

Meet the New Linear Game Changer - Quick-Line Linea® 1.5

Quick-Line is designed for extremely easy installation and beautiful ambient lighting. Quick-Line is a game-changing linear LED fixture designed for extremely easy installation and beautiful ambient lighting for indoor commercial space applications, such as general and private offices, conference centers, classrooms, retail spaces and corridors.

- Type: Direct/Indirect
- Power Level: Low Power 8W/ft High Power 14W/ft
- Max Lumen Output: 6,477 Lm; 1,619 Lm/ft (14W fixture)
- Color Temp: 3000K, 3500K, 4000K
- CRI: 83 typ.
- Lens(Distribution): Performance Lens (Direct), Batwing (Indirect)
- Dimming: 0-10V, 1% dimming

<http://www.amerlux.com/products/interior/linear-systems/quick-line>



LED Energy Market Observer:

1. **ENERGY STAR Calling All Deals/Rebates for the 2018 Holiday Promotion** - This year, our plan is to do a big push on ENERGY STAR right before the Black Friday, Small Business Saturday, and Cyber Monday gift-shopping weekend that will drive traffic to a holiday web page featuring numerous ENERGY STAR certified products that make great gifts as well as partners that are offering special deals or rebates on ENERGY STAR. We will kick things off right before Thanksgiving with a Twitter Chat showcasing partner activities and highlighting what makes ENERGY STAR certified products the best gifts. We will then continue to promote ENERGY STAR through to December 25 with a social media strategy targeted to our most receptive targets based on customer segmentation data. Partners are encouraged to participate by:

- 1) Offering special deals or rebates on ENERGY STAR certified products over the holiday timeframe which we will feature through promotional efforts.
- 2) Providing us information on holiday deals available on ENERGY STAR certified products and a link to a web page or circular with shopping details (retail/manufacturer partners) and/or rebate details (utility partners) for the customer.
- 3) Integrating ENERGY STAR holiday messaging and materials wherever possible. Promotional marketing materials are available at https://www.energystar.gov/products/tools_resources

2. **GE Slashes Dividend, Takes \$22 Billion Charge in 3Q** - General Electric slashed its quarterly dividend to a penny, from 12 cents per share. A large proportion of GE shares are held by individuals, who appeared to overlook that news early Tuesday in hopes that the worst may be behind the company. The reduced dividend will allow GE to keep about \$3.9 billion in cash each year. The industrial conglomerate took a \$22 billion charge in its power division and swung to a third-quarter loss that was bigger than most industry analysts had expected. The restructuring of the power business into two separate divisions will include a gas-focused division that combines its gas product and services groups. The second unit will include steam, grid solutions, nuclear and power conversion. GE this month ousted CEO John Flannery after only about a year on the job, replacing him with Larry Culp, a highly regarded executive who last led Danaher Corp. <https://tedmag.com/ge-slashes-dividend-takes-22-billion-charge-in-3q/>

3. **American Industrial Partners to Acquire Current, Powered by GE** - With more than 90 transactions completed and \$4.2 billion of assets under management, American Industrial Partners has deep roots in the industrial economy and has been active in private equity investing for nearly 30 years that focuses on buying, improving and growing industrial businesses. The proposed transaction is expected to close in early 2019, subject to customary closing conditions, regulatory approvals and consultation processes where required under local law. Financial details were not disclosed. Current is a leading provider of energy efficiency and digital productivity solutions for commercial offices, retail stores, industrial facilities and cities. Its commercial technology portfolio includes LED and traditional lighting solutions, plus a wide variety of connected sensors, controls and software. As part of the proposed sale, Current would maintain use of the GE brand under a licensing agreement. The North American consumer lighting business of GE Lighting is not included as part of the proposed transaction. GE remains actively engaged in the process to sell this business. <https://www.currentbyge.com/ideas/american-industrial-partners-to-acquire-current-powered-by-ge>

4. **Register Now for the 2019 DOE SSL R&D Workshop** - The 16th annual DOE SSL R&D Workshop will be held in Dallas/Fort Worth on January 29-31, 2019. This "meeting of the minds" brings together our nation's top lighting scientists from universities, national laboratories, and industry to share the latest on lighting science and LED and OLED technology advances. The heart of the workshop is a poster session where researchers share updates on federally funded R&D projects. Panel discussions dissect complex science and technology issues to identify future research needs and unlock the full energy-saving potential of SSL. <https://www.energy.gov/eere/ssl/2019-ssl-rd-workshop>

