A MONTHLY NEWSLETTER FROM AMERLUX®

FEB 2023

Amerlux Unveils 'Fresh Color' At Wakefern's Private Event

Amerlux delivered a private demonstration to Wakefern Food Corp about its game-changing supermarket solution that will make sales of high-margin perishables more appetizing for grocers.

Amerlux will showcase the Fresh Color chip—which is incorporated into the company's premium SPEQ track lights—during the "Wakefern Perishables 2018" members-only event at the New Jersey Convention and Exposition Center in Edison last year. Wakefern is the country's largest retailer-owned supermarket cooperative.



The Fresh Color chip accentuates the natural color of fresh foods, which has become a crucial lure to keep consumers shopping in the store, as they transform into high-end, retail boutiques. To create the desired effect of high-contrast lighting, which puts more light on targeted items, accent lighting also needs to be leveraged as a wayfinding tool, directing consumers to high-margin products, such as meat, seafood, produce and flowers.

Amerlux's SPEQ track lights produces a controlled, powerful and clean beam of light, which can be found in various high-end retailers and art galleries. (When the Queens Museum, for example, wanted to create a memorable experience for its recent "Never Built New York" exhibit, Amerlux exceeded expectations with SPEQ.) SPEQ's beam spreads range from a very narrow spot of 8 degrees to wide flood narrow spot to wide flood and everything in between. Delivering more than 46,800 CBCP, the SPEQ family of track accents aren't afraid of heights. Available with a snoot that perfectly matches the fixture to provide excellent glare control, SPEQ maintains clean fixture lines.

Its snoot perfectly matches the fixture to provide excellent glare control, while maintaining clean fixture lines. The product offers other options, such as hexcell louver, Solite beam softening lens, linear spread lens and cross blade.

For more information about the company's Amerlux's SPEQ solution with the Fresh Color chip, visit Amerlux.com.

National LED Market Observer

- 1. **DOE Proposal More Than Doubles Minimum Efficacy of General Service Lamps** The newly proposed DOE rule would more than double the efficacy requirement for GSLs to 120 lm/W, effectively moving the lighting market away from compact fluorescent (CFL) replacements for traditional incandescent and halogen lamps across GSL applications. The DOE has established a net-zero emissions goal by 2050, and in its statement, claims that "the new rule, if adopted within the proposed timeframe, will deliver consumer benefits of up to \$20 billion dollars and conserve roughly 4 quadrillion British thermal units [BTUs] of energy in the 30 years after its implementation." Read the full DOE announcement at energy.gov.
- 2. **Electrical Contractor Magazine December 2022: Lighting Special Report** Lighting is a top money-maker for electrical contractors, and ELECTRICAL CONTRACTOR Magazine has you covered with news and monthly articles on lighting innovations and technology, LEDs, lighting design, lighting control, indoor and outdoor lamps and luminaires, new products and more. December 2022: Lighting Special Report Electrical Contractor Magazine (ecmag.com)
 - Attuned to Lighting for Seniors: New research could revolutionize well-being for elders
 - · New Ideas in the Spotlight: Innovation and options in commercial lighting are on the rise
 - Lighting and the Electrical Contractor: Experts discuss advances in the field
 - Seat of Innovation: Danard Electric Inc. brings its design-build approach to Clover Park Technical College
 - Striving for Healthy Lighting: Setting the biologic light standard will require more studies, consensus
 - Please Step Outside: Outdoor LEDs and lighting controls
 - Featured Products: Luminaires



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- 3. **Seven (7) Economic Indicators Lighting People Should See** Based on recent volatile times and concerns for what 2023 may bring, we thought it would be a good idea to share a roundup of some leading economic indicators that may help lighting people assess their business and their specific markets and possibly help us all plan intelligently for the unknowns in year ahead.
 - 1. Architectural billings contract slightly
 - 2. Construction starts increase, but growth may wane
 - 3. Rising construction backlog
 - 4. Ongoing shortage of electricians could get worse
 - 5. Semiconductor supply & demand
 - 6. The price of copper has spiked in 2023
 - 7. Some ocean shipment costs are collapsing:

