



**SPMP— Lighting and Materials  
Sustainability Project Management Professionals**

At ADG Eco Lighting our managers speak the universal language of High Yield Return on Investment. ADG Is a collaborative group enhancing the built environment through positive relationships.



ASK ABOUT  
ENERGY STAR

**Financial investments  
in your buildings**

**\$1/ sq foot ROI  
For 15 years +**



Consulting—Sustainability  
Manufacturing—USA  
National Dealer Support

**Product Comparison Data  
Features & Benefits**

- **Very long life** – 100,000 hours rated life
- significant savings in maintenance costs
- **Gradual, minimal depreciation** – still at 70% luminosity at end of life means fewer replacements, more efficient lighting
- **Outstanding color rendering** – CRI 85 provides for vivid, natural colors



**Services Resulting in Positive ROI**

- Consulting - Sustainability Project Management
- Cost Segregation Services
- Energy - Lighting Audits
- National Dealer Network
- 20 Years Experience
- USA Manufactured Products
- Cage #59TA1 Orca ✓
- Works with LEED projects

Think faster dollar return utilizing ADG sustainable solutions  
The best real-estate investment yield on your investment

Consulting &  
Solution Manufacturing

Corporate Offices Agoura Hills CA  
Manufacturing in USA  
818-597-9494  
Info@adgmail.com  
www.adgEcoLightingProducts.com

**GO SMART**

**Solution Based Manufacturing  
Lighting Fixtures & Materials  
Sustainable Project Management**



# Solutions that work for your business.

UNTAPPED ASSETS ARE HIDDEN IN YOUR BUILDINGS..

The experts at **ADG ECO Lighting Products** have a solution to your *Energy Dilemma*. With our Technology we make space Brighter & Return Money to your NOI.

*“When we recommend a resource to our clients, it is imperative that we are 100% confident that the highest quality of service and workmanship will be provided. ADG has earned our trust with their comprehensive lighting design services. They are a pleasure to work with ....”*

*Monique Lafia Lafia / Arvin, A Design Corporation*

## flexible solutions for your energy needs

### Sustainable Project Management

ADG Eco has the resolution for a Power Company or building user to generate additional revenue using our method Reverse Eco Energy Maintenance Conversion Fees

Swap inefficient metal halide and high pressure sodium or fluorescent with ADG Eco Induction Lighting and LED or other 21st century equipment.

**Sustainable Project Management Professionals** engage with your team under a simple consulting arrangement to review Cost Segregation Opportunities, finance models, and how NOI and lighting will equal energy savings.

### Take the ENERGY STAR Challenge!

Whether you're associated with a small school or a large corporation, a local government or a national association, a community hospital or a hotel group, a manufacturing plant or a retailer — you can be part of the ENERGY STAR Challenge and help improve the energy efficiency of America's commercial and industrial buildings by 50% percent or more through lighting replacement.

Our Resellers will help you to:

- Develop a plan for energy improvements.
- Make energy efficiency upgrades.
- Help spread the energy efficiency word.

## SUPPORT SOLUTIONS

### Induction Technology:

- Saves you money in utility and bulb replacement costs.
- Helps you to reduce carbon footprint
- Easy to retrofit/ replace into your current project.
- Increases safety thru better visibility
- Qualifies for rebates, tax deductions and other incentives.
- ADG Eco Lighting will custom manufacture sustainable lighting
- Federal Tax incentives - *Cost Seg*
- Emergency Economic Stabilization Act of 2008



## CUSTOM SOLUTIONS

Manufactured to meet your demand The ADG Solutions will **Meet your needs** .



## SUSTAINABLE SOLUTIONS

Operating & maintenance issues will be deferred 10 to 20 years. The ADG Solutions will **Increase the Return on Investment** .

## BUSINESS SOLUTIONS

The U.S. Environmental Protection Agency (EPA) estimates that if energy efficiency of commercial and industrial buildings in the U.S. improved 10 percent, Americans would save about \$20 billion **You can join us and help reach this goal !**



HOW CAN WE HELP YOU? WE'VE WORKED WITH A DIVERSE CUSTOMER BASE.





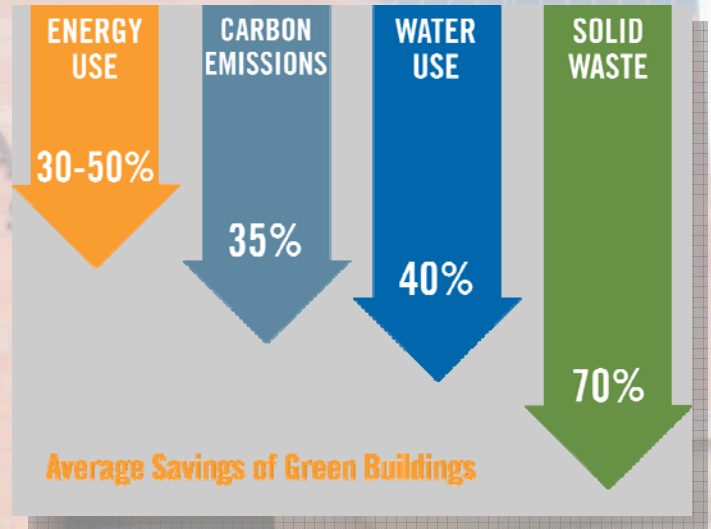
**LEARNING BENEFITS OF GREEN SCHOOLS**

**+3%**  
INCREASE IN PRODUCTIVITY, LEARNING, & PERFORMANCE

AND

**-3%**  
DECREASE IN TEACHER TURNOVER

U.S. GREEN BUILDING COUNCIL MEMBER



## Key Customer Needs

Your maintenance team throws away light bulbs every 416 days

Power company rates will increase nearly 30%

Where is your agency going cut costs?

The USA & EU banished the Regular light bulb by 2012

CA and other states have a law \*AB32\* mandates facilities to reduce carbon load to 1990 levels

Are you in compliance

What is your plan for sustainability through a Cash Flow or Yield?

Utilize Government Loan Programs

ADG Eco is an American Manufacturer and Employees American workers



[www.adgEcoLP.com](http://www.adgEcoLP.com)

Learn More with a Qualified Factory Reseller through our Advise ment Programming

Some of the agencies that collaborated with our team

Call for a Reseller in your state 818 597 9494



Santa Monica-Malibu Unified School District





ADG Eco Lighting Products  
 ADG Eco & Energy Advisement Group  
 Proudly serving  
 Education Institutions  
 with an experienced team

Collaborations of our Team  
 with yours produces  
 quality results,  
 well manufactured products  
 and some of the best solutions.

ADG experts have been  
 manufacturing for 3 generations

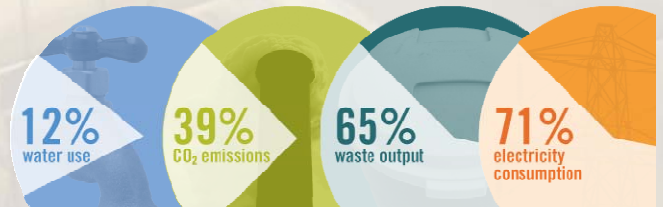
ADG Team members will be keyed  
 into your needs  
 ADG Manufactured solutions -  
 Save you Money

### Paradigm Shift

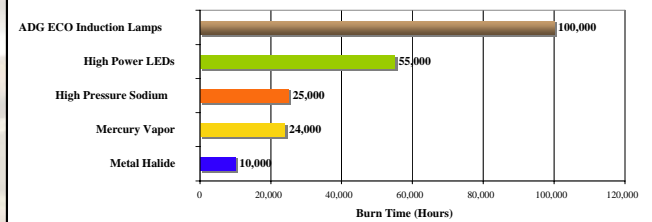
Reasonable 21st Century solutions  
 Better quality illumination  
 Less Energy used  
 Deferred maintenance  
 State and Federal Compliance  
 DOE Recognized technology



### U.S. Building Impacts:



Typical Lamp Lifespan of Commercial/Industrial Lighting Types



### Simple questions

Ask your CFO & Management team:

What are the 5 key steps they have taken to reduce maintenance and power waste?

Has an advisor directed them to solving these issues & create cash flow from energy?

When will your team plan to take action?

Who is the designated facilitator or will you be hiring ADG to guide the process?

### What should you do?

Like some of the clients listed in this guide your team should actively engage with a knowledgeable Eco Advisement Group.

