

Wireless Technology: A New Kind of Brilliance



Jonathon Koop, Market Manager, TwistHDM, LLC

Jonathan Koop recently joined TwistHDM in the role Market Manager for the LimeLight wireless lighting control solution. An entrepreneur at heart, Jonathan's previous venture was an educational consultancy organization based on the belief that a child's education requires a more global focus. The enterprise, called add.a.lingua provides Spanish immersion tutoring for elementary grade students and has received numerous awards for effectiveness in the classroom. Jonathan's passion for impacting the world through sustainable products and services lead him to TwistHDM where his experience plays a key role in the ongoing enhancements of the enterprise. As a graduate of the University of New Hampshire, Jonathan and his wife Betsy reside in Holland, Michigan.

Gaining Perspective... Health



Gaining Perspective... Energy



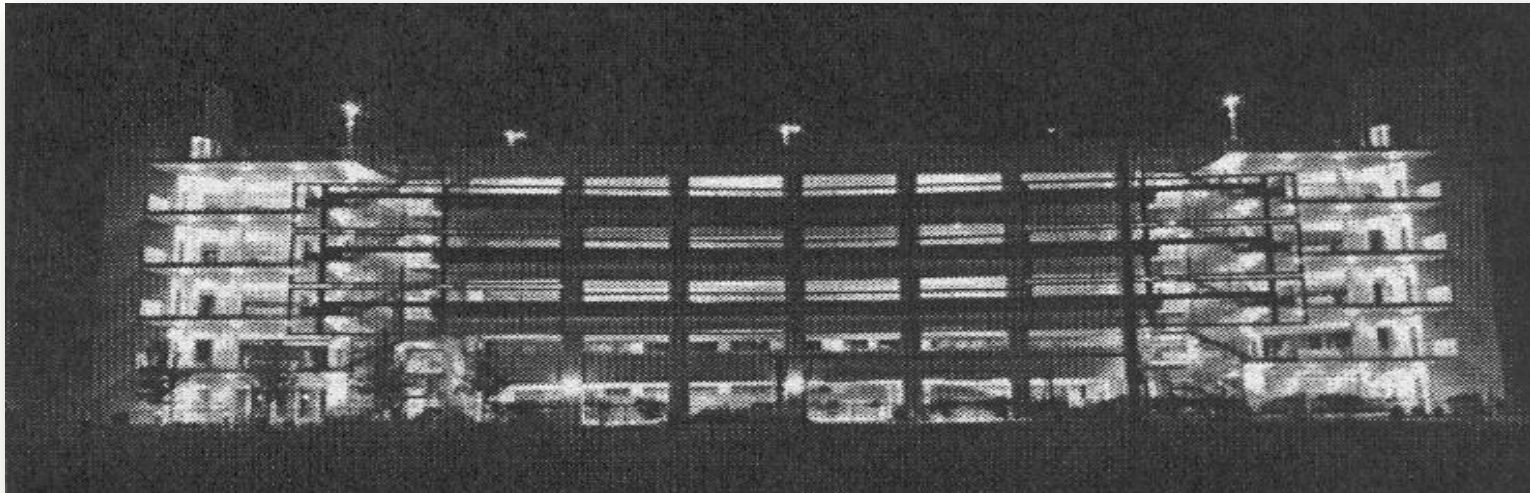
Gaining Perspective... Transportation



Gaining Perspective... Life



The Challenge



175W Metal Halide...
4:00 AM

Along Came Zigbee...



