

MaxLite®

A NEW WAVE OF LIGHT



MPULSE ARCHITECTURAL-GRADE FIXTURE FAMILY

MARCH 28, 2018



BE OUR GUEST AT
LIGHTFAIR 2018
IN CHICAGO

GET A FREE EXHIBIT HALL PASS
COURTESY OF **MAXLITE**
CLICK HERE TO REGISTER
USE CODE: **V24861**

LIGHTFAIR INTERNATIONAL 2018
The future, illuminated.

MaxLite
A NEW WAVE OF LIGHT

25
1993 M 2018

Join our 25th Anniversary Celebration
Booth 3633
Tuesday, May 8th - 4-6PM

Score free exhibit hall passes to LIGHTFAIR 2018 for you or your customers, courtesy of MaxLite. Register with code V24861 through the following [link](#).

And be sure to mark your calendar for our opening day cocktail party, Tuesday, May 8, from 4 – 6 pm at Booth #3633. Stop by for commemorative 25th Anniversary pins, t-shirts and other fun surprises!

MPulse™
BY MaxLite®

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1. Family Overview
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7. Marketing Campaign



MaxLite® Webinars
A NEW WAVE OF LIGHT

MaxLite Presents:
MPulse™
**Architectural-Grade
Fixture Family:**
Featuring Wall Mount,
Area Light & Canopy

**Wednesday,
3/28/18 @ 12pm EST**

Uniquely optimized for LED technology through the use of high-performance optics, the MPulse™ architectural-grade fixture family delivers energy cost savings and elegant aesthetics for continuity across a broad range of outdoor applications. Join us on March 28th and learn more about the MPulse™ family of luminaires!

Coming Soon

Click Here To Register Now!

Add this webinar to your calendar
(If prompted to OPEN or SAVE, choose OPEN)



1. FAMILY OVERVIEW

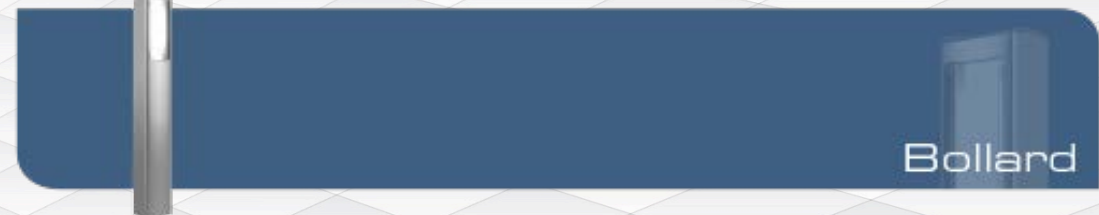
Strengthen our position in Commercial Outdoor LED Lighting

- Most complete range of Architectural Outdoor Lighting Luminaires in the industry
- Distinctive and Unique Design
- Outstanding Performance & More Features
- Offer higher Tier products than our Traditional series
- Competitive Price
- Comprehensive Marketing Program

1. FAMILY OVERVIEW

What characterizes this new Range?

- Appealing Aesthetics
- Outstanding Performance
- More Features and Options
- Competitive Pricing
- 10 Year Warranty





MPULSE AREA LUMINAIRES

2. AREA LUMINAIRES

Excellent Serviceability and Design

- Scalable, modular design
- Flexibility in application
 - Straight Arm Mount
 - Trunnion Swivel
 - 2-3/8" Slipfitter Knuckle



2. AREA LUMINAIRES

3 sizes...that pack a punch!

- Small: 100W
- Medium: 150W and 200W
- Large: 250W and 300W



Wide Lumen Range



2. AREA LUMINAIRES

5 wattage options

- 100W | 12,500lm | 250MH equiv.
- 150W | 20,400lm | 320PSMH equiv.
- 200W | 25,600lm | 400MH equiv.
- 250W | 33,400lm | 400PSMH equiv.
- 300W | 38,400lm | 750PSMH equiv.
- > 120lm/W efficacy

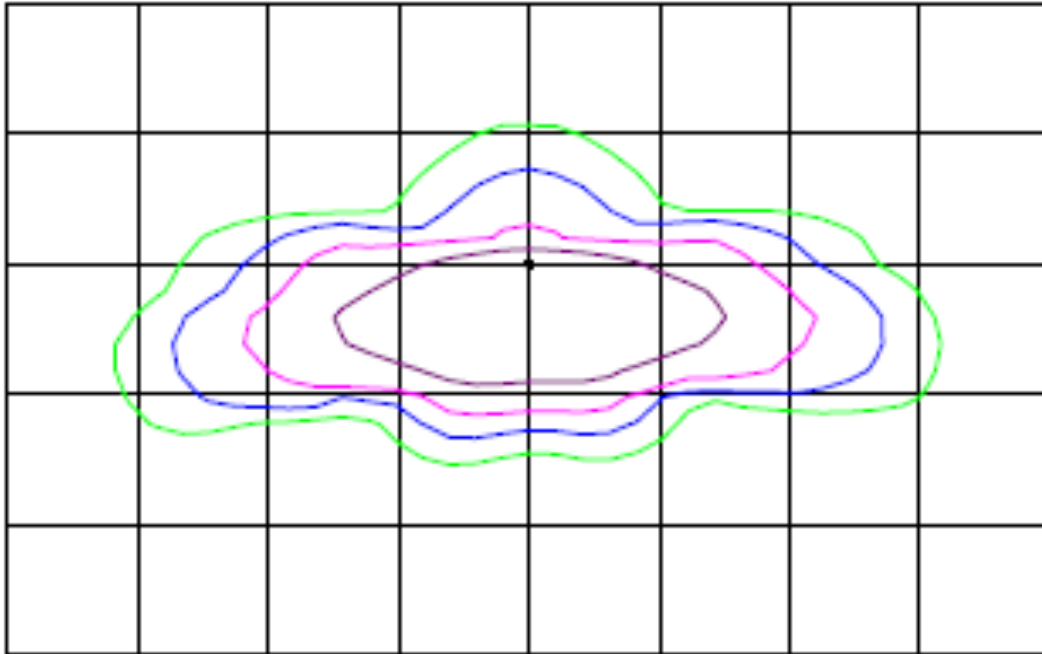
3 CCTs

- 4000K & 5000K are Standard
- 3000K “Made to Order”
- DLC Premium for 3000K, 4000K & 5000K