Review some of our case studies

Impact to SMUSD Paradigm Shift

L.A. Talk Radio interview with our CEO

ADG Mini White Paper *LED vs. induction*

*Valley Economic Alliance Impact Study*

Know that Lighting your facility can hog as much as 25%-45% of your power bill





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CA and other states have a law \*AB32\* that forces facilities to reduce carbon load to 1990 levels

What is your plan for sustainability through a Cash Flow or Yield?

If you own or manage commercial property like parking structures, parking lots, parks, shopping centers, convention centers or hotels and you need to reduce your operating costs, and in the process reduce your impact on the environment then you need ADG ECO Induction Lighting.

The experts at ADG ECO Lighting Products have a solution to your lighting dilemma, through Induction Technology, we can make your space brighter while saving you money in operating and maintenance costs.

ADG ECO Induction lamps are technologically more advanced than Metal Halide, High Pressure Sodium and Fluorescents and are easy to install or retrofit into existent posts and fixtures. This Energy Star Partnership's Technology also helps reduce the impact on the environment.

Federal Tax incentives are available through the Emergency Economic Stabilization Act of 2008

Induction Lighting Technology:

- saves you money in utility and bulb replacement costs

- helps you reduce your carbon footprint
- increases safety through better visibility
- qualifies for rebates, tax deductions and other incentives
- ADG ECO can custom manufacture decorative sustainable lighting

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Deidre Wallace, Hotelier Ambrose Hotel

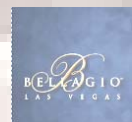


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Some customers that called our team

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ADG Eco Lighting Products  
ADG Eco & Energy Advisement Group  
Proudly serving the Hotel and Restaurant Industry  
with an experienced team

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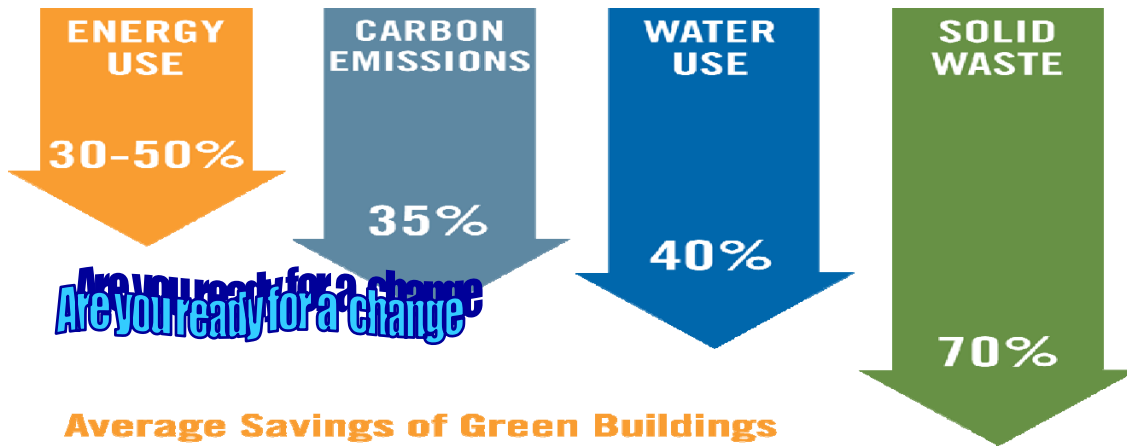
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# Key Customer Needs & Testimonials



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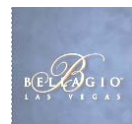


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## ADG Eco Lighting Products & Architectural Detail Group, Inc

"Gerald is a cross between Al Gore and Thomas Edison"

**Larry Rothstein, ESQ**, *Stated Live at All Cities* October 2009



"Travis, We had a very good night last night. Your fixture performed at 2 FC at 30' pole height. Congrats...I had my doubts. This project is going to come down to the installed cost per fixture. There are pros and cons to both LED and induction. Our asset manger was very impressed with our demo pole we set up. It looks like to me that a 150w Induction fixture is about right. "

**Bruce C. Manning** Director of Engineering Able Engineering Services April, 2010

Beverly Park. He created beautiful ...lighting that complements the style and scale of each (project). Throughout the process, Gerald went the extra mile to make sure everyone would be happy with the end results."

**Brian Adler** *The Adler Development Group* September 12, 2005

"Lighting is an incredibly important element to architecture. I don't hesitate to call ADG for the highest quality surface mounted light fixtures that are both beautiful and functional. ADG is very innovative, expanding on our ideas or altering our direction as needed to derive the best product design."

**Bill Hablinski** *Hablinski + Manion Architects* September 7, 2005

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**Deirdre Wallace** *Hotelier Ambrose Hotel* September 8, 2005 LEED EB Silver

"It is critical to address a home's lighting during the framing stage for the best overall functionality. Whether or not the homeowner has an interior designer at this stage, Architectural Detail Group's services, ranging from custom fixture design to J-box location, add value to the process. And, the homeowner ends up with higher quality lighting for a lower price."

**Gordon Gibson** *Gordon Gibson Construction* September 7, 2005

"Gerald bills himself as an architect but he is truly an entrepreneur. Gerald's work in the lighting industry has set the bar very high because his designs as well as his approaches to problem solving are so unique. He's creative, he's powerful, and he is well known in this industry. But outside of his industry, he has, potentially, even more energy. I regularly call on Gerald to bounce ideas around because I always know that he'll provide great feedback, and he has great contacts to boot."

**Joel Block**, *Owner, Growth-Logic, Inc.* December 20, 2007

"We were looking for high quality lighting fixtures with a timeless, classical style when our interior designer introduced us to Gerald Olesker. Gerald delivered exactly what we were looking for, on time and on budget. Years later, we remain extremely pleased."

**Walter Iberti** *Homeowner* September 11, 2005

"It is a daunting task to find the right light fixtures .... Architectural Detail Group's unique one-stop shopping service ensures that (projects) get high quality light fixtures that are perfectly tailored for their homes. I recommend bringing ADG in early in the process to save a tremendous amount of time and energy and for the best results."

**Erik K. Evens, AIA (Principal as of 1/1/06)** *KAA Design Group Inc.* October 4, 2005

"It was such a pleasure working with Gerald Olesker on the lighting for our home. He is a great listener and very effectively communicated his visions to enhance our home's environment through lighting while staying within our tastes. (he) simplified an otherwise complicated process and masterfully handled everything from design through delivery."

**Alexander Cappello** *Homeowner* September 9, 2005

"Whether a client wants unique light fixtures or something tailored from an antique design, ADG simplifies the decision-making process through well done sketches and full scale drawings. We are so pleased with ADG's ... design work as applied to light ..."

**Paul Williger** *Appleton & Associates* September 23, 2005





## ADG Eco Lighting Products & Architectural Detail Group, Inc

"When we recommend a resource to our clients, it is imperative that we are 100% confident that the highest quality of service and workmanship will be provided. ADG has earned our trust with their comprehensive lighting design services. They are a pleasure to work with, helping to make beautiful spaces yet more beautiful."

**Monique Lafia Lafia / Arvin, A Design Corporation** September \_\_\_\_, 2005

"Gerald's the kind of guy who's always thinking of a better way of doing it, no matter what "it" is. That makes for a better result and a much more enjoyable relationship overall."

**Rob Frankel**, "The best branding expert on the planet." October 27, 2008

"Gerald is that perfect combination of high creativity with heavy attention to detail. I have seen many examples of his designs and was impressed with them all. In addition, having observed him work as a manager, I was also impressed with his skill at meeting deadlines, managing the work of others, and growing his businesses. He has high energy and enthusiasm that he channels into productive outcomes."

**Steve Schuster**, Adjunct Professor, California State University October 27, 2008

"I have known Gerald for over four years and know him to be honest, ethical and respectful of his clients and their needs. Any interaction with him is a positive one."

**Jeff Kleid**, Former -President, C.M.Meiers Company/CMM Entertainment February 7, 2008

"Gerald is relentlessly creative and absolutely dedicated to produce a project that will satisfy the most demanding expectations."

**Ivan Halperin**, Managing Director, The Halperin Companies November 7, 2007

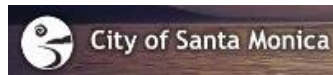
"Gerald designed beautiful lighting fixtures for my last house and my current house. They have always been unique and built to last." Top qualities: Great Results, Personable, Creative

**Scott Perren** November 7, 2007

"It is crucial for me to be able to trust my suppliers. I can completely depend on ADG to design and deliver the highest end, custom light fixtures. ADG clearly communicates throughout the process, providing well-drawn sketches, mock-ups and sample materials. At delivery, my clients know what to expect and are extremely happy with the outcomes."

