cases. Combined with circadian lighting, this can also facilitate better sleep schedules which can improve occupant well-being as well as alertness, potentially reducing chances of accidents for those aging in place. [Smart Lighting Can Aid Aging In Place | LightNOW \(lightnowblog.com\)](#)
- 15. *Home Depot Makes Major Solar Purchase from National Grid*** - Home Depot recently purchased 100MW of solar energy from National Grid Renewables at its solar and storage project in Denton County, TX. This electricity will generate the approximate equivalent of nearly 8% of The Home Depot's total electricity usage, according to the press release. The solar farm is National Grid Renewables' largest solar energy project to date, and its first utility-scale energy storage project. Home Depot plans to produce or procure 100% renewable electricity equivalent to the electricity needs for all of its facilities by 2030. [Home Depot Makes Major Solar Purchase from National Grid | Electrical Wholesaling \(ewweb.com\)](#)
- 16. *DOE Launches EAS-E Prize to Accelerate Equitable, Affordable, and Simple Solutions for Home Electrification*** - The American-Made Equitable and Affordable Solutions to Electrification Prize (EAS-E Prize) is offering \$2.4 million in cash prizes and technical assistance vouchers to innovators who can help simplify the electrification processes for contractors and implementers. In Phase 1 of the prize, teams will submit a concept paper that summarizes how their solution will address affordable electrification. Up to five finalists will be awarded \$5,000 in cash prizes and \$75,000 in technical assistance vouchers to advance their solution. In Phase 2, teams will evaluate the market and commercial viability of the solution and demonstrate functional prototype solutions. The grand prize winner will receive a cash prize of \$1 million. [DOE Launches EAS-E Prize to Accelerate Equitable, Affordable, and Simple Solutions for Home Electrification | Department of Energy](#)
- 17. *BTO Releases BENEFIT 2022/23 Funding Opportunity for Innovations that Electrify, Optimize, and Decarbonize Building Operations*** - The U.S. Department of Energy's Building Technologies Office (BTO) announced its **Buildings Energy Efficiency Frontiers & Innovation Technologies (BENEFIT) – 2022/23** funding opportunity announcement (FOA). This FOA will invest up to \$45 million across five topic areas to research and develop high-impact, cost-effective technologies and building retrofit practices that will reduce carbon emissions, improve flexibility and resilience, and lower energy costs. BENEFIT 2022/23 will spur innovations in air conditioning, space heating, water heating; thermal and battery storage; plug loads and lighting; and the building envelope that have significant potential for equitable carbon savings, through building electrification, energy efficiency, and demand flexibility. <https://www.energy.gov>
- 18. *New Consortium Promotes PoE Benefits*** - Seven smart-building companies have joined forces to bring more attention to the value of Power over Ethernet (PoE) lighting and technology by creating the PoE Consortium. Their collective mission is to educate stakeholders on the benefits of PoE over traditional high-voltage electrical infrastructure, including more interoperability for smart buildings. The founding members of the PoE Consortium at: [New Consortium Promotes PoE Benefits \(lightingcontrolsassociation.org\)](#)



19. Lighting Controls Association: Year in Review - The Lighting Controls Association was founded as a council of NEMA back in 2001 to promote adoption of lighting controls through education. Today, the association continues to make a demonstrable difference in supporting public expertise in selecting, designing, installing, and operating lighting control systems. The LCA is supported by 24 leading manufacturers of lighting controls. This article outlines the LCA's accomplishments in 2022 and offers a preview of what's to come in 2023: [Lighting Controls Association: Year in Review](#)



20. CLTC Researchers Residential Energy & Automation Systems - The California Lighting Technology Center (CLTC) is excited to kick off research into today's Residential Energy & Automation (REA) Systems in collaboration with California's statewide electric emerging technologies program, [CalNEXT](#). REA systems combine home-energy monitoring features with automated appliance management and control of distributed energy resources (DER) such as electric vehicle (EV) chargers, rooftop solar panels, and stationary battery energy storage (BES). These new systems have significant potential to advance residential energy efficiency and peak demand reductions. Curious about CLTC's research in this area? Read Cori Jackson's [November 2022 LD+A Research article](#) to learn more.