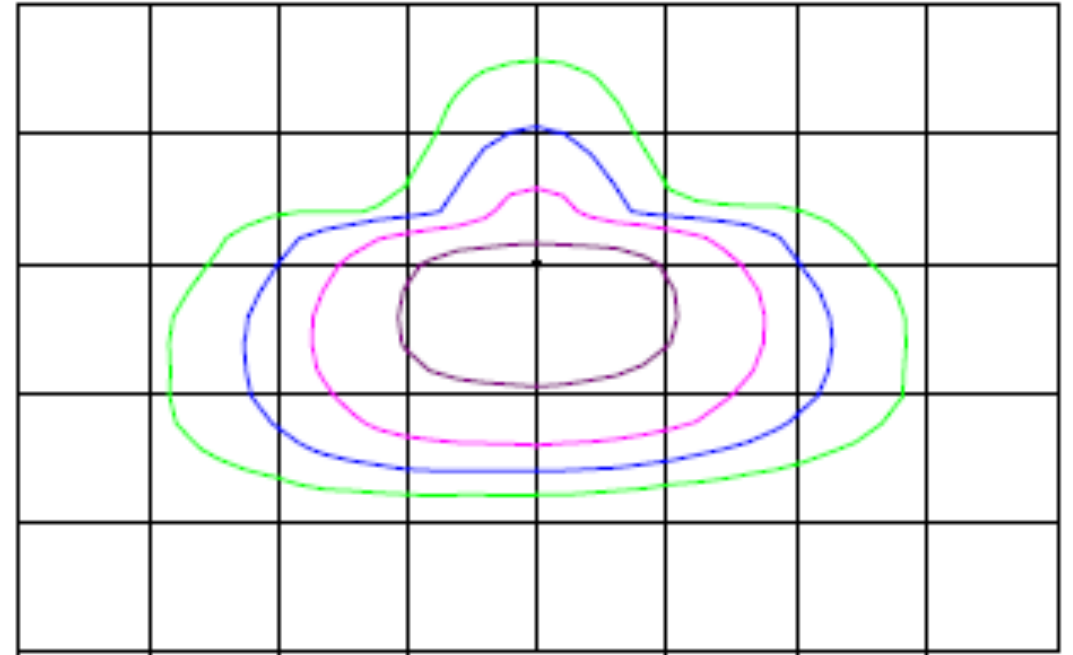
2. AREA LUMINAIRES

4 light distributions

Type II: Roadway



Type III: Wide Spread

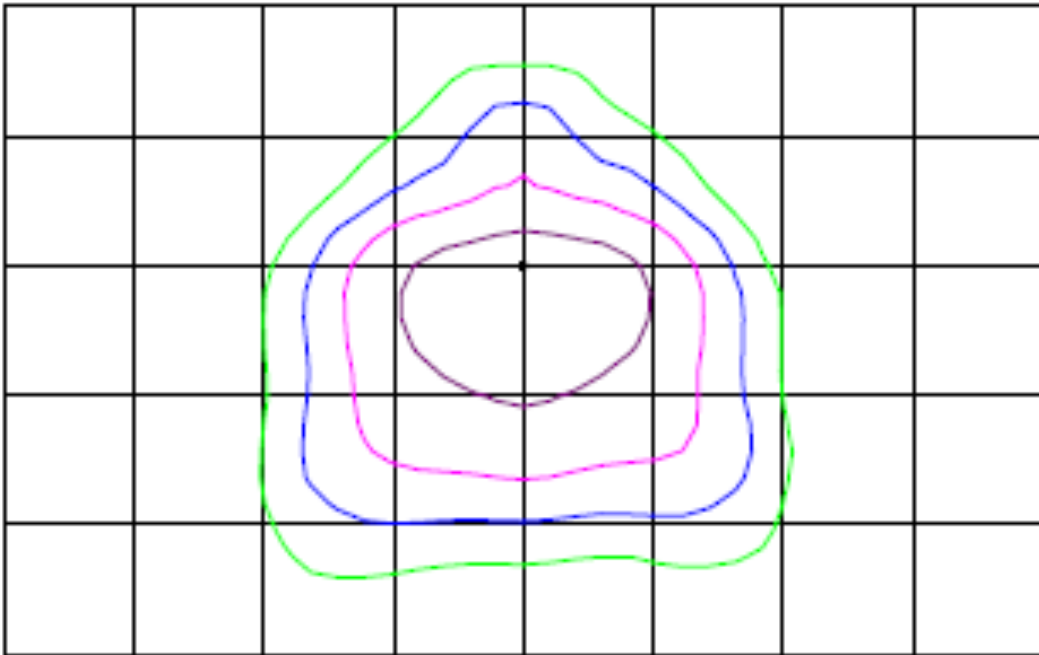


Example: 200W, 25ft mounting height

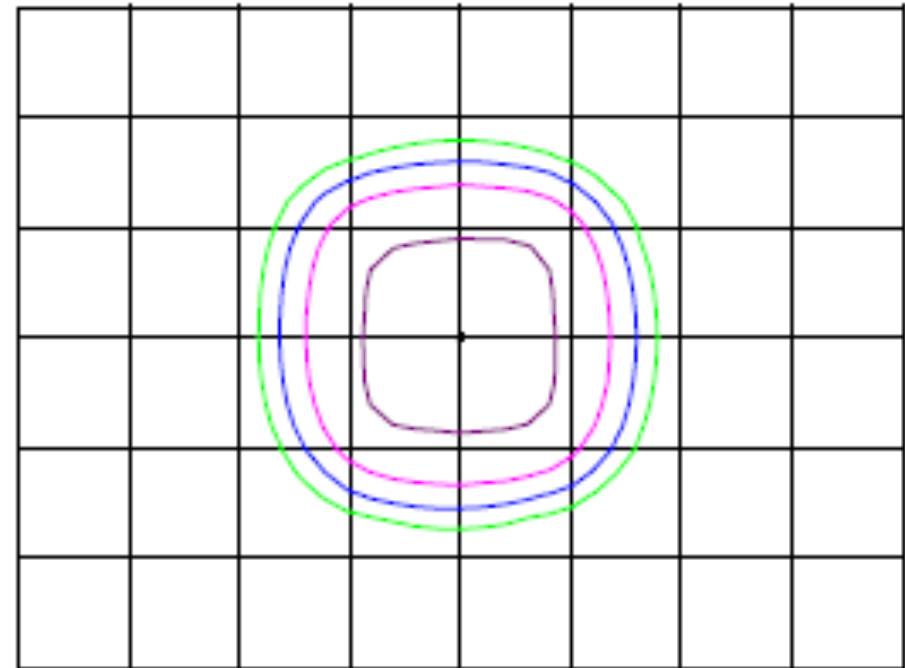
2. AREA LUMINAIRES

4 light distributions

Type IV: forward throw



Type V: Symmetric



Example: 200W, 25ft mounting height

2. AREA LUMINAIRES

More color options...