**Robert Ricker Interior Designer** (October 4, 2005)

### Some customers that collaborated with our team





## ADG Eco & Energy Advisement Group

### Advisory Board of Directors

Gerald Olesker, *Dipl. Arch.*  
*CEO/founder*

Alvin Greene  
*Fmr. Chair L.A. Housing*  
*Authority*

Ron Means  
*Fmr. President JBL*

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August 5, 2010

Open Letter

Re: interested customer regarding energy reduction in Facilities, using Induction

Cage: 59TA1 Duns:198358579 NAICS: 335129, 331724, 541420 FSC: 5975, 6210, 6240

Dear Customer,

Typically, programs to reduce energy with lighting seem to be as archaic as the "F" word, Fluorescent that is. Energy related professionals and technicians seek the easy way to change-out your fluorescent or metal halide with newer fluorescent and fancy systems that seem to be good, but can result in cheap product and poor maintenance curves 2 years down the road.

Our team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 to 10 time's life of a product now at the price that is more related to a Yield and Cash Flow rather than expense?

As we look at each similar situation, one constant occurs. large facilities do not need high wattages fluorescent or metal halide fixtures and can reduce maintenance for 10 years . So why does your facility use high wattage throw away lights and ballasts all day and night long? By now, you need help with the solution.

Our simple GO SMART<sup>®</sup> system reduces overhead lighting waste and places total emphasis within the managers hands and can be enhanced with Motion Management. The quality of our *scotopic* lighting ' [ DOE ADG info Sheet ] actually allows the people in the facility and security to use 100% of the eyes' capacity while maintaining a low wattage and long life.

We and our Resellers look forward to working with your facility management and sustainability professional to review specific areas and needs.

Stay Green and make Savings a real Yield.

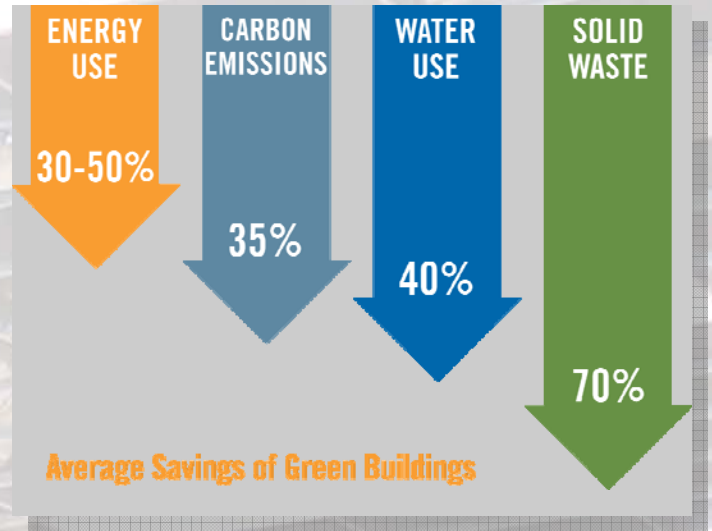
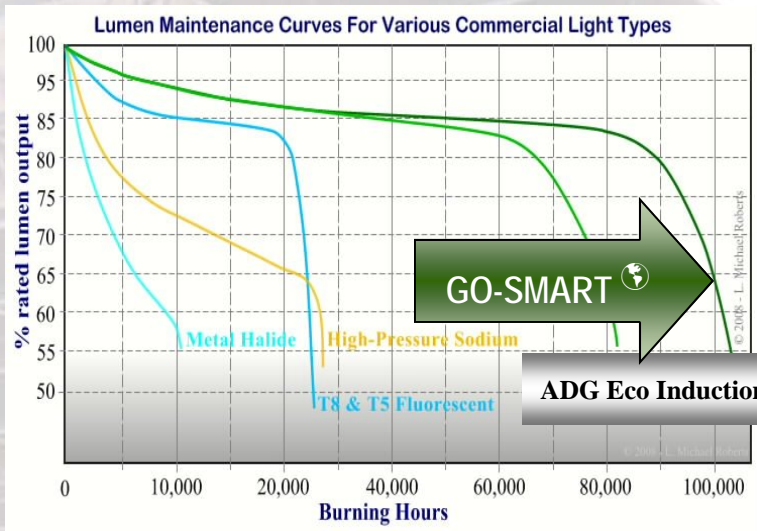
Gerald Olesker

CEO & Director of Government Procurement



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ADG Eco Lighting Products  
 ADG Eco & Energy Advisement Group  
 Has manufactured for  
 Facilities, Resorts & Institutions  
 with an experienced team

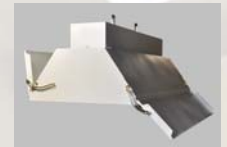
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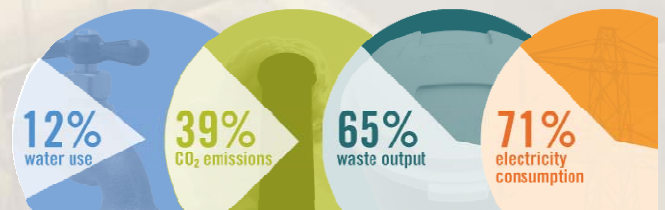
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**Paradigm Shift**

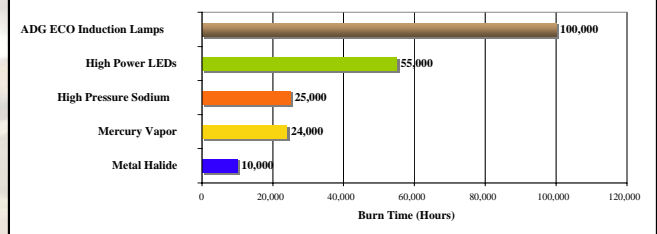
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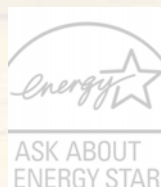
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As we look at each similar situation, one constant occurs. Parking facilities do not need the structure lit with high wattages when not in use and need to reduce your maintenance for 10 years . So why does your facility illuminate high wattage consumable lights and ballasts air all day and night long? By now, you need help with the solution.

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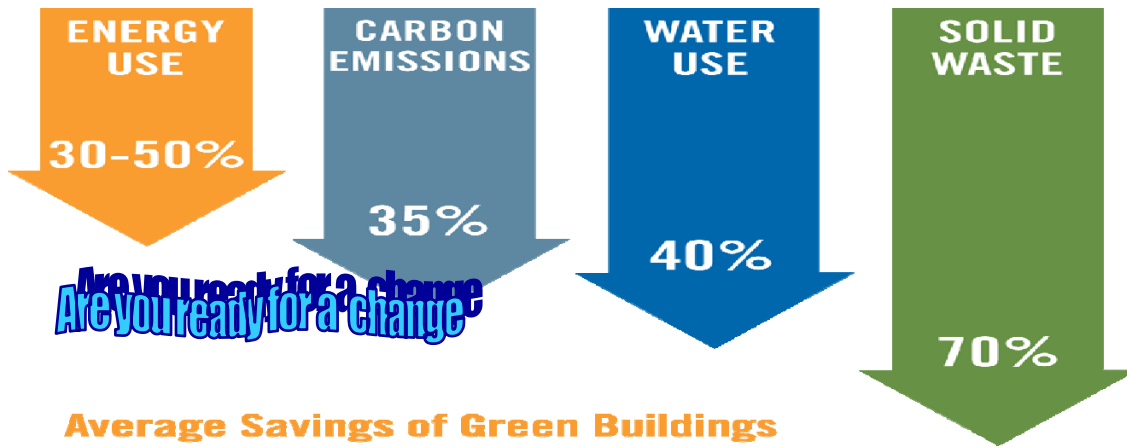
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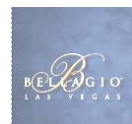


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Call for a Reseller in your state 818 597 9494





## ADG Eco Lighting Products & Architectural Detail Group, Inc

"When we recommend a resource to our clients, it is imperative that we are 100% confident that the highest quality of service and workmanship will be provided. ADG has earned our trust with their comprehensive lighting design services. They are a pleasure to work with, helping to make beautiful spaces yet more beautiful."

