

IRT
Advanced Reflector Technology®



Automotive Outdoor Retail Lighting

LSI Automotive Lighting Offers You the Power of Choice



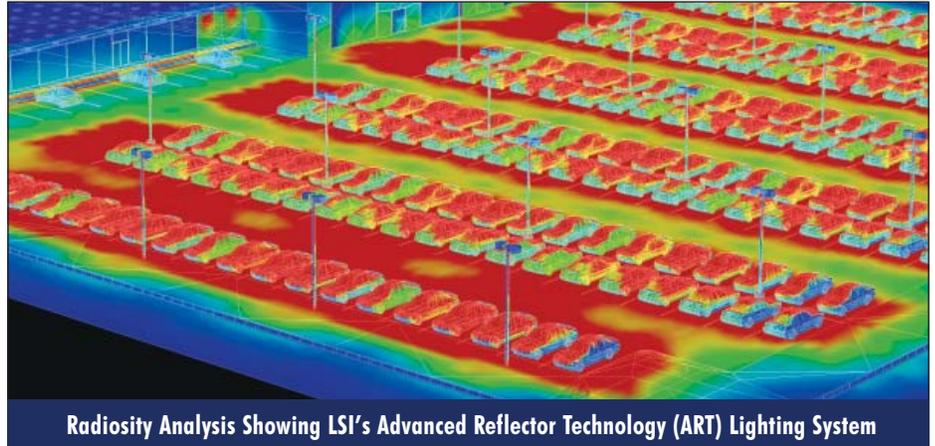
Delivering the effectiveness of
retail showroom lighting outdoors

Known for providing the best lighting solutions in the industry, LSI Automotive Lighting raises the bar with its ART System.

The ART Advantage:

More choices than ever before:

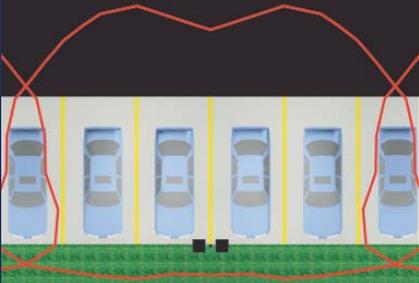
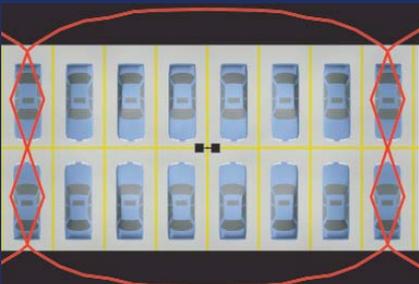
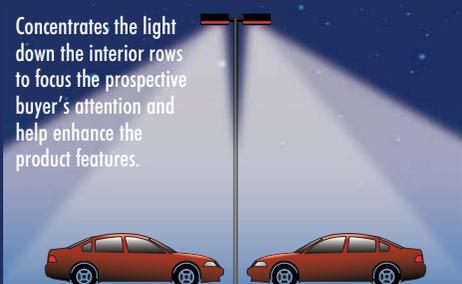
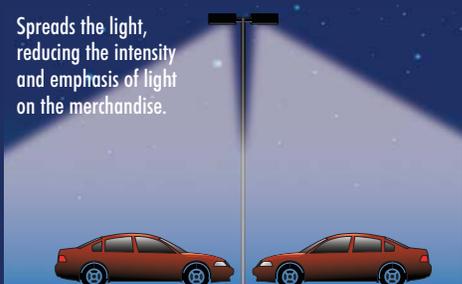
- Performance
- Energy Savings
- Cost Savings
- Community Friendly (Greenbriar Flat Lens)
- Retrofit Kit for Existing LSI Fixtures



US Patents 6,464,378 & 6,152,579 & Patents Pending

The exceptional lighting performance of the ART System is the result of the synergy created between a highly advanced reflector design, and a variety of lamp and fixture choices. Together, they assure you the best lighting possible for the front row display and interior merchandising rows of your exterior lot. Beyond outstanding performance, ART offers energy savings and reduces your total cost of ownership to effectively and efficiently merchandise your lot.

ART evenly distributes controlled light over front row and interior row display areas with artistic precision, concentrating light on automotive merchandise.

Front Row Comparison		
 <p>Automotive Forward Throw (AFT)</p>	<p>Makes the most effective use of your front row lighting by concentrating the light on your merchandise.</p>  <p>ART System</p>	<p>Spreads the light without specifically highlighting the merchandise.</p>  <p>Traditional System</p>
Interior Row Comparison		
 <p>Automotive Interior (AI)</p>	<p>Concentrates the light down the interior rows to focus the prospective buyer's attention and help enhance the product features.</p>  <p>ART System</p>	<p>Spreads the light, reducing the intensity and emphasis of light on the merchandise.</p>  <p>Traditional System</p>

Beyond Performance

The efficiency and performance from LSI's ART System has a direct affect on your total cost of ownership — *from your initial purchase throughout the system's lifetime.*

Energy Efficiency Equals a Lifetime of Savings

Utilizing ART, you can achieve the lighting of a traditional 1000-watt metal halide system with the new energy-efficient 750-watt pulse-start metal halide lamp. Using the 750-watt pulse-start lamp, you can realize an immediate and ongoing savings of 25% in energy consumption. ART will literally pay for itself by lowering your energy costs.

Quick energy savings calculator

A. Current Fixture Watts	_____	B. Alternative Fixture Watts	_____
	(example: 1000 Watts)		(example: 750 Watts)
C. Operating Hours per Year	_____	D. Cost per Watt	_____
	(example: 4,000 hours/year)		(example: \$.08 per Kwh)
$\frac{(A-B) \times C \times D}{1000} \times \text{(Number of Fixtures)} = \$ \text{_____ Total Energy Saving per year}$			

Lower Total Cost of Ownership

Energy savings is only part of the equation in determining your total cost of ownership. For example, when you go from a traditional 1000-watt metal halide fixture to a 1000-watt ART system, you will get enhanced lighting coverage over a greater area than ever before. This increased performance means reduced energy costs because you will need fewer fixtures to accomplish the task. In addition to performance, consider the other ART advantages:

- Fewer fixtures & poles
- Fewer foundations & trenches
- Reduced installation costs
- Reduced maintenance costs
- Reduced energy consumption costs

The Perfect Complement to Your Site Lighting Masterpiece

ART is a different kind of lighting tool offering aesthetic choices in addition to optical flexibility. Choose from LSI's Challenger, Greenbriar Reduced, Greenbriar Flat Lens or Hilton fixtures to best complement the architectural lines of your site. All fixtures are available in LSI's palette of traditional finish colors and accent bands. Whether your project is a new build or a retrofit, LSI has a fixture for you.

LSI – a smart energy solution



The ART System from LSI – a Masterpiece of Automotive Retail Lighting Technology