7 Economic Indicators Lighting People Should See (inside.lighting)

- 4. **10 Big-Money Construction Projects for 2023** Even in what could be a down year for the construction market, there's still a surprising number of billion-dollar projects underway or on the drawing boards. There are 10 billion-dollar projects that highlight the construction niches Electrical Wholesaling's editors believe may offer the most promise in 2023......check them out at: <u>10 Big-Money Construction Projects for 2023 | Electrical Wholesaling (ewweb.com)</u>
- 5. **FSG Acquires West-Lite Supply** Facility Solutions Group, Inc. (FSG) recently announced the acquisition of West-Lite Supply, a lighting product distributor in California. This acquisition will expand FSG's service offerings in both Northern and Southern California. "Brenda Puckett, along with her parents Herman & Rosemary and brother Garry, built an amazing reputation in the lighting industry over four decades. I look forward to leveraging the expertise of West-Lite employees joining FSG as we expand our operations in California", said Leon Mowadia, FSG's Chief Operating Officer Lighting Distribution. FSG Acquires West-Lite Supply lightED (lightedmag.com)
- 6. A Contractor's Guide to Luminaire Level Lighting Controls by Craig Casey Over the last 20 years, LEDs have made lighting more efficient, smarter, and versatile. Luminaire level lighting controls (LLLCs) are helping to integrate these benefits into individual LED luminaires and redefine the way we think about lighting control in offices, classrooms, conference rooms, and more. While wired, fixture-level control has been possible for more than a decade, wireless technology puts flexible, adjustable, smart control well within reach for most projects from a budgetary and scheduling standpoint. From an industry standpoint, LLLCs are wireless lighting control devices integrated directly into a luminaire, typically by the manufacturer. Equipped with this device, the luminaire can be individually controlled (or digitally grouped) to create lighting zones that meet the customer's specific needs. A Contractor's Guide to Luminaire Level Lighting Controls | EO&M (ecmweb.com)
- 7. Alloy LED Earns Top 25 Product Recognition from Retrofit Magazine Alloy LED is pleased to announce that its PrimaPanel Flexible LED Sheet is included in retrofit magazine's Top 25 Products special, which is featured in the January-February 2023 issue. The PrimaPanel Flexible LED Sheet is a fully modular and field-cuttable LED panel providing even, hotspot-free illumination for indoor backlighting applications on straight or curved surfaces. The versatile sheet features vertical, horizontal, and now, offers the freedom for 45-degree angle cutting lines for unlimited custom installations beyond just simple squares and rectangles. PrimaPanel is ideal backlighting solution for displays, walls and counters, among others, and is a popular solution to illuminate translucent materials. The award-winning PrimaPanel product was also recognized as a 2022 BrightStar Awards honoree from LEDs Magazine and selected by Architectural SSL magazine as Product Innovation Award winner. PrimaPanel Flexible LED Sheet Alloy LED
- 8. **Dodge: Overall Commercial Starts to Tumble This Year** Manufacturing starts will be one of the few bright spots in 2023 in a shrinking commercial construction sector, according to Richard Branch, chief economist at Dodge Construction Network. Total commercial starts are beginning to show strain as the economy slows, said Branch. Dodge expects starts on the commercial side, which includes retail, office, warehouse, manufacturing and hotel projects, to fall 13% in 2023 when adjusted for inflation. Sector watch: Overall commercial starts to tumble this year | Construction Dive