**Monique Lafia Lafia / Arvin, A Design Corporation** September \_\_\_\_, 2005

"Gerald's the kind of guy who's always thinking of a better way of doing it, no matter what "it" is. That makes for a better result and a much more enjoyable relationship overall."

**Rob Frankel**, "The best branding expert on the planet." October 27, 2008

"Gerald is that perfect combination of high creativity with heavy attention to detail. I have seen many examples of his designs and was impressed with them all. In addition, having observed him work as a manager, I was also impressed with his skill at meeting deadlines, managing the work of others, and growing his businesses. He has high energy and enthusiasm that he channels into productive outcomes."

**Steve Schuster**, Adjunct Professor, California State University October 27, 2008

"I have known Gerald for over four years and know him to be honest, ethical and respectful of his clients and their needs. Any interaction with him is a positive one."

**Jeff Kleid**, Former -President, C.M.Meiers Company/CMM Entertainment February 7, 2008

"Gerald is relentlessly creative and absolutely dedicated to produce a project that will satisfy the most demanding expectations."

**Ivan Halperin**, Managing Director, The Halperin Companies November 7, 2007

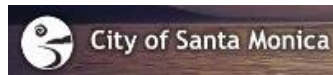
"Gerald designed beautiful lighting fixtures for my last house and my current house. They have always been unique and built to last." Top qualities: Great Results, Personable, Creative

**Scott Perren** November 7, 2007

"It is crucial for me to be able to trust my suppliers. I can completely depend on ADG to design and deliver the highest end, custom light fixtures. ADG clearly communicates throughout the process, providing well-drawn sketches, mock-ups and sample materials. At delivery, my clients know what to expect and are extremely happy with the outcomes."

**Robert Ricker Interior Designer** (October 4, 2005)

### Some customers that collaborated with our team



Recycle + US Green Building Council + Energy Star + U.L. manufactured products



# Parking Garage®

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NOW 50 watts and appropriate Induction Light for each using ADG Consultation and Products

## Fluorescent Warriors Exclusive Solution Manufacturing Tailored to each need Induction & LED

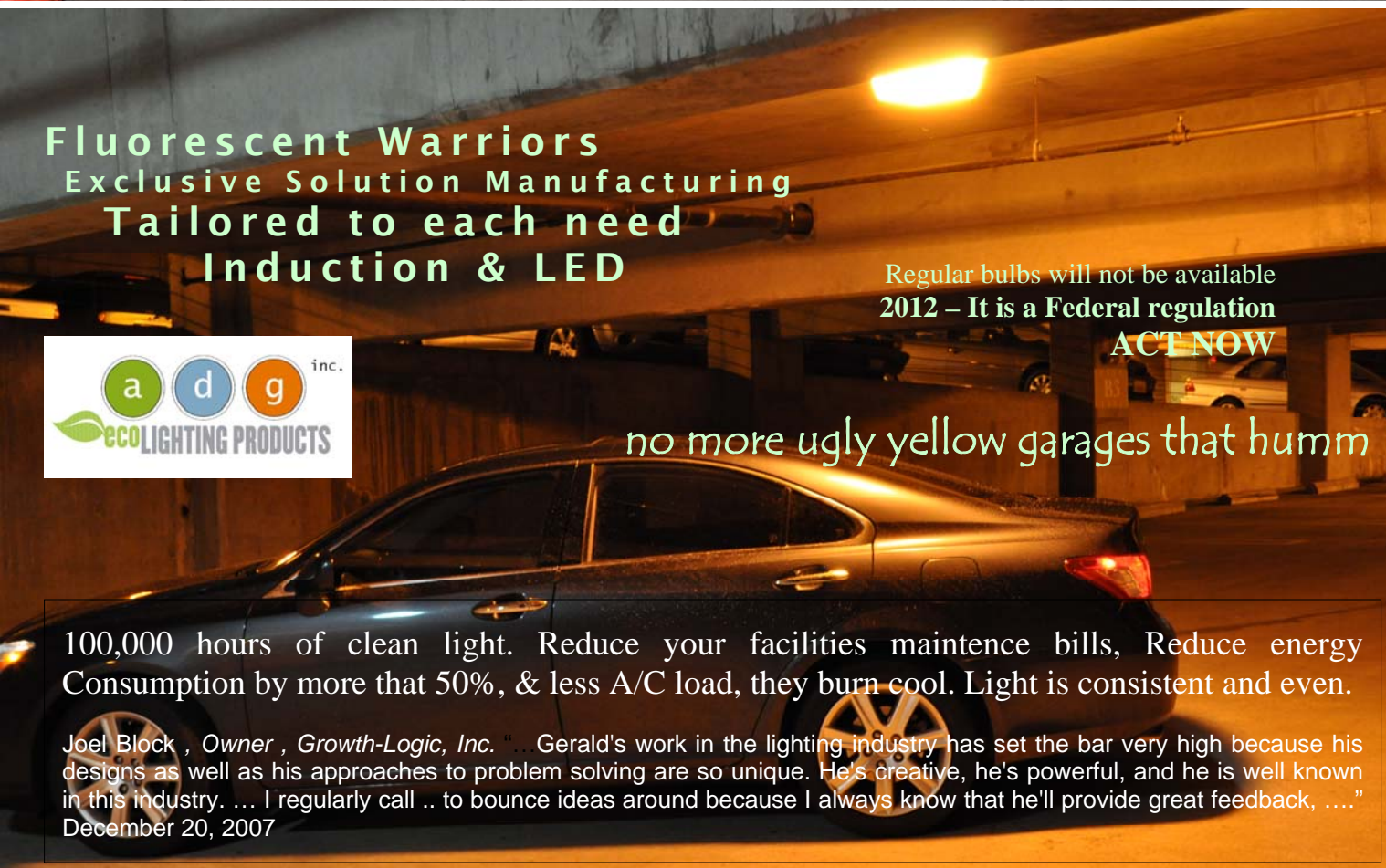
Regular bulbs will not be available  
2012 – It is a Federal regulation  
**ACT NOW**



no more ugly yellow garages that hum

100,000 hours of clean light. Reduce your facilities maintenance bills, Reduce energy Consumption by more that 50%, & less A/C load, they burn cool. Light is consistent and even.

Joel Block , Owner , Growth-Logic, Inc. " .. Gerald's work in the lighting industry has set the bar very high because his designs as well as his approaches to problem solving are so unique. He's creative, he's powerful, and he is well known in this industry. ... I regularly call .. to bounce ideas around because I always know that he'll provide great feedback, ...."  
December 20, 2007







## Shoe Box Induction Lamp ADG Eco Lighting Products

Available through  
Factory Programs & Authorized Resellers

Why our customers choose  
ADG Eco Lighting

ADG is a full service Lighting Collaborative.

Specifications, EPA 100mi/hr rating

Watts (W)	Input Voltage (V)	Average Rated Life (Hrs)	Lumens (Lm)	Color Temp Kelvin (K)	CRI
40	120 - 277	100,000	2,800	5000	80
70	120 - 277	100,000	5,250	5000	80
100	120 - 277	100,000	7,500	5000	80
150	120 - 277	100,000	11,250	5000	80
200	120 - 277	100,000	15,000	5000	80
250	120 - 277	100,000	18,750	5000	80

This fixture throws 90 feet with a 150w induction lamp inside and color correct lens

Description	Luminous Flux (Lm)	Luminous Efficacy (Lm/W) (Calculated Value)	Luminous Efficacy (Lm/W) (Tested Value)	Operating Temp	MOL (in) Lamp Height [mm]	MOL (in) Heat Sink Height [mm]
40W	2,400	<70	63~64	Less than 60°C	152	min 15
70W	4,900	<75	70~72	Less than 60°C	180	min 15
100W	7,500	<75	72~74	Less than 60°C	207	min 20
150W	10,500	<75	72~74	Less than 60°C	230	min 30
200W	14,000	<80		Less than 60°C	330	min 40
250W	17,500	<80		Less than 60°C	330	TBD

Fixtures Made in America

Consulting Design, Engineering and Energy Audits

*Your fixture performed at 2 FC at 30' pole height. Congrats...I had my doubts. This project is going to come down to the installed cost per fixture. There are pros and cons to both LED and induction. Our asset manager was very impressed with our demo pole we set up. It looks like to me that a 150w induction fixture is about right.*

*Bruce C. Manning Director of Engineering Able Engineering Services*



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## Induction Light Replacement Exclusive Solution Manufacturing

### ADG Eco Lighting Products Tailored to each need 400w MH reduced to 150w Induction Parking lot and Property needs

#### Features

- **Very long life** – 100,000 hours rated life translates to significant savings in maintenance costs
- **High lumen output** – 2,800 initial lumens (40W lamp) to 18,750 initial lumens (250W lamp)
- **Range of input voltage** – each lamp has the ability to operate on voltages ranging from 120 to 277
- **Gradual, minimal lumen depreciation** – still at 70% luminosity at end of life means fewer replacements, more efficient lighting
- **Outstanding color rendering** – CRI of 80 provides for vivid, natural colors
- **Range of color temperatures** – choice of warm or cool light for desired effect and particular applications

#### Benefits

- **Stable output** – relatively unaffected by fluctuations in line voltage, the Induction lamp output remains constant over wide ranges of inputs
- **Instant-ON capability** – because it does not require warm-up time to come to full luminescence, it can be controlled by occupancy sensors to provide further energy savings
- **Hot and cold operation** – performs on a wide range of environments --from -20° to 60°
- **No flickering or noise** – a distraction-free option for indoor or outdoor applications
- **Low mercury** – uses only 6 mgs of mercury, a much more environmentally-friendly product than other alternatives
- **Deferred Maintenance and Less Power** to pay for generates a better NOI.





