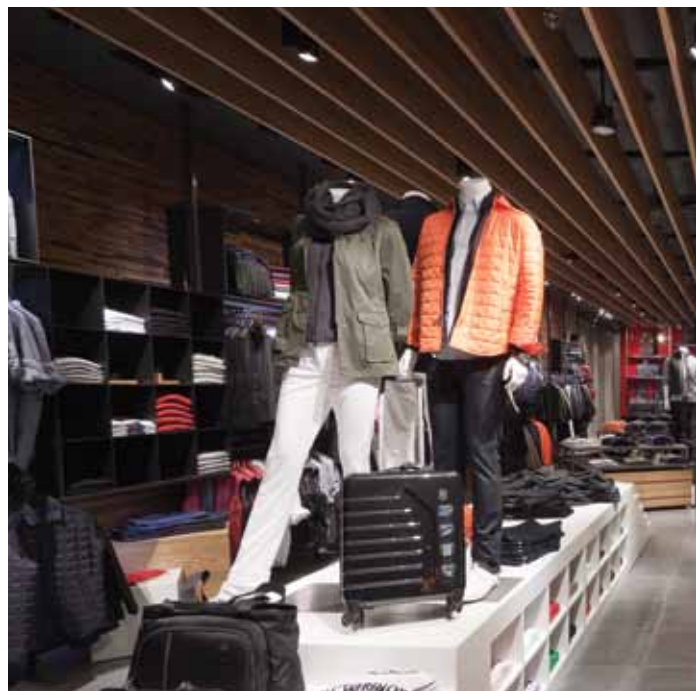


Retail

LED Lighting Solutions



LED LIGHTING SOLUTIONS THAT WORK

Save Energy, Increase Store Revenue and Provide Customers a Better Place To Shop

As the LED movement forges ahead in the retail industry, see how LED lighting technology will reduce energy and operating costs, improve ambiance and the look of merchandise, while reducing your stores environmental footprint. Intense Lighting's LED technology will take visual merchandising to a new level bringing out the vibrant colors, patterns and textures of your merchandise.

Lighting generates the highest energy costs for retailers, and inefficient lighting systems drive up the costs for air conditioning and cooling of the sales floors. Sustainable LED lighting, which generates no forward heat, keeps everything running cool.

Equally important as the energy savings is the flexibility that Intense Lighting offers when designing a comfortable environment for your customers. The Intense Lighting retail product collection features an industry-leading selection of optics, LED color temperatures, CRI options designed to illuminate the most upscale merchandise. Whether your store is moving into the sleek linear European styling or the warm colors of boutique retailing, Intense offers the flexibility you need.



WHY INTENSE LIGHTING?

COLLECTION

Intense Lighting offers an industry leading collection of lighting products, with a wide selection of Track Accent, Track Wall Wash, Recessed Multiples, Recessed Retractable and Recessed Downlights. Our family of products provide a full palette of options to create an inviting and comfortable environment for your customers. Flexibility is key when working in a retail environment. Consumer buying trends are constantly changing and requiring fluid modifications for displays, products and visual merchandising to be easily adjusted. Our comprehensive line of adjustable products make future modifications easy to meet your changing needs.



COMMITMENT

All Intense Lighting's interior LED luminaires are offered with the Intense 10-Year LED Warranty. A robust design, state-of-the-art engineering, strong partnerships with leading solid-state component suppliers and a rigorous testing regimen are all factors that help make our products so reliable. In turn, it gives our customers the long-term quality they have come to expect from Intense Lighting.

CONSISTENCY

LED technology requires strict control to offer consistent color temperature, color rendering and beam control. Intense Lighting guarantees consistency because we utilize similar LED light engines throughout all our product lines. Intense Lighting provides consistency, whether you select a recessed down light, an accent track head or a multiple recessed product. Each product line features multiple color temperature options, CRI options and optics.



CRI IS THE MEASUREMENT OF VIBRANT AND TRUE COLORS

LED technology requires strict control to offer consistent color temperature, color rendering and beam control. Color Rendering Index (CRI) is measured on a scale from 0 to 100, with 100 being the best. Our collection is available in three CRI options, 82, 92 and the Ultra 97 CRI when color rendering is critical. The 92 CRI option is only available in 2700K and 3000K. The 92 CRI delivers a premium high color rendering LED light source, well above average for LED technology.