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- 9. Cree Pro9™ LEDs Set the New Standard for High Fidelity (90 & 95 CRI Min) LEDs New Pro9™ XLamp® LEDs improve the output, efficacy and size of LED luminaires in commercial applications requiring high quality light. Pro9 LEDs have the industry's highest operating temperature rating of 105°C and share the same mechanical and electrical characteristics to upgrade to higher CRI with no change in performance and minimal redesign. 2700-4000K CCTs, 90 & 95 CRIs available. Pro9™ LEDs Offer Breakthroughs in Efficacy and Reliability Cree LED (cree-led.com)
- 10. **Electrical Wholesaling's 2023 Electrical Market Forecast and Analysis** EW's annual Market Planning Guide, National Factbook, Electrical Pyramid and listing of the Top 150 Largest Electrical Distributors offer C-suite executives with the insight they need to manage and grow their businesses. With the support of Champion Fiberglass, Electrical Wholesaling is once again aggregating the best of its sales forecast and market analysis into a digital e-book. Download this eBook to learn more about 2023 trends, forecasts, and analysis of the electrical market. 2023 Electrical Market Forecast and Analysis | Electrical Wholesaling (ewweb.com)
- 11. What's Next for Batteries Lithium-ion batteries have long been the king of battery markets for electric vehicles and grid storage, but that's expected to change in 2023, thanks to innovative technology and a surge in public and private funding. QuantumScape and Solid Power are going big on solid-state batteries, which have potential to be smaller and to charge faster than li-ion counterparts. Sodium-ion and iron batteries are other areas to watch. With the flood of money from the IRA and other policies around the world fueling demand for EVs and their batteries, 2023 is going to be a year to watch. What's next for batteries in 2023 I MIT Technology Review
- 12. **Controlled Environment Horticulture Report Exposes Lack of Standardized Energy Data** With support from PG&E, researchers reviewed literature on energy and water use in CEH and found values varied widely due to estimated models and "operational assumptions." With the increase in California greenhouse and indoor farming facilities designed to address food production and legalized cannabis cultivation, questions have arisen as to the practical efficiency of modern growing facilities and how to ensure that they meet benchmarks for energy and water consumption which have yet to be outlined in policy, said Dr. Greenhouse president and founder Dr. Nadia Sabeh, a primary author on the CEH study. LEDs Magazine focused mainly on the discussion of energy with Sabeh in a recent call, during which she summarized how the research is being executed and what collaborators have learned thus far. key findings of the report at: Controlled environment horticulture report exposes lack of standardized energy data | LEDs Magazine
- 13. **LEDucation Is Weeks Away March 7–8, 2023 New York Hilton Midtown, NYC** Virtual Sessions Monday March 6. We are gearing up for an energizing two days of non-stop lighting action! Be sure to get yourself registered, book a hotel room if you need, and confirm any travel plans you may have <u>Registration LEDucation</u>
- 14. **DLC Announces New Horticultural Lighting Technical Requirements** The DesignLights Consortium (DLC) has announced that the final version of Horticultural Lighting Technical Requirements Version 3.0, incorporating changes in response to stakeholder comments, is proposed to take effect March 31. Introducing a surveillance policy intended to protect the value of the DLC's Qualified Products List (QPL) for all stakeholders, the updated document increases efficiency and establishes minimum performance baselines for LED lamps, luminaires and controls for the controlled environmental agricultural (CEA) industry. Provisions to the document include:
 - A 21% increase in Photosynthetic Photon Efficiency for QPL
 - Requirements for reporting application information for listed products, such as product dimensions and representative images
- Product-level controllability requirements to enable additional functionality and energy savings Visit www.designlights.org for more information.



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15. **Tax Incentive Gets New Life by Craig DiLouie** - Updates to the Commercial Buildings Tax Deduction, and the shifting role of lighting in getting it. Among its many provisions, the Inflation Reduction Act of 2022 revamped the venerable Commercial Buildings Tax Deduction (CBTD), which incentivizes building owners to invest in energy-efficient interior lighting, HVAC/hot water systems, and/or building envelope. Electrical distributors can benefit by refamiliarizing themselves with its requirements, educating partners and potential customers, and supporting projects with packages of the most energy-efficient products. Effected by the Energy Policy Act of 2005, the CBTD (U.S. tax code Section 179D) created a financial incentive to invest in building energy efficiency by defraying the initial cost. The economic benefit is an accelerated tax deduction, which means the owner claims the deduction in a single year rather than over multiple years. The CBTD is expressed in dollars per square foot earned by exceeding the efficiency of a reference building. Passed in August 2022, this law made major changes. To learn more, consult the current text of 179D as published by Cornell Law School at shorturl.at/tMXY7. TED Magazine - January 2023-A - Tax Incentive Gets New Life (tedmagazine-digital.com)

16. **The U.S. Department of Energy Announces the Buildings Upgrade Prize** - The Buildings Upgrade Prize (Buildings UP) is offering more than \$22 million in cash prizes and technical assistance to teams across America with winning ideas to accelerate widespread, equitable energy efficiency and building electrification upgrades. Learn more about the <u>Buildings UP Prize</u>