## ADG Eco & Energy Advisement Group

### Advisory Board of Directors

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August 5, 2010

Open Letter

Re: interested customer regarding energy reduction in office pools and cubicle areas.

Cage: 59TA1 Duns:198358579 NAICS: 335129, 331724, 541420 FSC: 5975, 6210, 6240

Dear Customer,

Typically, programs to reduce energy with lighting seem to be as archaic as the "F" word, Fluorescent that is. Energy related professionals and technicians seek the easy way to change-out your fluorescent or metal halide with newer fluorescent and fancy systems that seem to be good, but can result in cheap product and poor maintenance curves 2 years down the road.

Our team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 times life of a product now at the price that is more related to a Yield and Cash Flow rather than expense?

As we look at each similar situation one constant occurs. Employees do not need the tops of their heads lit and do not stay at their desk all day long. So why does your facility illuminate air all day long? By now you need help with the solution.

Our simple GO SMART<sup>®</sup> system reduces overhead lighting waste and places total emphasis within the workstations with Motion Management. The quality of our *scotopic* lighting<sup>1</sup> [ DOE ADG info Sheet ] actually allows the people working in their space to use 100% eye capacity while automatically shutting off when the space is empty.

We look forward to working with your facility management and sustainability professional to review specific areas and needs.

Stay Green and make Savings a real Yield.

Gerald Olesker

CEO/ Director of Government Procurement



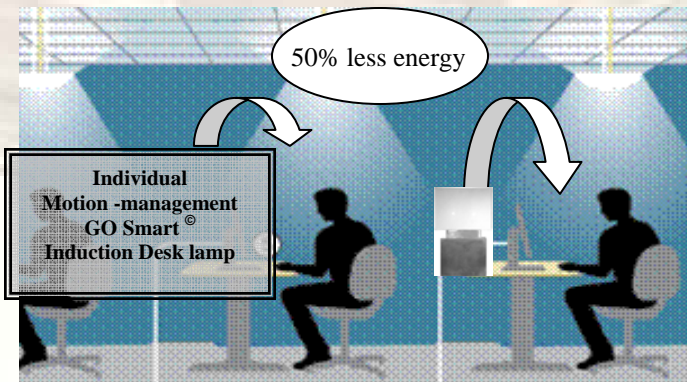
ASK ABOUT  
ENERGY STAR



# GO SMART® – Induction Light & Fluorescent Warrior®



## Case Study — Better illumination and greater savings for office environments



### ADG Eco GO SMART –Induction Lighting and Fluorescent Warriors Our fixtures have many superior characteristics, including the following:

- Virtually maintenance-free operation**
- High efficacy—Superior Pupil Lumens with ADG Color Correct Lens**
- Long life 100,000 hours** of operations for GO SMART technology
- Excellent color rendering index (CRI)—80+ and in some cases 90+**
- Instant start and re-strike operation**
- No flickering, strobe, or noise**
- Low-temperature operation reduces HVAC cooling costs**
- Dimmable capability with some units**
- High power factor: .90+**
- Motion Management Personal Desk Lamps**
  - detects when you are gone from your work space
  - Your eyes operate at 100% capacity - with GO SMART
  - Lights last more calendar days than other systems

See DOE study notes—ADG Eco & Energy Advise ment Group

Accumulated annual savings may be up to \$1/ SF

#### Study:

All lights replaced \*Removed old T-8

Now using:

2 Fluorescent Warriors \* 75k hours

1 GO SMART Motion Management  
\*Desk Lamp 100k hours

#### Best light quality

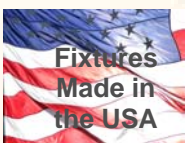
4x Lamp life 10 yr limited mfg warranty

50% Less power used

100% Satisfied customer

Recommendations -

ADG Eco exceeds the Standards with Adaptive Technology



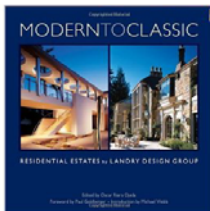
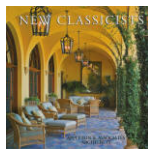
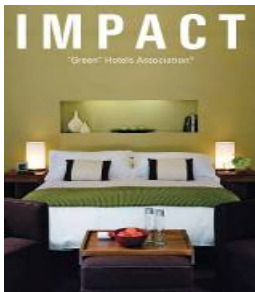
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available through  
national dealer program.  
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# ADG Eco Lighting & Architectural Detail Group, Inc

## Media, Articles, Books, Video and Speaking Engagements

### 2008-2010



**Beezley Management**  
Construction Management and Advisory Service  
www.beezleymanagement.com

Proudly Present  
**"How to Make Money by Going Green"**

Panelists will discuss how going green is not only smart for the environment, but also smart business from a dollars and "cents" standpoint, discussing return on investment, green leases, energy efficiency, lower operating costs, and so on.

Moderator:  
Gerald Olesker, CEO/Founder  
Architectural Detail Group, Inc.

Panelists:  
Jeff Klaid, President & CEO  
Elite Risk Management  
Andy Meyers, CEO  
Shangri-La Construction, LP  
Jerry Schneiderman, Chairman  
Creative Environments of Hollywood

G A M B R

WHO'S

social branding group



Irreverent. Entertaining. Cool.  
**LA Talk Radio**

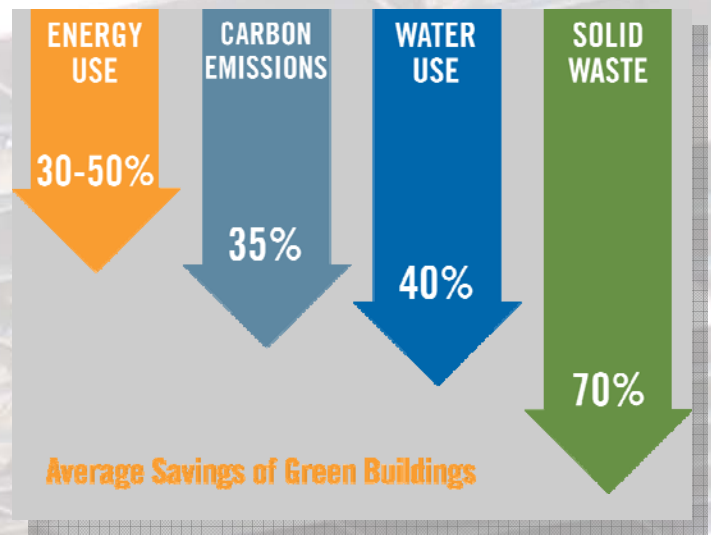
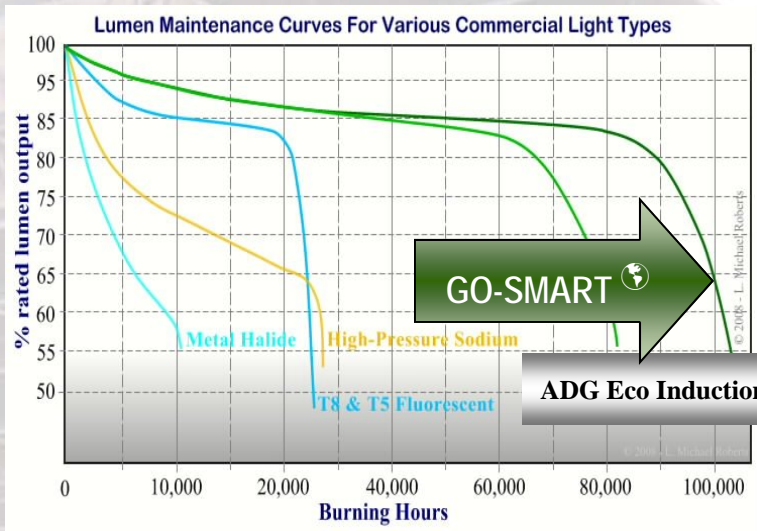
"WE SAY WHAT WE WANT"



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## Key Customer Needs

Your maintenance team throws away light bulbs every 416 days

Power company rates will increase nearly 30%

Where is your facility going cut costs?