RACK & PERIMETER



DESIGNER HINT

The purpose of lighting is to establish image.

Enhance product color, sparkle or texture to encourage lingering, examination and impulse buying.

WALL WASH LIGHTING

Well-designed wall wash lighting will draw the customers from the aisles to the merchandising space. Properly illuminated, the merchandise will accurately display color and texture of the products. Wall-washing makes a space look and feel larger by uniformly illuminating broad vertical surfaces.

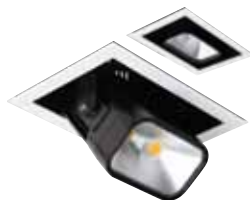
Our award winning MBW2 Wall Wash provides two high output LED arrays delivering powerful uniform, vertical and horizontal illumination. We have a complete collection for your needs. From our sleek MB-LED track to our compact and powerful recessed multiples, Intense offers a wide range of Wall Wash products. European designed precision reflectors create unparalleled vertical uniformity to bathe the merchandise in even illumination.



MBW2



MBWSX2



ICL-MBW2



Use accent lighting to establish a hierarchy of importance.

Since the eye is attracted to the brightest object in the field of view and then to the next brightest object, provide the highest wattage with the tightest focus on the most important items or areas of the store.

DESIGNER HINT



ACCENT LIGHTING

Accent lighting provides higher levels of light on select products. Lighting levels should be three times that of surrounding areas, four times for high-end retail environments. Accent lighting establishes the importance of certain objects through the use of contrast, and highlights the form, texture and color of the merchandise providing an extra dimension.

Featuring our attractive new OB1 track head with five beam spread options for all your display needs. Compact yet powerful with two lumen packages to choose from. Intense luminaires feature fine-tuned optics that offer precision beam control and high CBCP. Complete with Active Cooling to ensure a long life for the LEDs. High CRI, is available on all Intense products insuring crisp and accurate colors are revealed for all products.



MB3



OB1



ICL-MBS

DISPLAY WINDOWS



DESIGNER HINT

A window has only 2.5 seconds to capture the attention of a pedestrian.

Lighting is a key determination of price point in a customer's mind. People associate fluorescent lights with lower price points and associate dramatic lighting and spotlights with higher price points. Stunning and effective window displays are the key motivation to drawing potential customers into the store.

ACCENT & SPOTLIGHTING

The display window is where you introduce your brand to the audience. Use shadow and light to make an item "pop" to the passerby. The architecture and lighting design need to work together to capture their attention. That space must take every opportunity to show the shop's brand and product offering. It is not the brightest display that gets the most attention but the one that touches the observer, and here lighting plays an essential role.

Our MB-LED track series includes flexible accent lighting and precise spotlights for high drama within the window display. With four beam spreads to specify, including narrow flood to wide flood options and a precise 16° beam spread for spotlighting. Unparalleled CBCP offers tight spotlighting creating visual excitement for your most important merchandise. Precision optics are uniquely constructed to intentionally regress the position of the LED array. This provides the best possible shielding and glare control while delivering crisp, bright light.



MBHS



MBSX2



ICL-SR-OBL

AMBIENT LIGHTING

High-end applications usually consist of subtle ambient lighting.

Portraying a feeling of an intimate, personal and subdued ambiance. Intermediate lighting designs are very similar to high-end type applications. Usually the ambient light levels are higher and accent lighting is not used as extensively. Intermediate applications include kitchen stores, gourmet food, stationary stores to name a few.

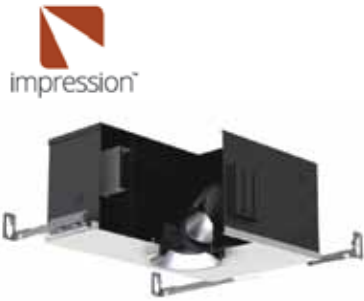
DESIGNER HINT



RECESSED DOWNLIGHTING

Ambient lighting provides minimal and even illumination throughout the retail environment. Delivering light to the circulation areas, check out areas and anywhere staff performs daily duties. The combination of accent lighting and ambient lighting should provide enough illumination to examine the texture of products and also read their labels.

Intense lighting offers a wide variety of recessed downlighting including the newest Impression™ series offering a family of LED products including adjustable accent lights and downlights to include the flexibility you need in your changing retail environment.



