



OUTDOOR
PERMANENT
LIGHTING

LED iD

TOP 3 BENEFITS

SAFETY & SECURITY

- 39% ↓ CRIME

▲ TRAFFIC & REVENUE

- 12% ↑ AFTER DARK
- 7-15% IN REVENUE

300% ↑ IN DRIVE TIME REACTION

- WHILE DRIVING W/ VS W/O

85%

CONSUMERS
FEEL SAFER

Source: A study by Hescong Mahone Group.
Source Convenience Stores (NACS)

Source: The Illuminating Engineering Society (IES)
Source: Building Visibility and reaction time at 55mph with and W/O
LED Lighting

600 Studies

Illustrate confirm the negative impact of visual habituation

A change in pattern, color(s) and motion

every **21** days is the **minimum**

to keep your property top of mind

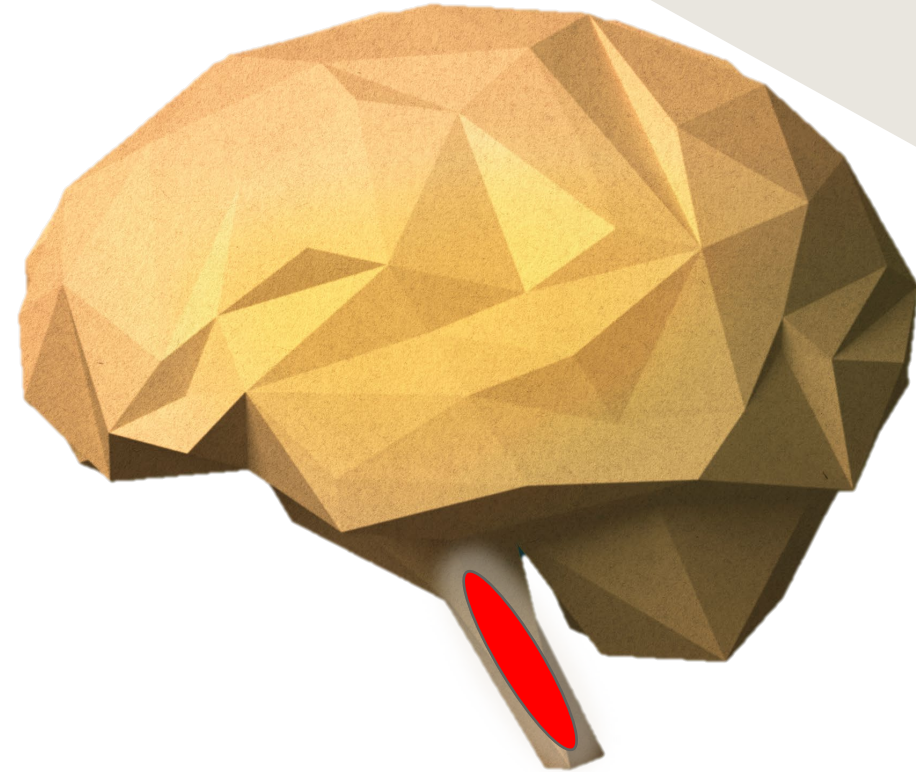
WHAT! WHY?

The cluster of nerves at the base of the brain stem is the gate keeper of what we recognize minute to minute

Unchanging or single pattern motion falls prey to visual habituation and is not longer recognized

Changing colors or colors, pattern, speed or motion creates breakthrough keeping you building noticeable

Source: [PubMed](#)® Visual Habituation Controls Studies



Reticular Activating System (RAS) Is like a Radar System that self regulates in a short amount of time.



OPL DESIGNED TO BREAKTHROUGH THE CLUTTER 12X/YEAR

Featuring

- 102 Preset themes
- Scheduling & Zoning
- Calendaring
- 16 million colors
- Sync to music
- Highest lumen output
- Interactive
- Dynamic
- Programmable
- Scalable



All on a Smart Phone

INCREASE
BASE RATES &
RENEWALS

PROVEN METRICS
MORE ATTENTION
HIGHER TRAFFIC
INCREASED SALES

LIFETIME WARRANTY

- Patented Track install feature
- Proprietary Track Lighting
- Brightest LED available at only 1.1 amps per 100 ft
 - Blub lifetime (dusk to dawn) 45 years
 - Unbreakable
 - UL Label
- Proprietary Controller the size of a brief case
- App updates via app store

Based on Manufactures Pricing and Install



**OUTDOOR
PERMANENT
LIGHTING**

LED iD

OUTDOOR PERMANENT LIGHTING | RETAIL

AMPLIFY YOUR ARCHITECTURE

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