The USA & EU banished the Regular light bulb by 2012

CA and other states have a law \*AB32\* mandates facilities to reduce carbon load to 1990 levels

Are you in compliance

What is your plan for sustainability through a Cash Flow or Yield?

Utilize Government Loan Programs

ADG Eco is an American Manufacturer and Employees American workers.

[www.adgEcoLP.com](http://www.adgEcoLP.com)

Learn More with a Qualified Factory Reseller through our Advisement Programming

Some customers that collaborated with our team

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ADG Eco Lighting Products  
 ADG Eco & Energy Advisement Group  
 Has manufactured for  
 Facilities, Resorts & Institutions  
 with an experienced team

Our Resellers & Team  
 with yours produce  
 quality results,  
 well manufactured products  
 and some of the best solutions.

ADG experts have been  
 manufacturing for 3 generations

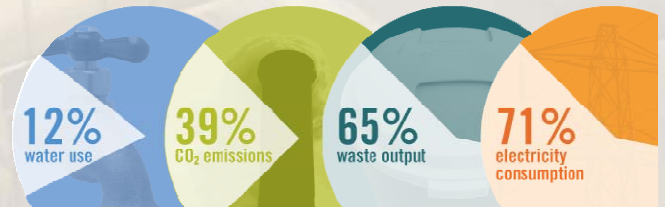
ADG Authorized Resellers will be  
 keyed into your needs  
 ADG Manufactured solutions -  
 Save you Money

**Paradigm Shift**

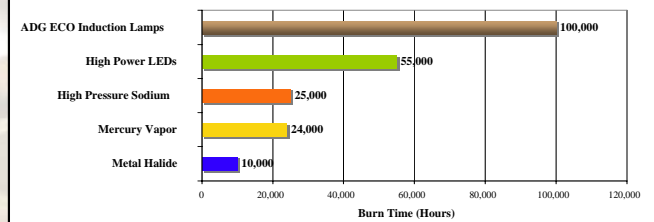
Quality - 21st Century solutions  
 Better illumination  
 Less Energy used  
 Deferred maintenance  
 State and Federal Compliance  
 DOE Recognized technology



U.S. Building  
 Impacts:



**Typical Lamp Lifespan of Commercial/Industrial Lighting Types**



**Simple questions**

Ask your CFO & Management team:

What are the 5 key steps they have taken to reduce maintenance and power waste?

Has an advisor directed them to solving these issues & create cash flow from energy?

When will your team plan to take action?

Who is the designated facilitator or will you be hiring ADG to guide the process?

**What should you do?**

Like some of the clients listed in this guide your team should actively engage with a quality Eco Advisement Group.

Review some of our case studies

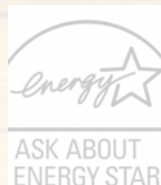
Impact to SMUSD Paradigm Shift

L.A. Talk Radio interview with our CEO

ADG Mini White Paper *LED vs. induction*

*Valley Economic Alliance Impact Study*

Know that Lighting your facility can hog as much as 25%-45% of your power bill





## ADG Eco & Energy Advisement Group

U.S. DEPARTMENT OF  
**ENERGY**

Energy Efficiency &  
Renewable Energy

### Building Technologies Program

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### U.S. Department of Energy – Energy Efficiency and Renewable Energy

#### Building Technologies Program

#### Implementing Spectrally Enhanced Lighting Solutions

Pre-retrofit lamps (the left bank of lights in the photo) have a correlated color temperature (CCT) of 3500 kelvin (K) and color rendering index (CRI) of 75. The spectrally enhanced lighting (the right bank of lights in the photo) has a CCT of 5000K and CRI of 82. The higher brightness of these lamps offsets the reduced lumen output. As a result, the lighting appears the same or brighter, using less energy.

On this page, you will learn more about specific lighting solutions and find links to additional information regarding the design method for [spectrally enhanced lighting](#) (SEL) and the resulting energy savings.

SEL is market-ready, simple to implement, and can currently be employed in buildings as a cost effective way to get quick energy savings. It is non-proprietary, requires no fancy controls or gadgets, and the energy savings are significant. In addition, SEL is low risk. There are no known negatives to installing this type of lighting in commercial buildings.

Appropriate lamps are available through many major lamp manufacturers and are generally no more expensive than traditional lamps. The predominant light source used in commercial applications is fluorescent lighting; the lamps and ballasts used dictate the



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ENERGY STAR



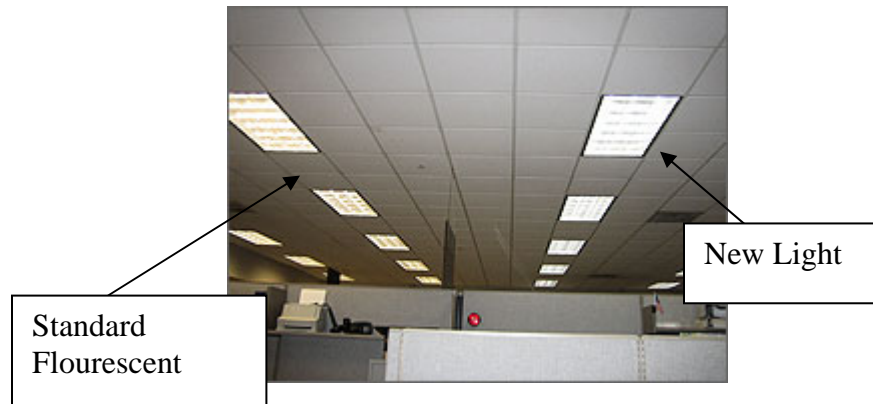


## ADG Eco & Energy Advisement Group

A number of forward-thinking companies have adopted SEL strategies as standard for all new construction and retrofits, including:

- Pacific Gas & Electric Company
- San Diego Unified School District
- Cities of San Diego and Oakland
- Counties of Napa and San Mateo
- Port Hueneme Military Base

efficiency of fluorescent lighting systems. Using higher color temperature fluorescent lighting and new high-efficiency ballasts can achieve energy savings of 20-40% compared to traditional fluorescent lighting systems, according to results of the DOE study, Spectrally Enhanced Lighting Program Implementation for Energy Savings, Field Evaluation (August 2006) ([PDF 4.1 MB](#)). These savings can be achieved by simple lamp/ballast retrofits..



[http://www1.eere.energy.gov/buildings/sel\\_implementing\\_solutions.html](http://www1.eere.energy.gov/buildings/sel_implementing_solutions.html)

[Building Technologies Program Home](#) | [EERE Home](#) | [U.S. Department of Energy](#) | [USA.gov](#)

Content Last Updated: 02/12/2010

Discover more about the design method for SEL and how much you can save by viewing the following:

[Design Method](#)

[Potential Energy Savings](#) < See our report on [Induction](#) vs. LED

[Potential Payback](#)

**ADG Eco Lighting Products' Authorized Resellers**

**have a complete line of Induction Products and other**

**Sustainable lighting that will accommodate a strong payback.**

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Regular bulbs will not be available  
2012 – It is a Federal regulation  
**ACT NOW**

“ADG Eco Services  
Provided Energy  
Management and Design  
Consultation USA  
Manufactured Decorative  
and Functional Products  
for this 15 story building.  
Currently Working on Phase  
4 with a roof top restaurant

*JMF Enterprises  
448 S. Hill Street, Downtown Los  
Angeles  
by the Historic BiltmoreHotel”*

These Induction  
fixtures are new  
Exclusive Solution  
Manufactured @JMF  
Historic Building.