17. DOE Announces \$750 Million To Accelerate Clean Hydrogen Technologies

- The funding is meant to play a vital role in supporting commercial-scale hydrogen deployment. Clean hydrogen—which is produced with zero or next-to-zero emissions from renewables, nuclear energy, or natural gas with carbon sequestration—is set to play a vital future role in reducing emissions from some of the hardest-to-decarbonize sectors of our economy, including industrial and chemical processes and heavy-duty transportation. Clean hydrogen can also support the expansion of renewable power by providing a means for long-duration energy storage and offers



flexibility and multiple revenue streams to all types of clean power generation—including today's nuclear fleet, advanced nuclear, and other innovative technologies. By enabling diverse, domestic clean-energy pathways across multiple sectors of the economy, hydrogen will strengthen American energy independence, resiliency, and security. tdworld.com)

18. HomeLife LED Motion Sensor LED Lights - The HomeLife Motion Sensor LED Lights adhere to almost any surface in the house, lighting up under-cabinets, staircases, closets, and much more. The best part? They're activated with a sensor, so you don't have to go fumbling around in the dark for them. They turn on as soon as you're nearby. Each light has a strong adhesive fashioned to it. All you have to do is peel away the coating and place it on the wall... under your cabinet... in your closet... or wherever! It uses common AAA batteries and each light lasts up to 100,000 hours without needing a battery change.



19. **Top Changes to the 2023 National Electrical Code** - As it does every three years, the National Fire Protection Association (NFPA) recently released the latest edition of NFPA 70°, National Electrical Code°. The 2023 NEC cycle was very active with 4,006 Public Inputs, 1,805 First Revisions, 1,956 Public Comments, 900 Second Revisions, 164 Correlating Revisions, and 55 Certified Amending Motions. This resulted in several new Articles and a wide array of new and revised rules. When it comes to memorable Code revision cycles, this edition will be remembered for making the NEC an easier document to use. Here's a look at the top 25 revisions. Top Changes to the 2023 National Electrical Code | EC&M (ecmweb.com)



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20. **Code Quiz of the Week: Lighting Edition** - Test your electrical IQ when it comes to lighting and the National Electrical Code. Code Quiz of the Week is by far one of EC&M's most popular editorial offerings, designed to help electrical professionals sharpen their skills when it comes to the National Electrical Code (NEC). For those of you who work predominantly in the lighting & control space, we've gathered several lighting-specific questions to help you put that specific Code knowledge to the test. Code Quiz of the Week: Lighting Edition | EC&M (ecmweb.com)

21. **DOE Application Deadlines for BTO Funding Opportunities** - (\$45 Million) Concept Papers Due: Tuesday, February 7, 2023 at 5:00 PM ET. The BENEFIT funding opportunity will invest up to \$45 million across five topic areas to spur innovations in air conditioning, space heating, water heating; thermal and battery storage; plug loads and lighting; and the building envelope that have significant potential for equitable carbon savings, through building electrification, energy efficiency, and demand flexibility with utmost affordability at its core. <u>Buildings Energy Efficiency Frontiers & Innovation Technologies (BENEFIT) – 2022/23</u>

22. Slapshot for Efficiency: NHL Partnering with Energy, Lighting Firms Bringing LED to Rinks -

Brightcore Energy is partnering with the National Hockey League (NHL) and Dutch lighting company Signify to bring energy-efficient LED and connected lighting solutions to community ice rinks across the U.S. The partnership is aimed at helping hockey rink owners lower their carbon footprint, reduce their energy use, and lower operating costs, while also delivering an enhanced experience for athletes and spectators. Slapshot for Efficiency: NHL partnering with Energy, Lighting firms bringing LED to rinks LEnergyTech

23. Loss and Profit from Today's Lighting Controls by Ruth Taylor - How electrical contractors/designers who truly understand and embrace advanced lighting control solutions can rise above the competition. More than other aspects of commercial lighting, the changing and complex technology of controls can result in lost time and money. When dealing with lighting controls, whether in new construction or a renovation, contracting firms face three characteristic (and potentially expensive) problems: Loss and Profit from Today's Lighting Controls | EC&M (ecmweb.com)



- Incomplete or ambiguous information about the control system leads to mistakes, time-consuming corrections, and a slow pace of work.
- Uncertainties about the scope and capabilities of the project team (architect, lighting designer, engineer, construction manager) can result in confusion that takes time to sort out and may leave gaps in responsibility, contributing to more time lost.
- Mixed or limited experience with connected lighting systems within your installation team slows the workflow and reduces efficiency compared to more familiar areas of expertise.