5. **Research Finds Blue Light Exposure Helps to Decrease Blood Pressure** - In the study, published in the European Journal of Preventative Cardiology, participants were exposed to 30 minutes of whole-body blue light at approximately 450 nanometres, the wavelength similar to daily sunlight - followed by exposure to a control light on a different day. To assess the impact, participants' blood pressure, artery stiffness, blood vessel dilation and blood plasma levels of nitric oxide stores were measured before, during, and up to two hours after irradiation with both lights. With the experiment, researchers discovered that exposure to whole-body blue light significantly reduced the systolic blood pressure of participants by almost 8 mmHg, compared to the control light which had no impact. According to the study, the reduction of blood pressure from blue light is similar to what is seen in clinical trials with blood pressure lowering drugs. <https://www.ledinside.com/>

6. **Elgin, Illinois Plans LED Streetlight Installation** - According to city officials, the installation is expected to save money and provide better and more environmentally friendly lighting. Aaron Neal, the Public Works superintendent said that the approximately \$2.25 million investment would pay for itself in five to six years. Pending budget approval, Neal said he plans to seek proposals from vendors by late January for a vendor that will perform a streetlight audit, supply the LED lights, and install them. He said he hopes to start the installation in June or July. <http://www.solidstatelightingdesign.com/elgin-illinois-plans-led-streetlight-installation/>

7. **Electrical Wholesaling's Top 10 LED Picks for November 2018** - Congratulations to the product managers and marketing teams from Current, Powered by GE, Earthtronics, Focal Points Lighting, Legrand, Lighting Science, Smart Vision Lights, Start Lighting, Sylvania, Topaz and Verbatim Lighting for having their new products selected for Electrical Wholesaling's Top 10 New Product Picks for November, 2018. Do you have a product you would like us to consider for our future monthly picks? Send a brief description of the product and high resolution image (300 dpi or better) to Jim Lucy, Content Director, Electrical Wholesaling at jim.lucy@informa.com

8. Lutron Reimagines Residential Experience Center in NYC - Lutron Electronics recently reimagined its Residential Experience and Training Center in the Decoration and Design Building in New York City. Nearly three times the size of Lutron's former New York City space, the new Center is intended to offer a design destination for the tri-state area specification community and their clients. Products include everything from Lutron's Caséta Wireless to HomeWorks QS systems and a full range of Lutron shading solutions including the new Palladiom shades. It also showcases Lutron's large offering of shading fabrics and keypad finish samples. The Center also features a variety of Lutron's Ivalo and Ketra high-performance LED luminaires. Located at 979 Third Avenue, Suite 319, in New York City. <http://www.lutron.com/en-US/Experience-Light-Control/Pages/Inspiration/ExperienceCenter.aspx>

9. Segment Outlook 2019: Education and Outdoor/Street Lighting by Susan Bloom - From utility rebates and new ANSI standards to an increasing emphasis on human-centric lighting, manufacturers share their predictions for the Education and Outdoor/Street Lighting segments in 2019 and what distributors need to know to maximize their participation. Will the new year bring a strong lighting market? Experts from Signify and LEDVANCE share their predictions for the Education and Outdoor/Street Lighting segments, external factors affecting those markets, and how distributors can tap into their share of opportunities. <http://lightedmag.com/segment-outlook-2019-education-and-outdoor-street-lighting/>

10. DLC Horticultural QPL Is Now Open for Product Submissions - View the Horticultural Lighting Application Instructions to begin the process of submitting a product for qualification. Horticultural applications should be submitted using the same Application Portal as SSL Applications – just be sure to select “Horticultural Application” as your Application Type when creating your application. DLC qualified horticultural lighting products will be identified with a horticultural-specific DLC product logo, depicted. This logo denotes that the product is qualified on the DLC Horticultural QPL only – products that are qualified on the DLC Horticultural QPL are not eligible for qualification on the DLC SSL QPL. <https://www.designlights.org/horticultural-lighting/qualify-a-fixture/>



11. Lighting Rebates: The Past 10 Years and What's Next - Lighting rebates are a way for utilities to reduce electric demand and increase energy efficiency across North America. More generally known as demand side management programs, they have been around for the past 40 years but have really gained more traction over the past 10 - 15 years. These rebates represent a huge opportunity for commercial lighting; according to the OEE, US Energy Efficiency Programs spent over \$73 million dollars on commercial prescriptive lighting rebates in 2016. Today, over 75% of the country is covered by rebate programs which are primarily focused on LED solutions: <http://briteswitch.com/news/LightingRebatePastPresentFuture.html>

12. Patent Granted to Apple for Automotive Lighting and Warning System - According to the claim of the patent, the vehicle lighting system is comprised with a control circuitry, one or more sensors and a light-based device. The sensor detects the distance in between cars and if it finds the following car is getting too close, the light-based device will display information accordingly. For example, the system could offer the following drivers the suggested distance to brake. Aside from providing only lighting function, Apple aims to develop a reflector system around the car which is embedded with light emitters to indicate more information for other drivers. The type of light emitter could be LEDs or other light-based technology including backlight guides, OLED and LCD display panels or light modulators based on liquid crystals. Moreover, the light-up areas could be in multiple colors to show symbols, text, numbers, and other patterns, showing more practical information. The communicating function of sending messages is also applicable with the system. <https://www.ledinside.com/>