LED  
Fluorescent Warriors  
Long life lighting  
products available





## Office and Historic Buildings

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### Why Customers Choose ADG for Eco Lighting Solutions.

ADG is a full service Lighting Specialty Collaborative.

- Collaborative has 3 generations of experience, 1000+ projects completed globally
- Clearly superior us manufactured fixtures
- Multiple Options – Integra table components and Kits

Services range from Consultation to Productization:

#### Simple Steps

#### Always for the right solution

1. ADG Reseller will discuss needs
2. ADG Reseller is retained to provide Energy Audits or Design Fixtures
3. ADG Reseller provides a Comprehensive Solution
  - a. Product needs are established
  - b. Financing available to create a net cash flow program
  - c. Cost Segregation Analysis by 3<sup>rd</sup> Party firm

This is where client's eligibility for Tax Rebate or depreciation is realized
4. ADG manufacture/ supply fixtures to customer in reasonable lead time
5. Fixtures installed by ADG Reseller/ Contractor

---

To establish interest in proceeding with a project: 🌐

Name/ Signature \_\_\_\_\_

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[EcoCA@adgmail.com](mailto:EcoCA@adgmail.com) 818-597-9696 fax ASK about our finance program



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**SMALL BUSINESS CLASSIFIED**  
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**DUNS 19-835-8579**

**NAICS**  
**335129, 331724, 541420**  
**FSC**  
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### **Ordering Information**

**CONTACT FOR FEDERAL SUPPLY  
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AND CONDITIONS.**

**IMMEDIATE PARTICIPATION IN  
MICRO PURCHASES, SIMPLIFIED  
ACQUISITIONS, FULL & OPEN  
BIDDING IS WELCOMED.**



GOV



### **Who are We?**

- ADG Eco is a small business started is 2004
- Teaming and subcontracting with business classifications of women owned, small, veteran, minority & underutilized. Or Direct Purchase
- It's leadership has completed thousands of projects worldwide and manufactures products that are energy savings and long lasting with average 2 year ROI.

### **What do we do?**

- US Design, Manufacturer that collaborates with both Public and Private sectors.
- Capability to design and manufacturer lighting fixtures and retrofit needs for small, medium and large projects.
- Manufacturer of sustainable and eco-compliant lighting products.
- U.L., ETL, Energy Star, FCC, ISO 14001 parts, High Energy Efficiency Equipment

### **Past Performance**

- Shades of Green, City of Thousand Oaks, Valley Economic Alliance, City of Santa Monica, Beverly Park, Mecklenburg County, Piedmont Community College, Oak Park Unified School District, Santa Monica Unified Schools, Salt Lake City Hall (sub), CSUDH, Akron Summit Library, Cal Lu, and LADWP, SCE, SDG&E registered, Hearst Castle. Licensee for State of CA Department of Parks, Sony Studios, Pepsi Arena, Trammell Crow
- Hotel, Commercial and Residential projects over 900 collaborated/ completed.

Recycle + US Green Building Council + Energy Star + U.L.+ ETL manufactured products



# Hotel & Contract

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**Fluorescent Warriors**  
Exclusive Solution Manufacturing  
Tailored to each need  
Induction & LED

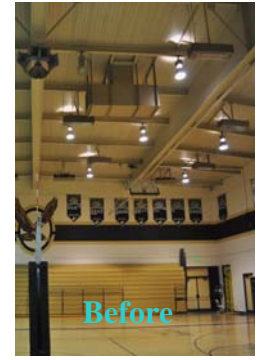


“It was such a pleasure working with Gerald. During the concept phase, he created beautiful sketches to convey his design ideas. During the manufacturing phase, he found alternative materials to meet our budget. And, during and after the installation phase, he went out of his way to make sure the final pieces were just right.”

**Deirdre Wallace**  
Hotelier – LEED\* EB Silver







# Induction Light Replacement

## ADG Eco's Solution Manufacturing

### 450w MH changed to 150w Induction

ADG Eco electrode-less induction lighting leverages new technology developments to provide a high-efficiency, low-maintenance, long-term lighting solution. With a 100,000-hour rated life, Gym above is +\$200 per month in the black year one with off-set maintenance for 20 years. SoCal Power Company rebates included,

ADG Eco induction lamps are ideal for outdoor applications where re-lamping is expensive or cumbersome, as in parking lots, street lighting, tunnels, or indoors for high bay fixtures.

#### Induction Lighting: An Old Lighting Technology Made New Again

(Excerpt from Blog /US Department of Energy)

**Induction lighting** is one of the best kept secrets in energy-efficient lighting (where)... units have an extremely long life of up to 100,000 hours. To put this in perspective, an induction lighting system lasting 100,000 hours will last more than 11 years in continuous 24/7 operation, and 25 years if operated 10 hours a day.

#### Applications with High Potential for Induction Lighting

- In hard-to-reach locations that make maintenance costs high, such as street lighting and tunnels, or high ceilings where there is continuous operation, such as hotel rotundas
- Where high-quality lighting is required or highly desirable
- Where reliability is highly valued
- Where high lumen output is required
- In areas that require lamps to reach full illumination immediately.

**Utility Involvement in Induction Lighting** Utilities throughout the country are installing and/or promoting induction lighting. For example, many ... are offering incentives. One utility... has a program offering municipal customers the opportunity to replace older mercury vapor street lighting fixtures with



Characteristics,



Virtually maintenance-free operation

- High efficacy—in many cases, 60+ or 70+ lumens per watt
- Long life
- Excellent [color rendering index](#) (CRI)—80+ and in some cases 90+
- Choice of warm white to cool white (2,700–6,500 K) [color temperature](#)
- Instant start and re-strike operation
- No flickering, strobing, or noise
- Low-temperature operation
- Dimmable capability with some units
- High power factor: .90+



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**BEFORE**



## Gas Station Retrofit & Replacement ADG Eco Lighting Products

Available through  
Factory Programs &  
Authorized Resellers

Why our customers choose  
ADG Eco Lighting

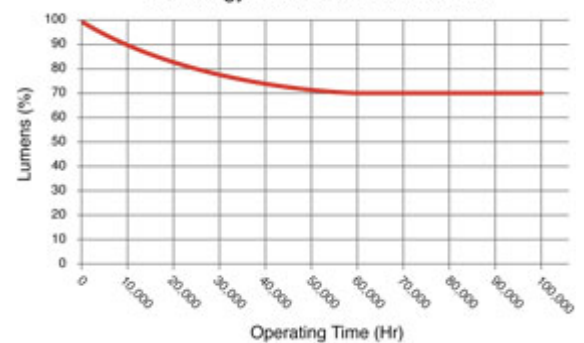
ADG is a full service Lighting  
Collaborative.

- Collaborative has 3 generations of experience, 1000+ projects completed globally

Services range from Consultation  
to Productization:

Always for the right solution

Econergy Luminance Maintenance



FOOTCANDLE READINGS TAKEN DIRECTLY UNDER EACH LIGHT.  
BEFORE: 458 WATT METAL HALIDE  
AFTER: 150 watt Induction

	BEFORE	AFTER	BEFORE	AFTER
1	13	13	12	20
2	14.9	12.6	13	12
3	10.2	13.7	14	27
4	16.3	16.6	15	18.7
5	13.4	16.3	16	16.1
6	15	15.8	17	15
7	14	15.5	18	19
8	17.1	20.6	19	15.1
9	19.2	23.2	20	20.1
10	16	22.2	21	14.2
11	19.3	20.2	22	12

**SAVINGS : 308 WATTS PER LAMP**  
**ANNUAL SAVINGS FOR CANOPY AND PERIMETER LIGHTING (TOTAL 35) FIXTURES REPLACED:**  
**\$4,667.00**  
BASED ON 4329 HRS. PER YEAR @ \$.10 PER KWH

**AFTER**



### Simple Steps

1. ADG initial discussion needs
2. ADG is retained to provide Energy Audits or Design Fixtures
3. ADG provides a Comprehensive Solution
  - a. Product needs are established
  - b. Financing available
  - c. Cost Segregation by 3<sup>rd</sup> Party firm
  - d. Tax Rebate or depreciation is realized
4. ADG is paid by client to manufacture/ supply fixtures
5. Fixtures installed by ---To be determined

To establish interest in proceeding with a project: 🌍

Architectural Detail Group, inc.