- Bronze, Silver | Standard
- Custom RALs available

More features and options...

- 120-277V and 347-480V
- 10kV Surge standard
- WattStopper FSP-211 Bi-level Occ Sensor w/ built-in daylighting and remote control
- 3-Pin and 7-Pin Photocontrol Receptacles



MPULSE CANOPY

3. CANOPY

Excellent Serviceability and Design

- Easy, one-person installation
- Surface Mount or Pendant Mount



3. CANOPY

MPulse™

1 compact size!

- 28W and 55W
- Sleek design compliments MPulse family aesthetic





3. CANOPY

2 wattage options

- 28W | 3,900lm | 150MH equiv.
- 55W | 6,900lm | 250PSMH equiv.
- > 120 to 147 lm/W efficacy

3 CCTs

- 4000K & 5000K are Standard
- 3000K “Made to Order”
- DLC Premium for 3000K, 4000K & 5000K

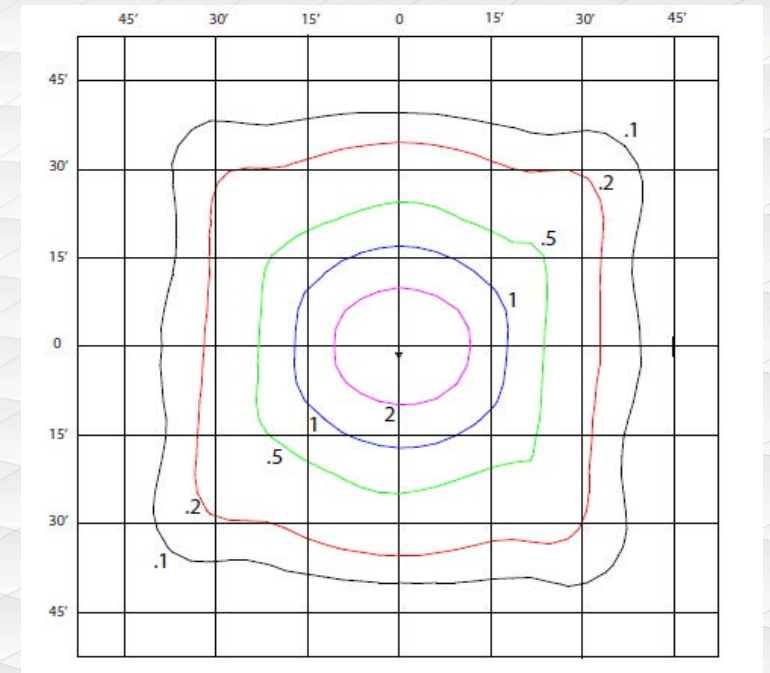
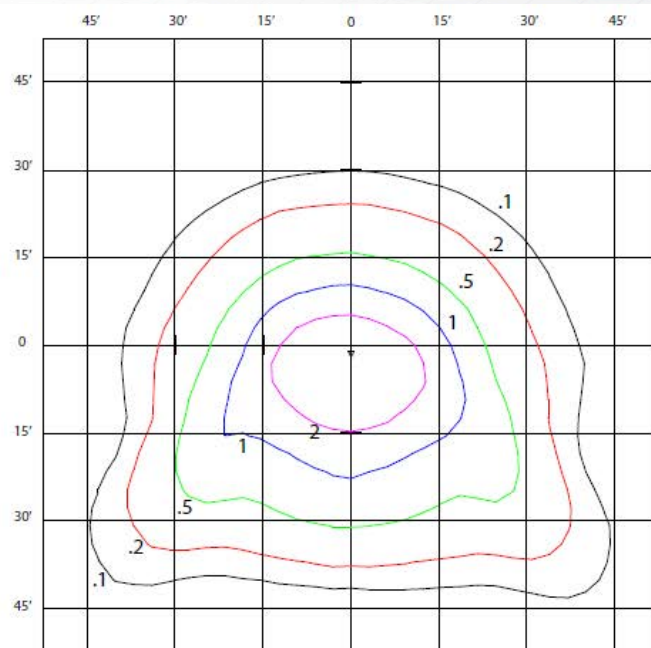
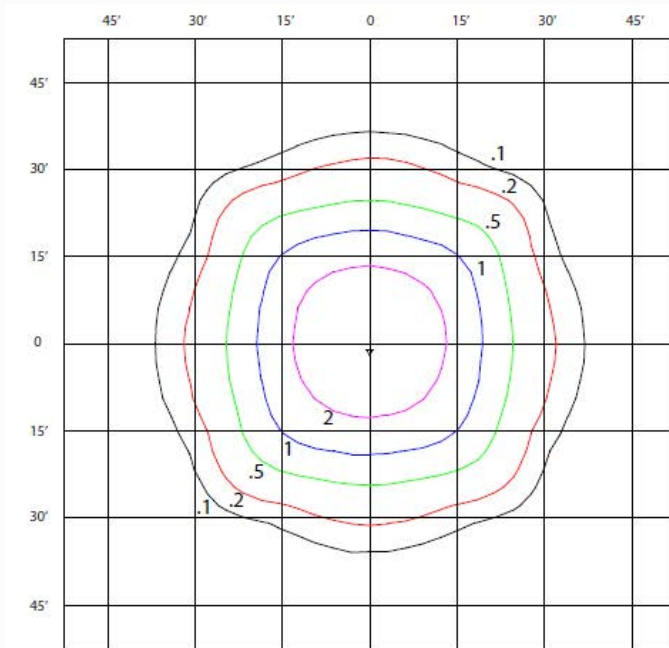
3. CANOPY