21. Request for Proposals: Light Pollution and Energy Efficiency - The [DesignLights Consortium](#) (DLC) has released a request for proposals for a consultant to conduct an exploratory analysis using application examples and retrofit scenarios to analyze the impacts on annual energy costs and savings for LUNA qualified luminaires compared to non-LUNA luminaires. Proposals will be accepted until **January 27, 2023**. Respondents may submit questions about this RFP until January 5, 2023 via email to Stephen White, contact information within the pdf document. Please [download the RFP](#) for full details. [Request for Proposals: Light Pollution and Energy Efficiency – lightED \(lightedmag.com\)](#)

22. New Report Details Progress on Energy Efficiency - According to the report, efficiency investments since 1980 have reduced annual energy expenditures in the U.S. by nearly \$800 billion and driven down energy consumption per household by 16%. By prioritizing energy efficiency investments through implementation of recently passed federal legislation like the Inflation Reduction Act, states and federal agencies can cut energy costs, improve energy resilience, and reduce carbon emissions. [Energy Efficiency Impact Report – Why Energy Efficiency Matters](#)

23. U.S. Commercial Building Energy Intensity Decreased 12% From 2012 to 2018 - The recently released 2018 [Commercial Buildings Energy Consumption Survey \(CBECS\)](#) by the U.S. Energy Information Administration (EIA) found that the total floorspace in commercial buildings had increased but energy consumption had not, compared with the last survey analyzing commercial building energy use, in 2012. This difference indicates that the consumption per square foot (energy intensity) had decreased, which means that its efficiency has likely increased. The 2018 data showed a decrease in energy intensity of 12% since 2012, from 80,000 Btu per square foot to 70,600 Btu per square foot. Between 2012 and 2018, electricity intensity decreased 14%, and natural gas intensity decreased 11%. [U.S. Commercial Building Energy Intensity Decreased 12% From 2012 to 2018 | LightNOW \(lightnowblog.com\)](#)



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Global LED EnergyWatch...

- 24. *Smart Lighting Market to Rise 18% by 2030*** - As per the recent market research study published by P&S Intelligence, the global [smart lighting market](#) garnered \$10,600.8 million in 2021, and it is projected to generate \$47,674.3 million in 2030, rising at a rate of 18.2% from 2021 to 2030. It is ascribed to the surging demand for energy-efficient lighting, especially LEDs, and the development of smart cities. The availability of a wide range of features, including energy usage monitoring, automatic on/off, and Bluetooth, Wi-Fi, and ZigBee connectivity, along with the rising adoption of IoT devices and smart assistant platforms, propels the smart lighting demand. Among all kinds of hardware, lighting control captures the largest industry share, led by the rising count of technological advancements and transformations in smart lighting system controls. Get the sample pages of this report: <https://www.psmarketresearch.com/market-analysis/smart-lighting-market/report-sample>
- 25. *ABB Publishes Industrial Energy Efficiency Playbook*** - ABB launched the Energy Efficiency Movement in 2021. It's a global forum of around 200 organizations sharing ideas, best practices and commitments to create a more energy-efficient world. The Energy Efficiency Movement's "*Industrial Energy Efficiency Playbook*" includes 10 actions (see infographic below) that a business can take to improve its energy efficiency, reduce energy costs and lower emissions right now. It focuses on mature, widely available technology solutions that will deliver rapid results and ROI – and are capable of being deployed at scale. Business leaders and experts wanting to learn more about reducing their energy costs and carbon emissions are invited to join a special panel event that dives deep on the opportunities presented in the report and how to capitalize on them. The event will take place at 4 p.m. Central European Time / 10 a.m. Eastern on Tuesday, Dec. 13, and will be available afterward as video on demand. [Click here to register.](#) [ABB Publishes Industrial Energy Efficiency Playbook | Electrical Wholesaling \(ewweb.com\)](#)
- 26. *Automotive Forward Lighting - OBF X*** - Automotive LEDs have proved their value in forward lighting for several years at the premium end of the market. Compared to the traditional halogen lamp technology which dominated the headlamp market earlier in the 21st century. But system cost has proved to be a barrier to adoption. Now, however, the introduction of new, hyper-efficient automotive LEDs, the OSOLON® Black Flat X series from ams OSRAM, marks the crossing of a cost/performance threshold. This new LED achieves even higher levels of both luminous flux output and efficacy than earlier OSOLON Black Flat products. This enables automotive OEMs to so substantially reduce the amount of material and number of components in a forward lighting unit that the cost of an LED-based headlamp becomes competitive with that of a conventional halogen unit, while offering the superior features, reliability and performance for which LED technology is well known. [Automotive Forward Lighting - OBF X - LEDinside](#)
- 27. *What Is Ultra Wideband and What Could It Mean for Lighting?*** - Ultra Wideband (UWB) is a wireless communication protocol that operates over short distances, much like Wi-Fi and Bluetooth. What makes it different is that the technology operates in the higher frequency bands of radio waves and across a wide bandwidth, hence the name. It has some useful and unique abilities, such as being able to monitor the position of and exchange information with other UWB devices in the area, which is why you're likely to see UWB in more and more devices. [LightNOW: News and Opinion for the Lighting Industry \(lightnowblog.com\)](#)