13. **The \$15 Billion Money Pit Dragging GE Down** - Jack Welch built it, Jeff Immelt milked it and John Flannery failed to fix it. Now Larry Culp must figure out what to do with the troubled remnants of GE Capital, the finance arm that nearly sank General Electric Co. a decade ago. So far GE -- once the quintessential American conglomerate -- just keeps stumbling from bad to worse. A big part of the trouble has to do with GE's book of long-term care insurance, a vestige of GE Capital that backs policies which pay for things like home health aides and nursing-home stays. The problem is twofold. As medical costs soar and Americans live longer, GE's assumptions about what it will have to pay out are proving to be too rosy. This year, the firm said it will need an extra \$15 billion to cover future claims. 11/28 Bloomberg

14. **First of 55,000 Current by GE Streetlights Installed in 11 Southern California Cities** - The City of Murrieta, California earlier this month became the first of 11 Riverside County cities to obtain ownership of thousands of streetlights that will be retrofit with LED fixtures to minimize light pollution, enhance public safety and save approximately \$60 million in reduced energy and maintenance costs over a 20-year period. The Western Riverside Council of Governments (WRCOG) is working on behalf of the 11 local jurisdictions to facilitate the purchase of streetlights from Southern California Edison (SCE) and retrofit them with 55,000 Current, powered by GE fixtures. <https://www.businesswire.com/news/home/20181127005117/en/>

15. **Legrand and Lumileds Partner to Accelerate Adoption of Tunable White LED Lighting** - Under this agreement, Lumileds will provide intelligent light sources (LUXEON-based solutions) through its Matrix Platform that are uniquely characterized and programmed to work with Legrand's Wattstopper® blanco® tunable-white logic modules within the Wattstopper Digital Lighting Management (DLM) lighting controls solution. Lumileds joins existing Legrand partnerships in tunable-white light engine as the exclusive LED array provider. <http://lightingcontrolsassociation.org/>

Global LED Energy Market Observer:

16. **Forest Lighting Transition to LEDVANCE** - MLS is the global parent company of both LEDVANCE and Forest Lighting. In order to maximize efficiencies, MLS has decided to integrate these two businesses in the United States and Canada with LEDVANCE having operating management responsibilities. MLS' motivation is to accelerate product development, reduce internal costs, and most importantly improve service to our important distribution partners. While alignment plans, including branding, resources and product portfolio, are in development, current Forest Lighting products will continue to be available for purchase while supplies last, and you will soon be able to purchase our products from "LEDVANCE". Letter sent to Forest Lighting customers...

17. **Navigant Forecasts 7.6% CAGR in the TLED Market from 2018 to 2027** - The firm cites declining prices for TLEDs, a desire to reduce energy consumption, and building codes and standards that require more efficient lighting solutions as the drivers of the substantial TLEDs market growth. Also, the company notes that TLED technology offer many benefits over legacy lighting technologies, such as an increased lifespan and enhanced efficiency. According to the Navigant, a fluorescent tube offers a familiar form factor for building owners, managers, and tenants and delivers a more efficient plug-and-play alternative, depending on the lamp type. TLEDs also offer quicker retrofit solutions than a retrofit kit or LED luminaire that incorporates the retrofit of the fixture with a new fixture and an integrated light source. <https://www.navigantresearch.com/reports/tubular-leds>

18. **Osram Adds to IoT Stable with Software Partnership for Commercial Property** - Osram continues to widen its stable of smart building technologies, this time partnering with a software company to gather and analyze data about workplace and building usage via luminaires equipped with Osram wireless sensors in the US and Canada. The partnership with Boston-based Rifiniti aims to connect users of the sensor-outfitted third party luminaires – Osram itself is exiting the luminaire business – to Rifiniti's Optimo software package, which Rifiniti says helps optimize commercial office space. Osram's SensiLUM sensors use ZigBee wireless technology to take note of various conditions in a room or area, including lighting, occupancy, and climate. Munich-based Osram is offering the Rifiniti software in North America to customers of Osram's Encelium light management system. Rifiniti sells Optimo on a "software as a service" (SaaS) basis, and Osram is providing it as an optional annual service to customers who pay a one-time hardware cost for Encelium. <https://www.ledsmagazine.com/>

19. **Osram Develops New LiDAR Sensor for Self-driving Cars** - LiDAR systems are an integral part of driving assistance systems, such as lane assist and emergency braking systems in autonomous or semi-autonomous vehicles. The propagation time of very short light pulses is used to determine the distance between the vehicle and objects in its vicinity. When a laser pulse hits a person or an object it is reflected and captured by a detector. From the time between the emission of the laser beam and its detection it is possible to calculate the distance to the object. The safety system can then decide whether, for example, the vehicle should brake or drive around the person or object. Osram Opto Semiconductors has been developing pulse laser diodes which are used for a wide range of automotive applications. With its new SPL DS90A_3 laser, the company has added a more powerful and more efficient product to its portfolio for LiDAR systems, increasing the range of the applications. <https://www.ledinside.com/>