3 light distributions

Canopy

Asymmetric

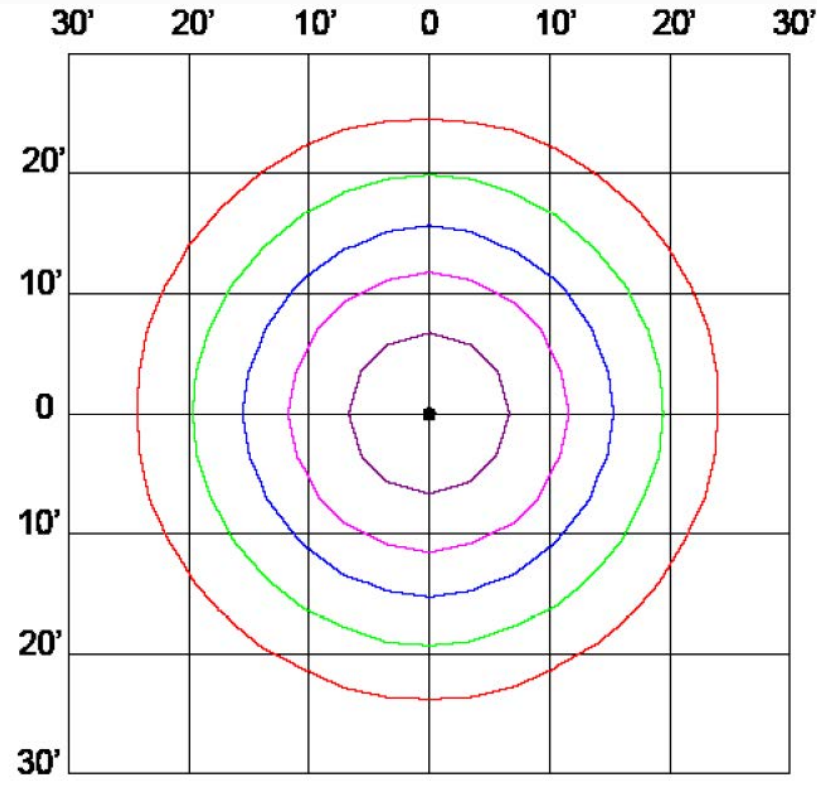
Parking Garage



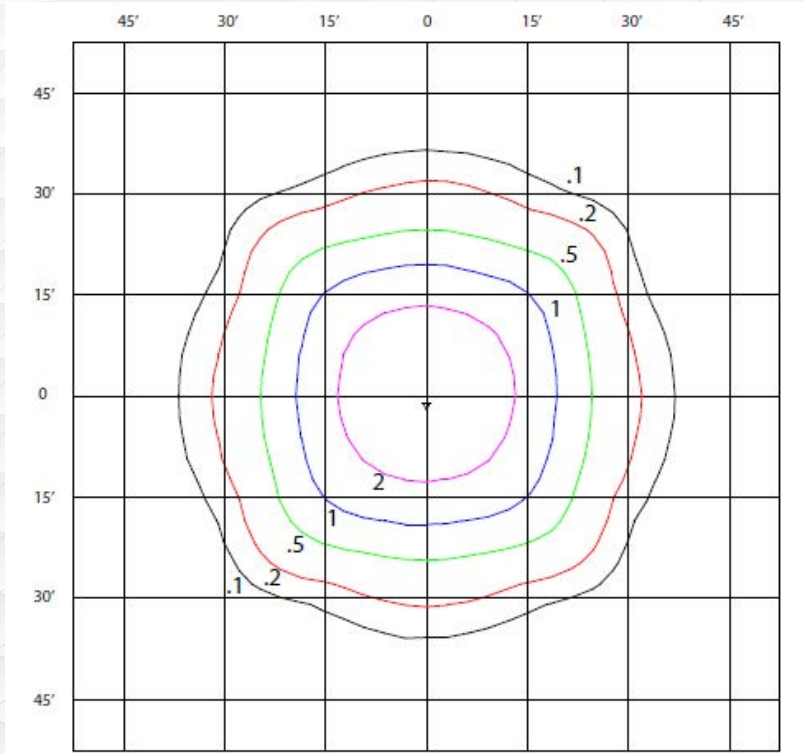
Example: 28W, 15ft mounting height, 3800lm

3. CANOPY

Traditional Canopy
3525 lumens



MPulse Canopy
3800 lumens



3. CANOPY

More color options...

- Bronze, Silver | Standard
- Custom RALs available

More features and options...

- 120-277V
- 10kV Surge standard
- WattStopper FSP-211 Bi-level Occ Sensor w/ built-in daylighting and remote control
- 120-277V Button Photocell
- Emergency Battery Backup



MPULSE WALL MOUNT LUMINAIRES

4. WALL MOUNT LUMINAIRES

Excellent Serviceability and Design

- Easy Installation & Driver Replacement
- Mount to Std. 3.5" and 4" J-box
- Adjustable Head 45° angle enabling Open Face or Cut Off
- Use for **UPLIGHT**



4. WALL MOUNT LUMINAIRES

2 sizes...Smaller & Lighter!

- Small: 25W and 55W
- Large: 100W
- 50% smaller (height) than Traditional WPs
- 20% lighter than Traditional WPs



4. WALL MOUNT LUMINAIRES

3 wattage options

- 28W | 3,000lm | 175MH equiv.
- 55W | 6,000lm | 250MH equiv.
- 100W | 11,500lm | 400MH equiv.
- ~110lm/W efficacy

3 CCTs

- 4000K & 5000K are Standard
- 3000K “Made to Order”
- DLC Premium for 4000K & 5000K