28. Samsung Sets Up Largest Indoor LED Cube Installation in the Swiss Life Arena - The Swiss Life Arena is now the most modern ice hockey arena in Switzerland, thanks to Samsung's largest indoor



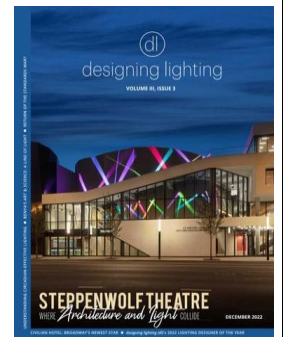
LED display cube in all of Europe. The Swiss Life Arena not only gets the new display but also gets modernized and revamped hardware and software, along with technical support. Samsung's innovative technology made it possible for the Swiss Life Arena to meet the National Hockey League (NHL) standards, a level typically only achieved by North American arenas. France is getting a similar treatment, as the South Korean electronics giant has installed Europe's largest circular LED signage at the Futuroscope theme park in

Poitiers, France. Samsung has been steadily expanding its visual display milestones; most recently, it provided display technology to Citi Field and SoFi Stadium. [Samsung sets up largest indoor LED Cube installation in the Swiss Life Arena - LEDinside](#)

29. Absen Puts on Match-Winning Performance at FIFA Football World Cup - Recognised as the world's single most viewed and followed sporting event, the FIFA World Cup tops the leader board as the world's most prestigious sporting tournament. With LED displays playing a central role in the all-important fan experience. The fans attending the eight stadiums and the global live broadcast audience are experiencing the very latest innovations in LED displays for sport. LED displays regularly play a central role supporting nearly all major sporting events, such as football, cricket, rugby, basketball, volleyball, American football, baseball, ice hockey, and tennis. Supplying the match day experience in the form of information and content not just for the attending fans, but for the fans watching remotely, the fast-paced on-field action must be matched by high quality performant screens capable of rapid image switching, for quick-paced high-definition broadcast. [ABSEN PUTS ON MATCH-WINNING PERFORMANCE AT FIFA FOOTBALL WORLD CUP - LEDinside](#)

30. Acquisition of Hyperion Boosts Presence of Midstream Lighting in Horticulture - The U.K.'s Midstream Lighting has bolstered its horticultural lighting offerings, acquiring Britain's Hyperion Grow Lights for an undisclosed amount. The move marks the second change of hands for Hyperion in the last three years. Privately held Midstream is combining Hyperion's latest luminaires with its existing horticultural line — including The Flare — and will sell them under the "Hyperion by Midstream Lighting" banner. Now, with its fortified operations, Midstream will face a conundrum that the horticultural lighting industry in general is wrestling with. While LED lighting augurs significant savings in energy bills, some growers cannot afford the upfront capital expenditure. [Acquisition of Hyperion boosts presence of Midstream Lighting in horticulture | LEDs Magazine](#)

31. designing lighting – Brentwood, US - designing lighting is focused on the Business of Lighting Design™ and provides business information to the lighting design community. In addition to the website, designing lighting publishes bi-monthly online magazines featuring original content, interviews within the community and highlights successful and award-winning lighting designs. Each day, more than 300,000 pages of content are uploaded to Issuu, allowing readers worldwide access to discover and engage with more of what they love, from magazines and newspapers to portfolios and catalogs. [DEC 2022 by designing lighting - Issuu](#)



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LED Technology Watch...

32. EW's Top 5 LED Picks for December, 2022 - Congratulations to the product managers and marketing teams from Acclaim Lighting, Earthtronics, Kichler Lighting, SLG Lighting and Sylvania for having their LED products selected as one of Electrical Wholesaling's Top 5 Product Picks this month. Do you have a LED lighting product you would like considered for one of our future Top 10 galleries? Send to Jim Lucy, at jlucy@endeavorb2b.com [EW's Top 5 LED Picks for December, 2022 | Electrical Wholesaling \(ewweb.com\)](#)

33. LEDVANCE LINK Wireless Lighting Solution - LEDVANCE LINK is a contractor-friendly, wireless-connected lighting solution with Bluetooth mesh technology that is simple, flexible, and cost-effective. It's designed for contractors who want to offer their customers the convenience and energy efficiency of the latest lighting solutions without the hassle and expense of additional wiring or complicated gateways. Using just a few key components, an installer can tailor a LEDVANCE LINK lighting control solution to the exact needs of a customer. For new installations, there are network-ready, connected luminaires. For retrofits, there are field installable plug-and-play controllers, sensors, and accessories for a wide range of compatible luminaires. [LEDVANCE LINK™ Bluetooth® Mesh Technology | LEDVANCE LINK Lighting Control Solution \(ledvanceus.com\)](#)