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Global LED Energy Market Observer:

- 24. **Vancouver International Airport's New Lighting Fixtures Transforms Space** Vancouver International Airport has been recognized by Skytrax as the Best Airport in North America for a record 12 years in a row. WSP was brought in as consultants to replace the original fluorescent technology with A-Light's Atom linear LED luminaires. Various patterns of Atom are suspended across the vast ceiling in a seemingly random pattern. In four, eight and 12-foot lengths, identical sizes are never side-by-side. The pendants are also suspended at various angles and heights from 3.5 meters to 5 meters above the floor but all luminaires' pivot points rest at the same elevation. Vancouver airport's team can anticipate reduced maintenance time and costs with the longer-life LEDs in Atom. <u>Vancouver International Airport's New Lighting Fixtures Transforms Space Facility Management Lighting Quick Read (facilitiesnet.com)</u>
- 25. **Canada to Phase Out Fluorescent Lamps** Canada's Department of the Environment and Department of Health have proposed amendments to the 1999 Canadian Environmental Protection Act that would effectively phase out the manufacture of most fluorescent lamps by the end of 2023 and ban the sale of most fluorescent lamps by the end of 2026. The proposal centers around the environmental risks of lamps containing mercury and not energy efficiency or meeting specific lumens per watt targets. The proposed Amendments would affect numerous categories of lamp products including linear and compact fluorescent lamps. The majority of affected lamps would be prohibited in December 2023, with a three-year interim period where replacement lamps would be permitted before the full prohibition takes place in December 2026. Canada to Phase Out Fluorescent Lamps (inside.lighting)
- 26. **Oledcomm Doubles Its Li-Fi Speed to 2 Gbps** Affirming its commitment to using laser diodes rather than LEDs as a means to deliver faster Li-Fi, France's Oledcomm introduced a system that operates at 2 Gbps, doubling the company's previous top speed of 1 Gbps. Also with speed in mind, Oledcomm designed its new LiFiMAX2G using its customary infrared spectrum, which it believes supports faster optical transmission compared to typical phosphor-coated visible-light-emitting devices. The company is positioning the LiFiMAX2G for vehicle-to-infrastructure communication and for factory floor machinery, rather than for consumer laptop or tablet use. In the consumer market, where eye safety can be an issue at sites such as schools, the company will continue to develop LED-based Li-Fi offerings. Oledcomm's dual laser and LED Li-Fi roadmap also places LEDs in situations that require lower system costs. Oledcomm doubles its Li-Fi speed to 2 Gbps | LEDs Magazine
- 27. **Orion Secures Retrofit Projects for Department of Defense Facilities** Orion Energy Systems, Inc. announced it has secured a \$9.6M contract for the turnkey LED lighting retrofits of five Department of Defense (DoD) bases in Europe. Orion's turnkey retrofit solution includes site audits, engineering, project management, installation, system commissioning, and materials for more than 60,000 energy-efficient lighting fixtures. The projects were secured through a European-based global Energy Service Company (ESCO). Orion expects to commence product deliveries and installation in Q4 of FY 2023, which begins January 1, 2023, and to complete the projects in approximately twelve months. Orion Secures Retrofit Projects for Department of Defense Facilities lightED (lightedmag.com)
- 28. **Performance Leap in Light Technology** Porsche has developed the light technology of the next generation with its new high-resolution HD matrix technology. The core element of the innovation created in collaboration with partners is a chip that combines over 16,000 individually controllable micro-LEDs onto the surface area the size of a thumbnail. Of these LED chips, two are utilised for each headlight four per vehicle. The headlights with HD matrix technology therefore offer a high-resolution light distribution up to twice as bright on a surface four times larger than previous top-notch systems. Performance leap in light technology LEDinside