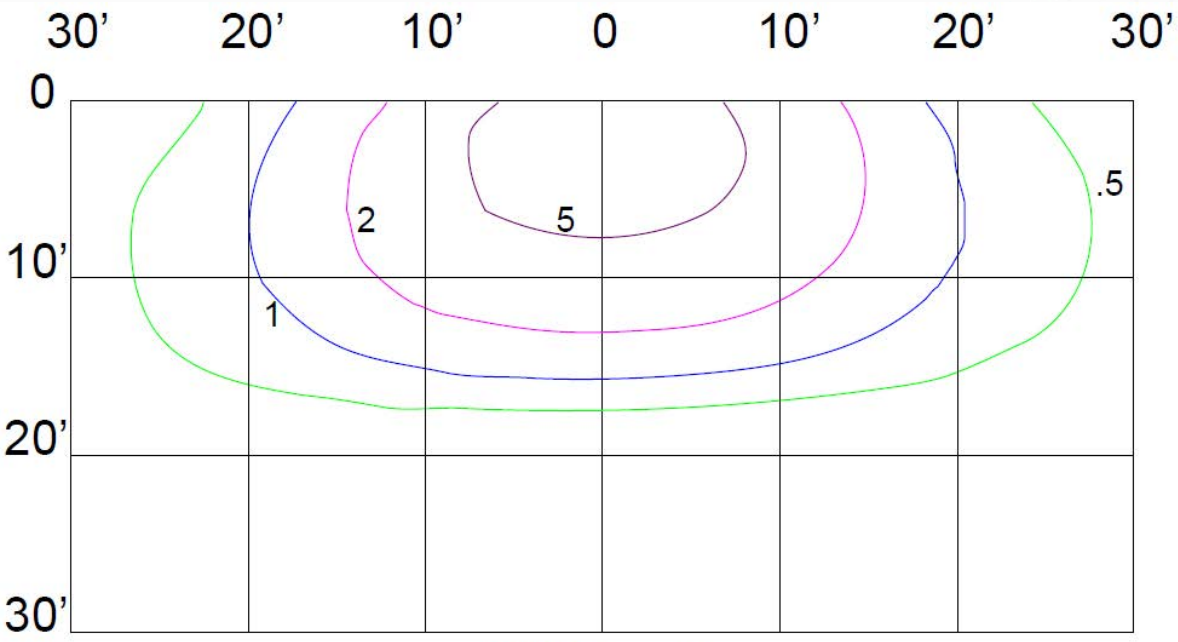


4. WALL MOUNT LUMINAIRES



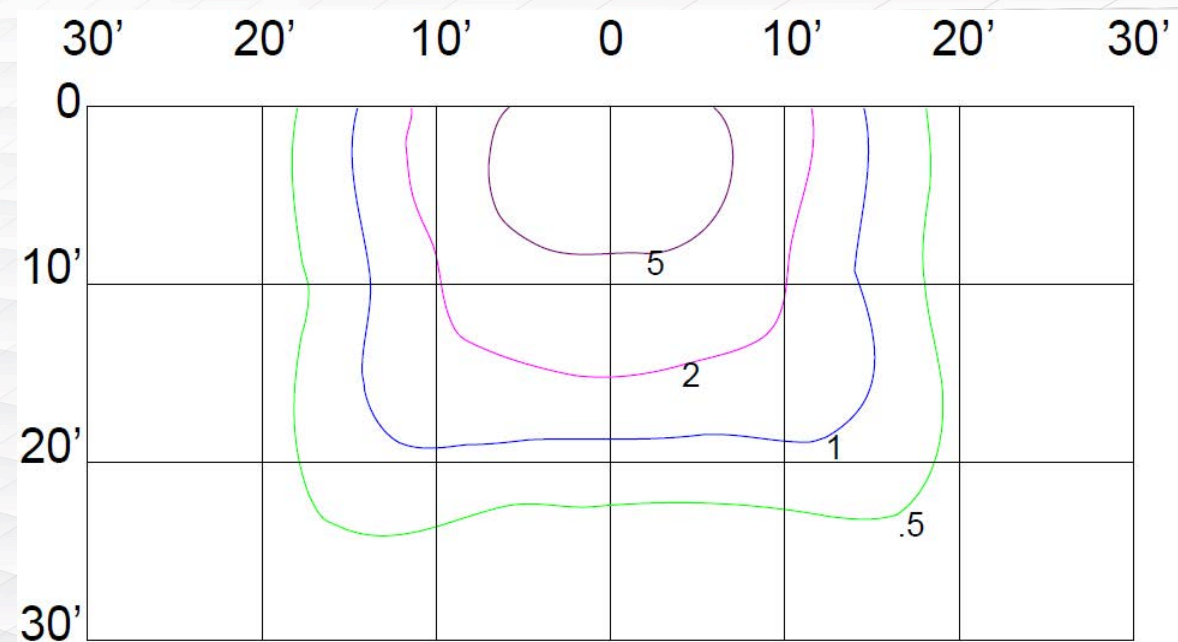
2 light distributions

Type III: wide spread



55W, Type III
6,000 Lumens
15' Mounting Height

Type IV: forward throw



55W, Type IV
6,000 Lumens
15' Mounting Height

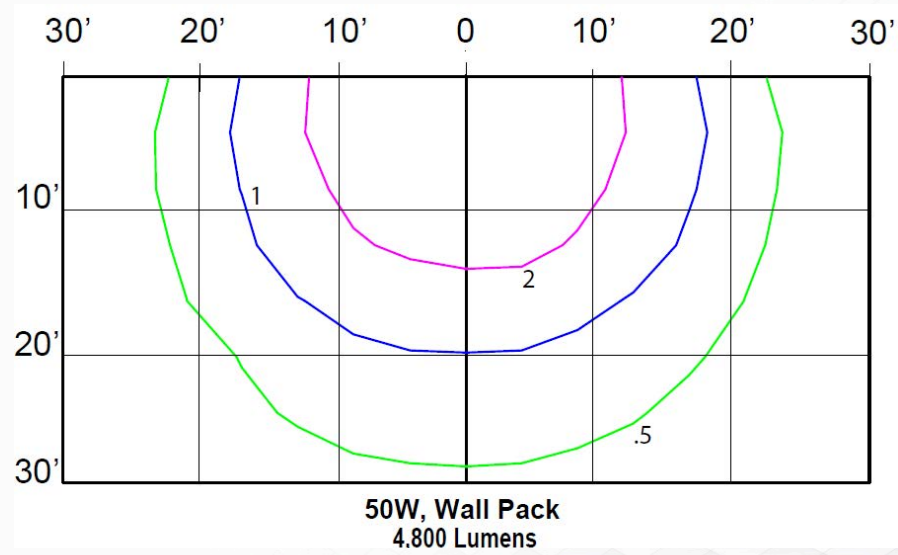


4. WALL MOUNT LUMINAIRES

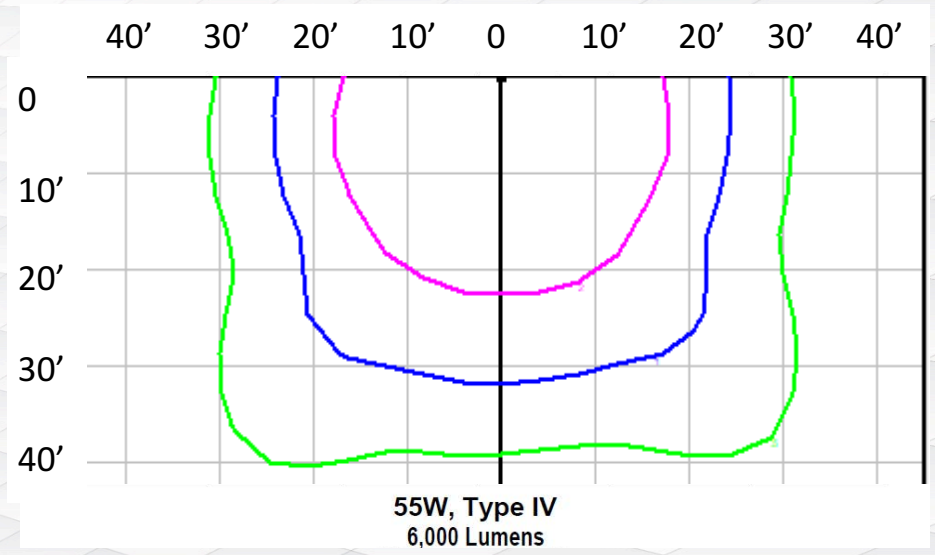


Superior Optical Control

Traditional WP
B1-U4-G3
20% of light wasted



MPulse
B1-U1-G1



4. WALL MOUNT LUMINAIRES

More color options...

- Bronze, Silver | Standard
- Custom RALs available

More features and options...

- 120-277V and 347-480V
- 10kV Surge standard
- WattStopper FSP-211 Bi-level Occ Sensor w/
built-in daylighting and remote control
- 120-277V Button Photocell
- EM Solution in development



6. VISUAL COMFORT

- New Technology
