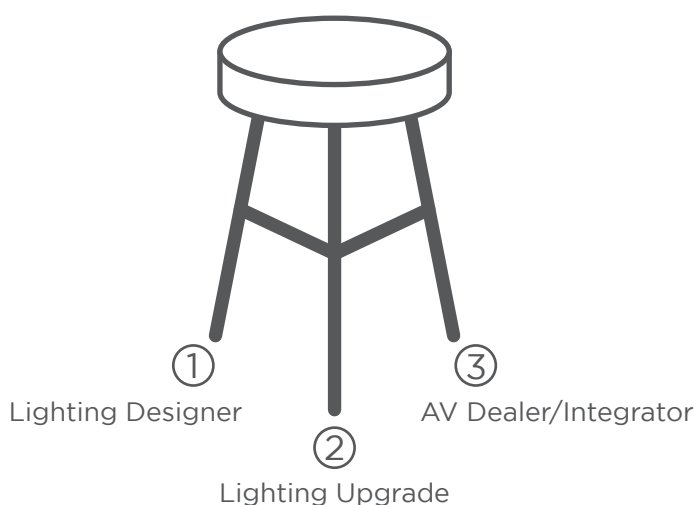


The 3 LEGS of the Marketing Stool

Clarté Lighting has 3 legs of customer focus, product offering and support.



① Lighting Designer

The lighting designer is the driving force in Clarté Lighting's business model. The ongoing collaboration with lighting designers creates new variations of existing products, along with new product additions to Clarté Lighting's offering, to meet the specific design application requirements of the lighting designer.

Clarté Lighting's product offering has been shaped, developed, and refined with the direct input from lighting designers to meet their exacting application product requirements. The direct input and guidance from lighting designers has created a more refined design centric LED fixture offering from Clarté Lighting.

② Lighting Upgrade from Legacy Light Source to LED

The lighting upgrade from existing inefficient legacy light sources to energy efficient long-life LEDs was Clarté Lighting's first market focus. Unique architectural LED lighting upgrades solutions for energy contractor, ESCO's and end users to upgrade inefficient legacy lighting systems is still a core focus.

Upgrading existing inefficient short lamp life HID and halogen fixtures to architectural LED fixtures, without disrupting the ceiling or plaster is challenging. Few cost effective mechanically efficient solutions in the market exist today.

To upgrade existing inefficient light fixtures to energy efficient LED lighting fixtures, required Clarté Lighting to create a modular and erector set fixture design philosophy. Today this erector set modular design philosophy is the foundation of the entire Clarté Lighting architectural fixture offering.

The lighting upgrade of Oculus NYC from inefficient short life ceramic metal halide fixtures to long life energy efficient Clarté Lighting RGBW fixtures is an example of a lighting upgrade installation.

OCULUS FEATURE
(click to view)

Existing short life inefficient HID and halogen lighting can be upgraded with long life energy efficient Clarté Lighting LED fixtures.
[Lighting Upgrade Guide](#)

LIGHTING UPGRADE
(click to view)

③ AV Dealer/Integrator

The AV Dealer/integrator channel is Clarté Lighting's newest channel, anchored by the 48V class 2 remote din rail Absolute Light.

ABSOLUTE LIGHT
(click to view)

AV Dealer Integrators specialize in low voltage class 2 installation for audio, video, automation, networking, lighting control, shades, security, and lighting. The specification and installation of lighting systems is the newest channel for the AV integrator dealer.

The Blue Martini in Atlanta, GA was specified and installed by an AV Dealer/Integrator.

BLUE MARTINI
(click to view)

Clarté Lighting remote mount 12V class 2 forward phase MLV static white fixtures are available in 100% of fixtures. The matching 48V Absolute Light Class 2 RGBW offering provides AV Dealer/integrators one of the most expansive tunable white and color changing product offering in the market.

The combination of the matching platforms together is unique to the market globally.