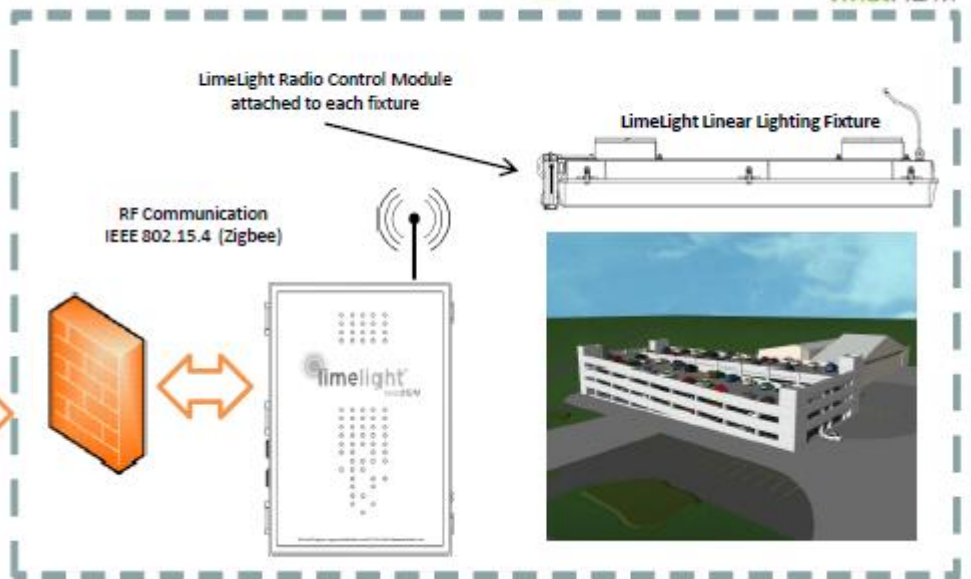
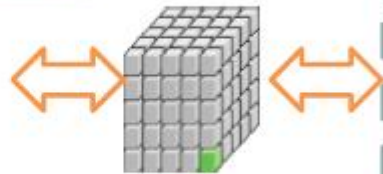
ZigBee®

A New Weapon for Outdoor Lighting



High Density Mesh – What is it?

System Overview



Creating a Brilliant Luminaire



Smart and Efficient



Fluorescent



LED

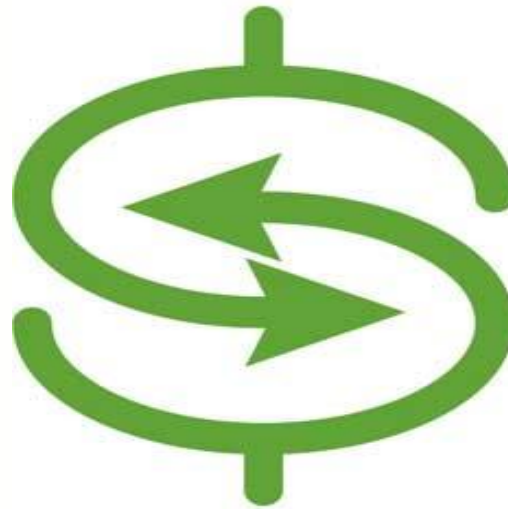
Leveraging the Web

The screenshot displays the 'timelight' web application interface. The browser window title is 'Facility Status - Windows Internet Explorer'. The address bar shows 'http://www.timelighttools.com/FacilityStatus.aspx'. The page header includes the 'timelight' logo, navigation links for 'Reports', 'Definitions', 'Admin', and 'Logout', and a status bar showing 'Monday 12:00 PM EST June 1, 2009'. The main content area is titled 'Facility Status' with a sub-header 'Last Status Date: Thursday 12:00 AM EST Jan 1, 1970'. The central part of the page shows two floor plans: 'Second Floor' and 'Third Floor'. To the left of the floor plans is the text 'ELLIS GARAGE'. To the right is a control panel with sections for 'Zoom', 'Legend', and 'Layers'. The 'Legend' section includes: 'Light On' (white square), 'Light Off' (black square), 'Node Failure' (red square), 'Light Sensor' (lightbulb icon), and 'Occupancy Sensor' (circle icon). The 'Layers' section includes: 'Floor' (checked), 'Gateway' (checked), 'Circuits' (checked), and 'Custom' (checked). A 'Get Current Status' button is located at the bottom left of the floor plan area. The bottom right corner of the page contains the copyright notice '© 2009 TwiXHDIM'.