- No pixilation
- Reduces the noticeable glare
- Compliments the aesthetic of the new line
- Future webinars and trainings to follow

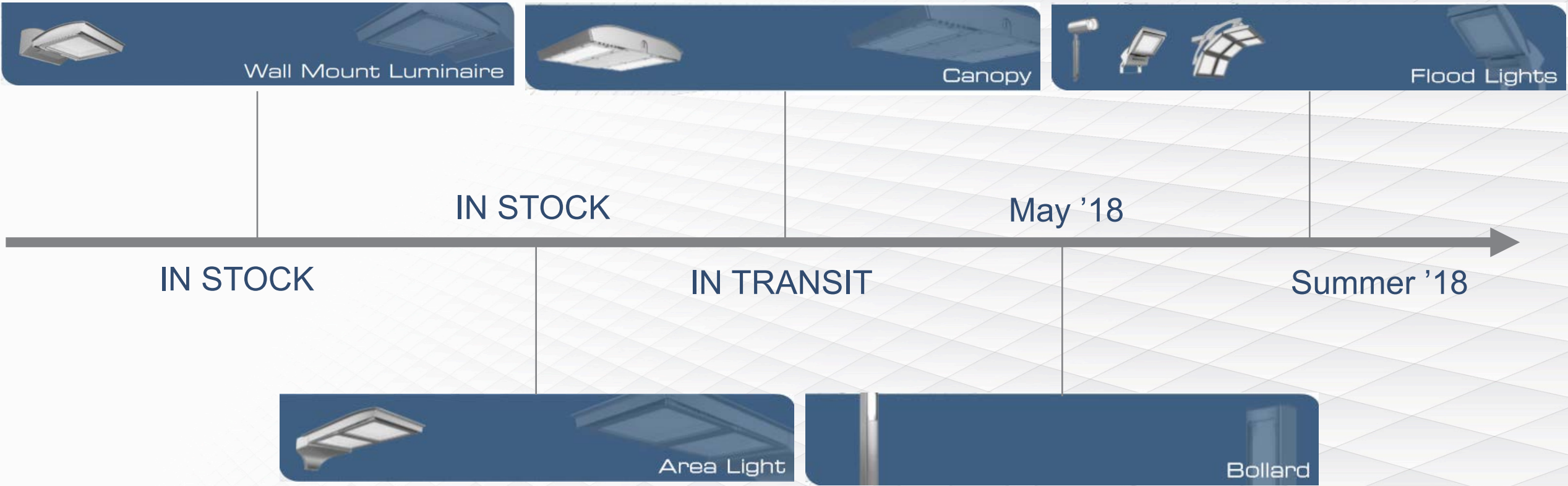




COMING SOON

7. COMING SOON

Roll Out Plan



7. COMING SOON

Lumen Packages

- 12W | 1,000lm
- 25W | 2,000lm

Key Features

- 0-10V dimming
- 10kV Surge standard
- Visual Comfort Standard



7. COMING SOON

Lumen Packages

- 8W
- 24W

Key Features

- Spot, Medium, Wide, Extra-Wide optics
- Field-adjustable driver
- 10kV Surge standard



7. COMING SOON

Lumen Packages

- 28W | 3,000lm
- 55W | 6,000lm
- 100W | 12,000lm
- 130W | 15,000lm

Key Features

- Spot, Medium, Wide, Extra-Wide optics
- 10kV Surge standard
- WattStopper FSP-211 Bi-level Occ Sensor w/ built-in daylighting and remote control
- 120-277V Button Photocell
- 3-Pin and 7-Pin Photocontrol Receptacle