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- 29. Horticultural Lighting Firm Sollum Announces CAD \$30 Million Funding Round Horticultural lighting is experiencing a rough patch at the moment at least for a couple of large vendors but that has not stopped investors from taking a longer view of strong growth potential, as evidenced by backers of Sollum Technologies. The privately held 8-year-old Montreal-based company announced a fresh investment round of \$30 million. Sollum sells tunable, controllable horticultural LED lighting on both a product and service basis. It is known for its SUN as a Service offering, which includes a cloud platform loaded with information on light recipes for different crops, and on the sun's morning-to-evening spectral patterns anywhere in the world, which users tap to optimize light intensity and spectra depending on their crop and location. Horticultural lighting firm Sollum announces CAD \$30 million funding round | LEDs Magazine
- 30. **UK Proposes to Ban Fluorescent, MH, HPS, Halogen, and OLED** The United Kingdom has joined the growing list of governments working to eliminate fluorescent, halogen, and other HID sources. Last week, the UK government published its proposal to raise lighting product efficacy requirements, using a technology-neutral set of minimum energy performance standards (MEPS). The proposal would impact residential, commercial, and industrial lighting products. Specifically, the proposal would require the following:
 - From late 2023, 120 lm/W ("Tier 1"); and
 - From 1 September 2027, 140 lm/W ("Tier 2").

UK Proposes Ban on Fluorescent, Halogen & HID Light Sources (lightnowblog.com)

31. **Energy Transition Investment Hit Record \$1.1T in 2022** - The world invested \$1.1 trillion in renewables and other energy transition solutions last year, according to a BloombergNEF report. This is the first time that clean energy investment has surpassed \$1 trillion and that energy transition spending has broken even with investment in fossil fuels. Energy transition spending rose 31% year over year in 2022 but must triple for the rest of the 2020s to put net-zero by 2050 within reach, per BNEF. \$1 Trillion Green Investment Matches Fossil Fuels for First Time - BNN Bloomberg



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Monthly Feature:

The Lighting Fixtures Market in the United States

The 16th edition of The Lighting Fixtures Market in the United States offers a comprehensive picture of the lighting fixtures industry in the US, providing data and trends 2016-2021 and forecast up to 2025. From one hand, the report analyzes the main trends affecting the market over the last five years, considering the production, the consumption, the imports, and the exports of lighting fixtures in the country. On the other hand, it offers an analysis of the market structure and the competitive system, an overview of the distribution system and the main players operating in the market:

International Trade: Lighting fixtures exports and imports are considered, broken down by country and by geographical area of destination/origin. The time frame considered is 2016-2021.

Market Structure: The lighting fixtures market is divided into four main segments:

- · residential-consumer,
- · architectural-commercial,
- industrial,
- · outdoor.

Also considered: Lamps (separately LED and Conventional)

Connected Lighting: As just one piece of the extensive Internet of Things (IoT) field, connected lighting is described as the connection of lighting, controls, and sensors to a local network that can be monitored and controlled, either wired or wirelessly, through a dashboard accessed by a computer, tablet, or smartphone. The lighting system may or may not be connected with other building systems, such as HVAC and security systems. Main segmentations: Residential/commercial indoor/outdoor items wired/wireless. Within them, the market is further break down by types of products, by technology, and by the place of product.

Distribution Channels: The analysis of the distribution system is organized by the following channels:

Contract

Distributors and Reps

Builders

· Home Improvement

Lighting Specialists

DIY stores

· Lifestyle stores

• E-commerce

A selection of around 500 among architectural offices and lighting designers, electrical and lighting wholesalers, furniture stores (anagraphics and short data) is also included.

Competitive System: Finally, the report offers an analysis of the leading local and foreign players present in the market and in each segment considered; through sales data, market shares and short profiles. An address list of around 100 US lighting fixtures manufacturer is included.

Among the considered products: indoor/outdoor lighting, decorative/residential lighting, commercial lighting, industrial lighting, traditional/transitional/contemporary lighting, floor/table/wall/ceiling lamps, suspensions, downlights, recessed lighting, linear lighting, LED panels, tracks/systems, projectors/spotlights, hospitality, retail, office lighting, entertainment lighting, lighting for museums, lighting for industrial plants, explosion-proof lighting, marine lighting, healthcare lighting, horticultural lighting, emergency lighting, residential outdoor lighting, lighting for urban landscape, Christmas lighting, street lighting, sporting facilities and galleries, conventional, LED, lighting controls and IoT applications. Among the novelties in the Report: a chapter on smart lighting and other new technologies available in the market; a focus on 22 US cities and estimation of the lighting market and lighting store sales for the top 14 US cities.

The Lighting Fixtures Market in the United States (researchandmarkets.com)