Outcomes

3-4 Year Payback

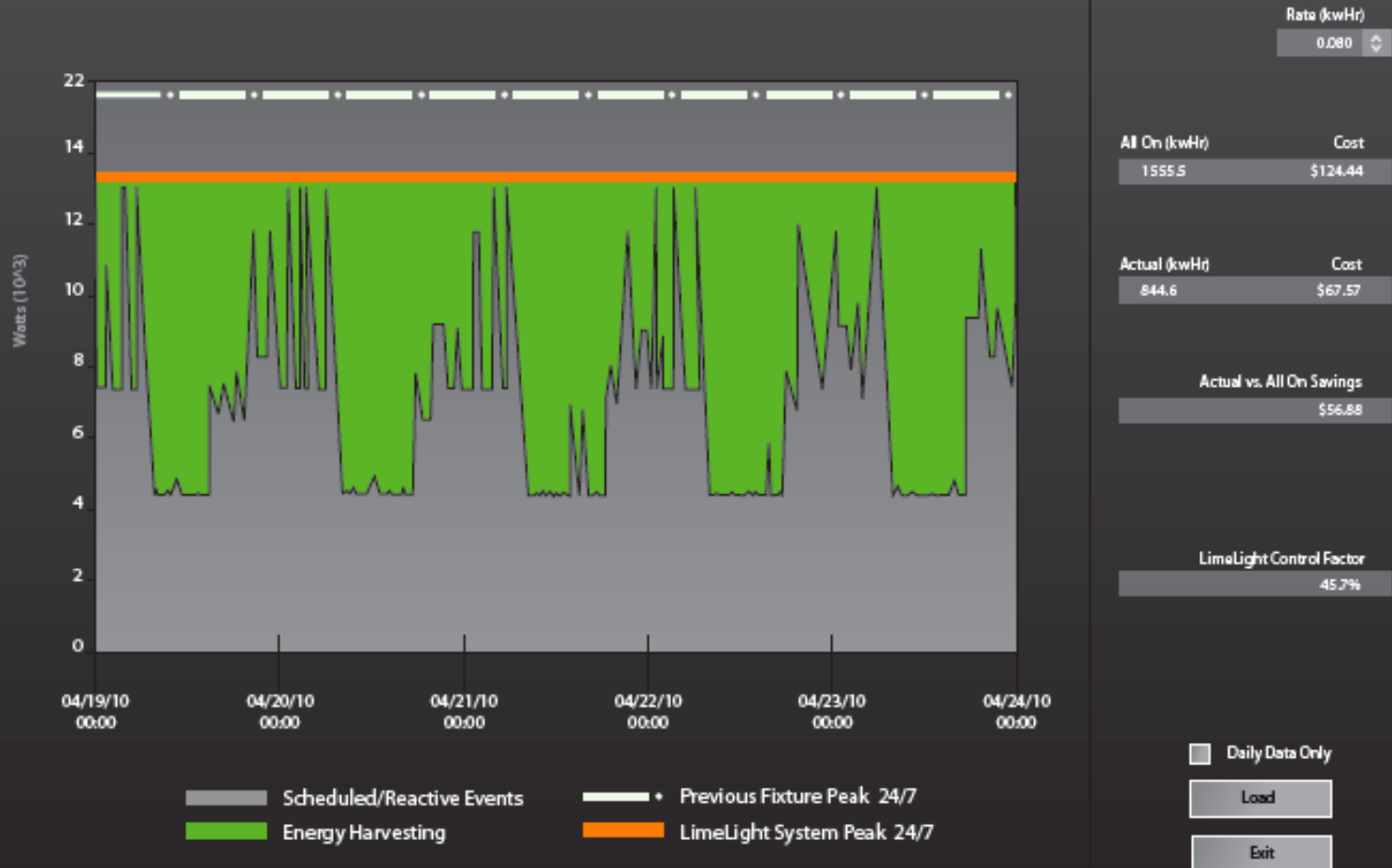
65% Energy Reduction



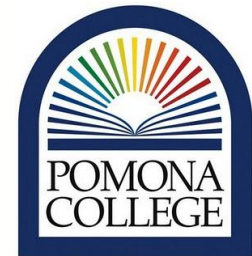
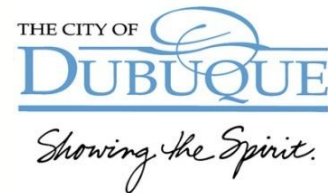
Maintenance Efficiencies

Safe and Secure

LimeLight Energy Gauge



Validation: Delighted Users!



Questions, Comments, Counsel?