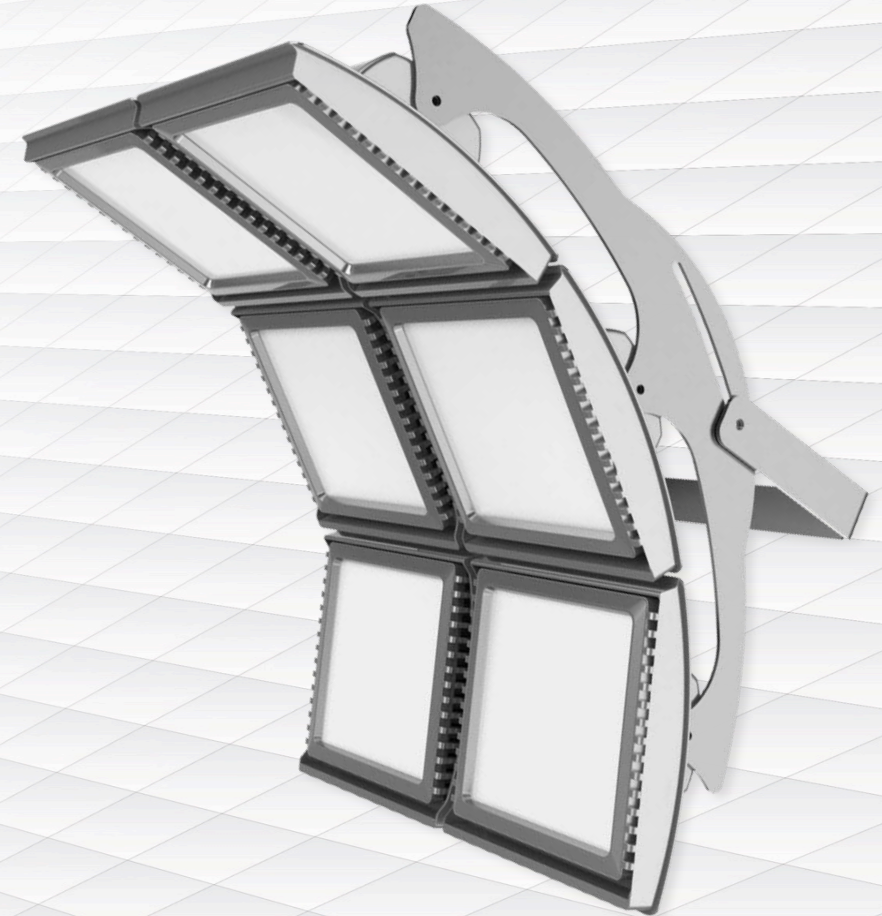
7. COMING SOON

Lumen Packages

- 180W | 21,000lm
- 360W | 43,000lm
- 540W | 64,000lm
- 720W | 130,000lm

Key Features

- Spot, Medium, Wide, Extra-Wide optics
- 10kV Surge standard
- WattStopper FSP-211 Bi-level Occ Sensor w/ built-in daylighting and remote control
- 3-Pin and 7-Pin Photocontrol Receptacle



8. MARKETING PLANS

Teaser Brochure

- Range Overview
- http://www.maxlite.com/resources/PDFS/Catalogs/2017_MPulse_Brochure.pdf



8. MARKETING PLANS



MPulse website

- Dedicated to MPulse range
- Host all collateral material

Area Light
Now Available

Canopy
Now Available

Wall Mount

MaxLite introduces a new wave in outdoor lighting with MPulse, a full solution family that blends high-performance optics with elegant aesthetics.

Uniquely optimized for LED technology, the collection includes Wall Mount, Area, Flood, Canopy and Bollard luminaires that deliver energy cost savings and design continuity across a broad range of outdoor applications.

Coming Soon

WALL MOUNT

AREA LIGHT

CANOPY

Visual Comfort Optics

Flexible Design

Field Ready

Colors: BRONZE SILVER

PERFORMANCE

DESIGN

OPTIONS

FINISHES

CONSTRUCTION

MOUNTING

ENVIRONMENT

WATTAGE	LUMENS	EQUIVALENT	DISTRIBUTION	CCT	VOLTAGE	FINISH	OPTIONS
28W	3,000	195W MH	Type III	3000K	120-277V	Bronze (Std)	Photo/Nature Sensor
50W	6,000	350W MH	Type IV	4000K	120-277V	Silver	Button Photocell
100W	11,500	600W MH		5000K	120-480V	Black	External Battery Backup
						White	

West Coast Facility

East Coast Facility (Headquarters)

Central Facility



8. MARKETING PLANS

MPulse™

YouTube Videos

- Wall Mount Installation
- MPulse Wall Mount Overview

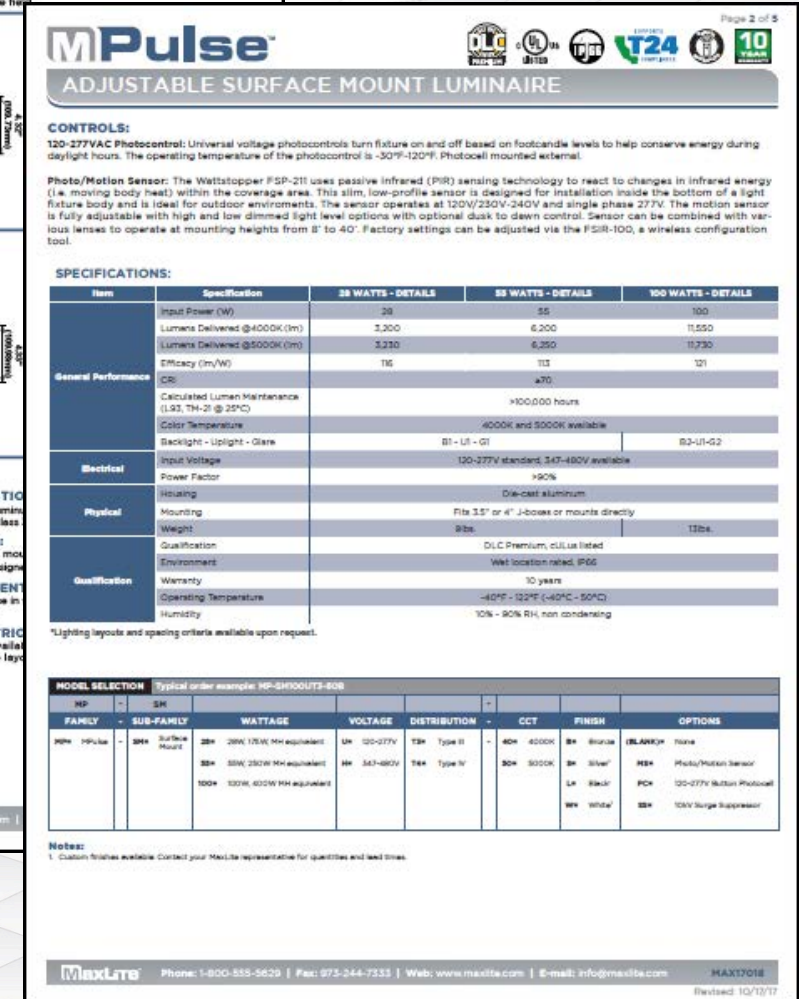


https://youtu.be/tB_FZIF-S5g



<https://youtu.be/LjUI3tmKIE0>

- Distinctive new look
- [http://websvc.maxlite.com//api/products
/documents/datasheets/?itemno=MP-
SM100UT3-50B](http://websvc.maxlite.com//api/products/documents/datasheets/?itemno=MP-SM100UT3-50B)