IL-ARTR / RTRA300



RP6

THE LED PAYBACK

	1600LM MB LED	39W PAR30 METAL HALIDE	39W T4 METAL HALIDE
System Wattage:	27W	44W	42W
Delivered Lumens:	1692lm	1800lm	1950lm
Efficacy (lpw):	63 lpw	41 lpw	46 lpw
Lamp Life (hrs):	50,000 hrs	10,000 hrs	10,000 hrs
Annual Operating Cost: (\$/Kwh) x (w) x (hrs.) / 1000	\$19.08	\$30.97	\$29.56
Energy Cost : (100 Units Per Store Over 5 Years)	\$19,080	\$30,970	\$29,560
Maintenance Lamp Changes:	0 Times	10 Times	10 Times
Lifetime Maintenance Cost:	\$0	\$8,500	\$8,500
Total Lifetime Cost:	\$19,080	\$39,470	\$38,060

LED Savings Over Metal Halide

\$20,390 total lifetime savings over 39W PAR30MH

\$18,980 total lifetime savings over 39W T4

Based on 100 fixtures per store, over 10 years. Energy rate (\$/kwh): \$0.16 Annual Operation hours = 4,400 Luminaire cost not included.



LED BASICS

What is an LED?

A light emitting diode (LED) is a semiconductor device that emits visible light. Unlike ordinary metal halide or incandescent lamps, LEDs do not have a filament that burns out or produces a great amount of heat. The reduction in heat and elimination of UV are the reasons that LEDs will not fade colors or materials. They do not put out forward heat like other lamp sources. Making them ideal for the retail environment.

Why do they last 50,000 hours?

Because LEDs do not have a filament which breaks down after years of heating up and cooling down, LEDs have a substantially longer life. The rating of our LEDs is at least 50,000 hours. Which is twelve years when illuminated twelve hours per day. The end of life of an LED is considered when the initial lumen output has diminished 30% from its initial lumen output. LEDs do not burn out like traditional lamps, they just get dimmer over time. Imagine for the next twelve years that you do not have to change out a light bulb! Saving maintenance and inconvenience to your customers.

What is CCT and CRI?

Color Correlated Temperature (CCT) and Color Rendering Index (CRI) are both important characteristics in any type of lighting. Not just LEDs. CCT defines the warmth or coolness of any white light. 2700K defines a warmish white light, like you bedside lamp with a traditional A-Lamp bulb. 4100K is much cooler and whiter looking, very clean. Both have their places, 2700K is ideal for a warm romantic retail store displaying bedding, and 4100K is ideal for jewelry stores.

CRI defines how true and vibrant colors are visualized when illuminated by a light source. A low CRI rating will falsely display clothing colors. They may look muted, or reds may look more towards a peach color.



LED PRODUCTS FOR THE RETAIL ENVIRONMENT

ACCENT LIGHTING



MB
Vertical
Round Accent



MBH
Horizontal
Round Accent



MBS
Vertical Soft
Square Accent

WALL WASH LIGHTING



MBW2
Vertical
Wall Wash



MBWH2
Horizontal
Wall Wash



MBWS
Vertical Soft
Square Flood



ICL-SR-OBL
Orbis LED Multiple
Accent



ICL-MBW2
MBW2 Retractable
Wall Wash

ARCHITECTURAL LED RECESSED



**IMPRESSION
LED DOWNLIGHT**
Round or Square
Trim or Trimless



**IMPRESSION
LED ADJUSTABLE**
Round or Square
Trim or Trimless

TRACK LIGHTING

PLURIS MULTIPLES

DOWNLIGHTS



MBHS
Horizontal Soft
Square Accent



MBSX2
Twin Soft Square
Accent



MB3
Vertical
Round Accent



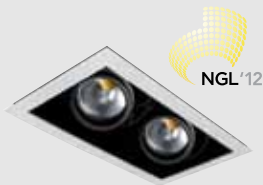
OB1
Orbis LED Accent



MBWHS
Horizontal Soft
Square Flood



MBWSX2
Twin Soft Square Flood



ICL-LED1600
Pluris Multiple
Accent



ICL-MBS
MBS Retractable
Wall Wash



**IMPRESSION
LED WALL WASH**
Round or Square
Trim or Trimless



RP4
4" Architectural LED Round
Remote Phosphor



RP6
6" Architectural LED Round
Remote Phosphor



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Intense Lighting reserves the right to discontinue products or change the technical specifications of its products at any time without notice.