20. **Lighting Project at St. Peter's Basilica by Osram to be Completed** - Osram has kicked off a lighting project at St. Peter's Basilica in October 2017. After a year of work, the project is going to be completed soon with the initial tests finished, according to the report of Lux. 700 customized luminaires which include more than 100,000 LEDs have been installed inside the basilica. Initial lighting tests have shown that the illumination of the domes is now 10 times brighter than before. The newly installed mounted lighting with indirect light source eliminates shadows on the circular inscription. <https://www.ledinside.com/>

21. **Lux Awards 2018: Winners Revealed** - The Awards were presented in front of 800 senior lighting professionals at a gala event at the O2 InterContinental on the final night of the LuxLive 2018 exhibition. From over 200 nominations, the judges drew up the initial shortlists, tested products and visited projects the length and breadth of the UK to see them in action for themselves. See the complete list at: <http://luxreview.com/article/2018/11/lux-awards-2018-winners-revealed>

22. **The Global LiFi Congress® Is the 1st International Event Dedicated to LiFi** - The Global LiFi Congress® will take place on the 12th and 13th of June 2019 at the Salons Hoche in Paris. For the second time, the scientific and professional world, involved in LiFi will gather together in order to share ideas and pave the way for the future of LiFi.

- To show an academic and industrial LiFi overview and to exchange on its main challenges and its evolution.
- Enabling the scientific and economic leaders to share their vision with regard to innovation and the application of LiFi.

<http://www.lificongress.com/>

23. **Nichia and Qwestland Partner to Further Develop the Horticulture LED Market** - Japanese LED manufacturer Nichia Corporation has announced to start cooperative researches and experiments with Qwestland International, a Dutch horticulture solution provider. The goal of their partnership is to further explore the potential of the horticulture LED market. The Netherlands is a country which owns cutting-edge technologies in the field of greenhouse development and has accumulated knowledge towards environmental control for plant growth. Through the collaboration with Qwestland, Nichia plans to benefit from this knowledge base and continues to develop unique spectrums with its phosphor technology. The phosphor technology has been one of Nichia's core competencies. Additionally, Nichia hopes the research activities will enable new sustainable lighting for cultivation to improve nutrition worldwide. <https://www.ledinside.com/>

24. **Japanese Convenience Store to Set up LED-equipped Indoor Farm in Tokyo for Fresh Salads Supplies** - Seven-Eleven Japan will grow vegetables for its own salads products sold at convenience stores by establishing a plant factory in Tokyo, reported Nikkei Asian Review. Seven-Eleven is the largest convenience store operator in Japan and it began the project in order to reduce the supply risks caused by weather. The indoor farming facility will be set up in Kanagawa Prefecture to produce lettuce for stores in the Greater Tokyo Area. According to the report, the facility will cost about US\$53.3 million and is scheduled to operate in January 2019 by Prime Delica, a subsidiary of Prima Meat Packers which makes items of boxed meals and others for the convenience store chain. The facility will be installed with LED lighting system to produce vegetables for about 70,000 salads per day. <https://www.ledinside.com/>

Monthly Feature: Lighting Applications for Mobile Devices

TRADE SHOW / CONFERENCE APPS			
	Mobile App	Show / Conference	Select Platform
	<p>LIGHTFAIR</p> <p>Use this tool to navigate the show floor, search the exhibitor directory, view networking events, create your own show agenda and review the Conference schedule.</p>	Lightfair International	 
	<p>LEducation</p> <p>Mobile site for LEducation 2018</p>	LEducation	 
	<p>Hong Kong Trade Development Council</p> <p>HKTDC Mobile the world's first B2B information and sourcing mobile application includes Exhibitions & Conferences – browse the HKTDC trade fairs and events list.</p>	HKTDC	 
	<p>IALD ENLIGHTEN AMERICAS</p> <p>View your personal schedule, browse what's happening right now or search for what you want. The mobile web app stores the schedule data locally on your phone for offline access too.</p>	IALD	
	<p>Light + Building Navigator</p> <p>Light + Building Navigator is the orientation guide for visitors of Messe Frankfurt's Light + Building exhibition. Navigate over the fairgrounds, through the exhibitor directory or receive inspiration through news and twitter messages.</p>	Light + Builder	 
	<p>NeoCon</p> <p>What can you do with the NeoCon App? - Browse and navigate NeoCon exhibitors and showrooms - Manage and view your MyNeoCon Guide - scan products.</p>	NeoCon	 