34. Sylvania and Quarkstar Present Concord Equinox - The New Vision of Downlight - Concord Equinox is Sylvania Lighting's next generation premium luminaire that uses QuarkStar's award-winning light refraction technology. The product delivers a high-end lighting solution that re-invents how downlights can be used by architects and lighting designers and revolutionises how spaces are lit. Concord Equinox is an ideal solution for office, hospitality, and retail environments. The product has been designed to offer an alternative to traditional downlights, matching their conventional sizes, but providing direct and indirect light distribution. The luminaire offers trim and trimless versions for installation in plaster ceilings. It delivers up to 2500 lumens with low glare of UGR<19 and high efficiency of up to 125lm/W with CRI90 LED chips for excellent colour rendering. [Sylvania | Home : LED Lighting Solutions - Sylvania Lighting \(sylvania-lighting.com\)](#)
Interesting video: [Concord Equinox - The new vision of Downlight - YouTube](#)

35. Fulham Launches Inventive CCT- and Power-Selectable 120V DirectAC LED Retrofit Kits -



Fulham is pleased to introduce new and inventive on-PCB options on its latest VividHorse brand dedicated 120V DirectAC LED light engines and retrofit kits. Four new ENERGY STAR® 2.2 listed models are available – 3 rounds and 1 linear – suitable for open or fully enclosed luminaires with plastic and glass lenses. All four have the ability to be field-set to either 2700K, 3000K, 3500K, 4000K or 5000K via a toggle switch. The two highest-powered round modules also have the ability to be set to one of two power/lumen output settings. These complete kits are cULus Classified and make it easy to achieve the desired lighting effect with the fewest SKUs and with the greatest of ease. For specs and further details, visit: [AC LED Light Engines | Modules | Fulham](#)



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Monthly Special Feature... *Global Smart Lighting Market to Rise 18% by 2030 -*

As per the recent market research study published by P&S Intelligence, the [smart lighting market](#) garnered \$10,600.8 million in 2021, and it is projected to generate \$47,674.3 million in 2030, rising at a rate of 18.2% from 2021 to 2030. It is ascribed to the surging demand for energy-efficient lighting, especially LEDs, and the development of smart cities.

In an average house, lighting consumes around 15% of the total electricity, and the usage of LEDs can save \$225 in energy bills. The availability of a wide range of features, including energy usage monitoring, automatic on/off, and Bluetooth, Wi-Fi, and ZigBee connectivity, along with the rising adoption of IoT devices and smart assistant platforms, propels the smart lighting demand.

Get the sample pages of this report: <https://www.psmarketresearch.com/market-analysis/smart-lighting-market/report-sample> The new installation category captures an approximately 60% industry share, led by the strong focus on removing conventional lighting systems from the mainstream and installing novel lamps and associated controls in their stead. This trend is easily visible in the newly constructed industrial, commercial, and residential spaces.

Among all kinds of hardware, lighting control captures the largest industry share, led by the rising count of technological advancements and transformations in smart lighting system controls.

LEDs will continue to experience the fastest growth in the smart lighting industry, driven by the technological advancements in LED lighting. The industry is also propelled by the rising consumer awareness of the advantages of more-energy-efficient and reliable lighting sources over the conventional incandescent lamps.

Wireless connectivity is massively preferred among consumers who need small-range connections; thus, its usage will continue to be higher in the coming years. Wireless technologies, including SmartThings, ZigBee, Wi-Fi, Bluetooth, and Z-Wave, connect lighting fixtures with smartphone apps, to provide remote control.

Smart lighting is utilized in both indoor and outdoor applications, of which indoor application dominates the industry. Further, among the three major sectors, the usage of smart lighting for interior applications in the residential sector is projected to experience a high growth rate in the coming years. This would be due to the increasing popularity of fixtures and smart bulbs that can be controlled by users with a smartphone.

Europe Is Strongest Catalyst for Global Smart Lighting Revolution

- Europe holds the largest industry share, and it is projected to generate approximately \$18 billion in 2030.
- This is credited to the growing tech-enabled workspace adoption and acceptance of standard protocols for lighting control systems.
- North America captures the next-significant industry share, ascribed to the rising adoption of smart and energy-efficient solutions to resolve the lighting and high energy bill issues.
- APAC is projected to experience massive development in the market because of the growing residential and commercial illumination demand. The surging investments in smart city projects are also expected to boost the industry growth. <https://lightedmag.com/smart-lighting-market-to-rise-18-by-2030/>

Browse detailed report on [Smart Lighting Market Share, Development and Demand Forecast to 2030](#)



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