MAXLITE UNIVERSITY

The MaxLite University Lighting Degree program offers three comprehensive courses in lighting fundamentals, ranging from beginner to advanced learning. It's free and eligible for the following continuing education units from the American Lighting Association:

- **Lighting Fundamentals - ALA: 4 CLC Credit Hours**
- **Lighting Fundamentals (Intermediate) - ALA: 2 CLC Credit Hours**
- **Lighting Fundamentals (Advanced) – ALA: 3 CLC Credit Hours**



Welcome to
MaxLite
UNIVERSITY

for Lighting
and Technology

[Click Here
To Get Started](#)

The department function is to train and provide product training material for all MaxLite representatives, customers and employees. The goal of the department is to educate the staff and rep network to a full and complete understanding of our products, technologies, marketplace, and business environments. We endeavor to educate how and why lighting functions, repair and replacement, as well as compare to competitors or listing requirements. We will accomplish this by providing the tools and services proactively and as needed to supplement.

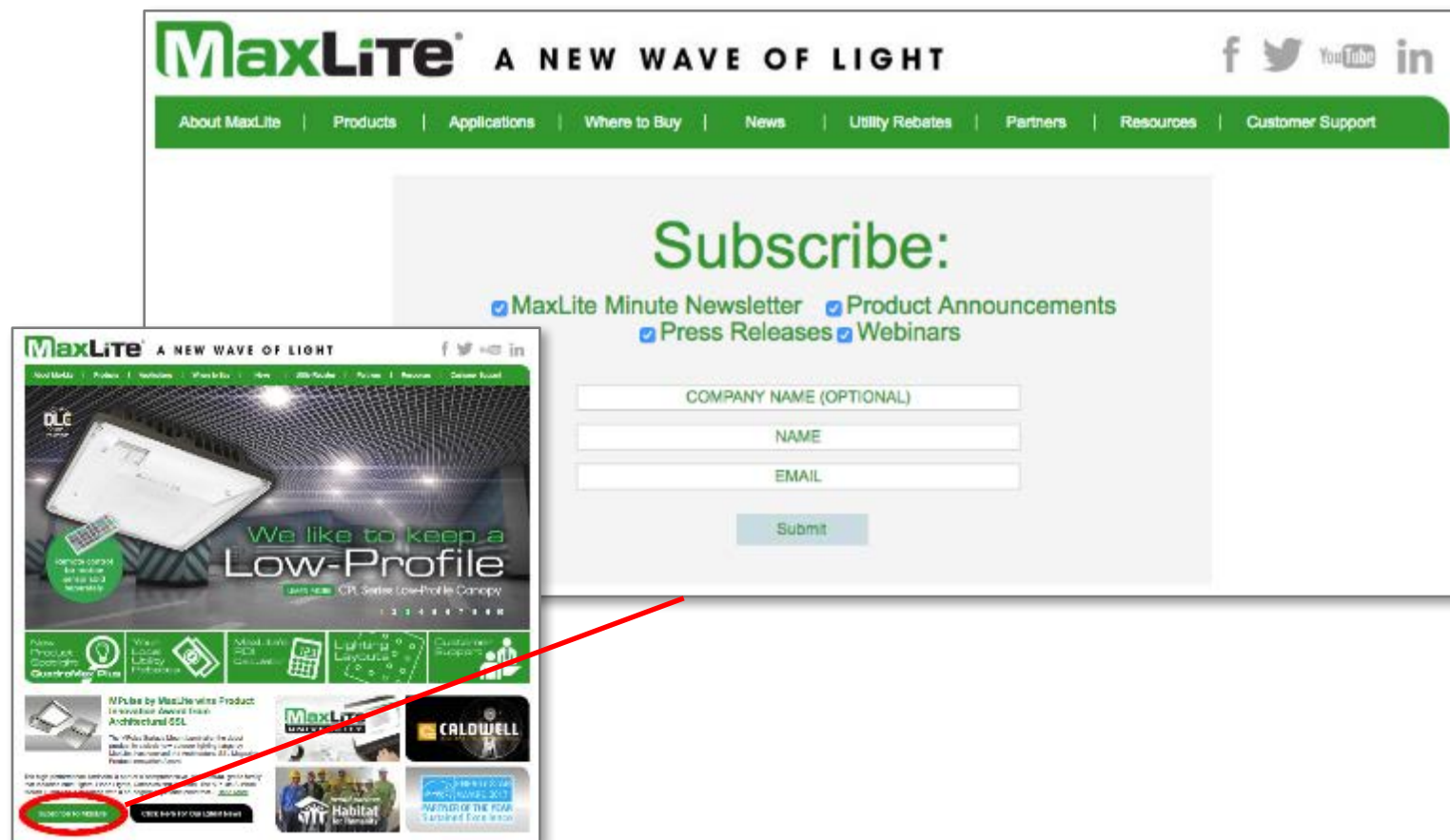
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- Product Announcements
- Press Releases
- Webinars

Click the “Subscribe To MaxLite”
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website or visit:

<http://www.maxlite.com/subscribe>



The image shows a screenshot of the MaxLite website with a subscription form overlaid. The website header includes the MaxLite logo and the tagline 'A NEW WAVE OF LIGHT'. The navigation bar lists: About MaxLite, Products, Applications, Where to Buy, News, Utility Rebates, Partners, Resources, and Customer Support. The main content area features a large 'Subscribe:' heading. Below it, there are four checkboxes, all of which are checked: 'MaxLite Minute Newsletter', 'Product Announcements', 'Press Releases', and 'Webinars'. There are three input fields: 'COMPANY NAME (OPTIONAL)', 'NAME', and 'EMAIL'. A 'Submit' button is located below the email field. A red arrow points from the 'Subscribe To MaxLite' button on the website to the subscription form.



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THANKS FOR ATTENDING!

QUESTIONS/ANSWERS

Thank you everyone for your attention! Please feel free to use this opportunity to ask any questions you may have about MaxLite or the products shown in this presentation.

FOR MORE INFORMATION ABOUT OTHER MAXLITE PRODUCTS, OR
FOR LIGHTING QUESTIONS IN GENERAL; PLEASE CONTACT:

info@maxlite.com

<http://www.maxlite.com>

1-800-555-5629