[www.adgEcoLP.com](http://www.adgEcoLP.com)

818.597.9494 t





Name/ Signature \_\_\_\_\_ email \_\_\_\_\_ phone \_\_\_\_\_

ADG Eco electrode-less induction lighting leverages new technology developments to provide a high-efficiency, low-maintenance, long-term lighting solution. With a 100,000-hour rated life, ADG Eco induction lamps are ideal for outdoor applications where re-lamping is expensive or cumbersome, as in parking lots, street lighting, tunnels, or indoors for high bay fixtures. Versatile mounting options make them the ideal choice for a variety of pole, ceiling and wall-mounted applications.

In addition, ADG Eco Induction Light provides much higher level of luminous efficacy (lumen/watt) due to scotopic factors: high color temperature (K) combined with high color rendering index (CRI). The resulting clean, crisp white light is better to read, work and sell under. Colors are truer and merchandise looks real. This better visual acuity is achieved using less energy than with other, higher-wattage lamps.

Gradual, minimal light depreciation ensures predictable, uniform illumination over many years.

ADG Eco electrode-less induction lighting leverages new technology developments to provide a high-efficiency, low-maintenance, long-term lighting solution. With a 100,000-hour rated life.

**Induction Light Retrofit**  
**Exclusive Solution Manufacturing**  
**Tailored to each need**  
**400w MH to 150w Induction**



**Architectural Detail Group, inc.**

**[www.adgEcoLP.com](http://www.adgEcoLP.com)**

**818.597.9494 t**



Recycle + US Green Building Council + Energy Star + U.L.+ ETL manufactured products



# Facilities

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Agoura Hills, CA 91301  
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818.597.9696 f

[www.adgEcoLightingProducts.com](http://www.adgEcoLightingProducts.com)



NOW a total of 200 Watts using ADG induction light !

Regular bulbs will not be available  
2012 – It is a Federal regulation  
**ACT NOW**

## Induction & LED Fluorescent Warriors

Exclusive Solution  
Manufacturing

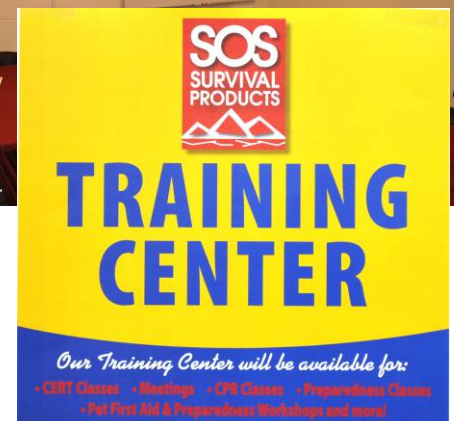
ADG Came through!. Our new remodeled **SOS SURVIVAL Conference and Training Facility** is brighter and uses 1/4 less power.

I am amazed by the quality of light and the personal service that ADG provided us. We are also saving money. ”

*Jeff Edelstein*  
Owner/ President of  
SOS Survival Products



Before 900 watts incandescent



**SOS SURVIVAL PRODUCTS**

# TRAINING CENTER

Our Training Center will be available for:

- CERT Classes
- Meetings
- CPR Classes
- Preparedness Classes
- Pet First Aid & Preparedness Workshops and more!



# Facilities & Contract

Architectural Detail Group, inc.

29397 Agoura Road #110  
Agoura Hills, CA 9101



**Why Customers Choose ADG for Eco Lighting Solutions.**

**ADG is a full service Lighting Specialty Collaborative.**

- Collaborative has 3 generations of experience, 1000's+ projects completed globally

**Services range from Consultation to *Productization*:**

**Simple Steps**

**Always for the right solution**

1. ADG initial discussion needs
2. ADG is retained to provide Energy Audits or Design Fixtures
3. ADG provides a Comprehensive Solution
  - a. Product needs are established
  - b. Financing available to create a net cash flow program
  - c. Cost Segregation Analysis by 3<sup>rd</sup> Party firm  
This is where client's eligibility for Tax Rebate or depreciation is realized
4. ADG is manufactures/ supply fixtures
5. Fixtures installed by ---your qualified team.

---

To establish interest in proceeding with a project: Call for a local reseller near you 🌐

Name/ Signature \_\_\_\_\_

[www.adgEcoLP.com](http://www.adgEcoLP.com) 818-597-9494 CALL

[EcoCA@adgmail.com](mailto:EcoCA@adgmail.com) 818-597-9696 fax ASK about our finance program

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# Corridors

Architectural Detail Group, inc.

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[architecturaldetailgroup.com](http://architecturaldetailgroup.com)

NOW a LED and appropriate  
Wattage each using ADG  
Consultation and Products!

**Fluorescent Warriors**  
Exclusive Solution Manufacturing  
Tailored to each need  
Induction & LED

Regular bulbs will not be available  
2012 – It is a Federal regulation  
**ACT NOW**



no more ugly hallways and drop  
fluorescent ceilings

100,000 hours of clean light. Reduce your facilities maintenance bills, Reduce energy Consumption by more that 50%, & less A/C load, they burn cool. Light is consistent and even.

Joel Block , Owner , Growth-Logic, Inc. "...Gerald's work in the lighting industry has set the bar very high because his designs as well as his approaches to problem solving are so unique. He's creative, he's powerful, and he is well known in this industry. ... I regularly call .. to bounce ideas around because I always know that he'll provide great feedback, ...."  
December 20, 2007



# Corridors & Building Management

Architectural Detail Group, inc.

29397 Agoura Road #110  
Agoura Hills, CA 9101



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4. ADG is paid by client to manufacture/ supply fixtures
5. Fixtures installed by ---To be determined

Your Applications are always special/ That is what we do

---

To establish interest in proceeding with a project: 🌍

Name/ Signature \_\_\_\_\_



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[EcoCA@adgmail.com](mailto:EcoCA@adgmail.com) 818-597-9696 fax ASK about our finance program



## Induction Light Retrofit Solution Manufacturing 40w to 200w Induction

ADG Eco electrode-less induction lighting leverages new technology developments to provide a high-efficiency, low-maintenance, long-term lighting solution. With a 100,000-hour rated life,

ADG Eco induction lamps are ideal for outdoor applications where re-lamping is expensive or cumbersome, as in parking lots, street lighting, tunnels, or indoors for high bay fixtures. Versatile mounting options make them the ideal choice for a variety of pole, ceiling and wall-mounted applications.

### Induction Lighting: An Old Lighting Technology Made New Again (Blog from Department of Energy)

July 27, 2009 05:00

<http://eereblogs.energy.gov/energysavers/post/Induction-Lighting-An-Old-Lighting-Technology-Made-New-Again.aspx>

**Induction lighting** is one of the best kept secrets in energy-efficient lighting (where)... units have an extremely long life of up to 100,000 hours. To put this in perspective, an induction lighting system lasting 100,000 hours will last more than 11 years in continuous 24/7 operation, and 25 years if operated 10 hours a day.

The technology...is far from new. Nikola Tesla demonstrated induction lighting in the late 1890s around the same time that his rival, Thomas Edison, was working to improve the incandescent light bulb. ...

... induction lighting has many superior characteristics, including the following:

- Virtually maintenance-free operation
- High efficacy—in many cases, 60+ or 70+ lumens per watt
- Long life
- Excellent [color rendering index](#) (CRI)—80+ and in some cases 90+
- Choice of warm white to cool white (2,700–6,500 K) [color temperature](#)
- Instant start and restrike operation
- No flickering, strobing, or noise
- Low-temperature operation
- Dimmable capability with some units
- High power factor: .90+



**Long Lifespan...***Experience with using induction lighting at the U.S. Department of Energy's Waste Isolation Pilot Plant (WIPP) near Carlsbad, New Mexico, has demonstrated the long life in actual usage. WIPP's first induction lighting system was installed in 1998, replacing high-pressure sodium (HPS) lights. More than 10 years later, all but three of the original 36 induction units are still operating after more than 88,000 hours of continuous, 24/7 operation. Additional systems were installed in 2002 and succeeding years, both indoors and outside, with excellent results.*

*... induction lighting systems have an average rated life of 100,000 hours, including the ballast. Some other manufacturers only rate their ballasts for 60,000 hours, even though the bulb may last longer. Check out the warranties before buying. Some manufacturers offer full five-year warranties on the entire induction lighting system. Others offer shorter warranties on some or all components.... 100,000 hours of operation the initial lumen output of many of the induction lighting systems drops to 70%...*

### **Applications with High Potential for Induction Lighting**

- *In hard-to-reach locations that make maintenance costs high, such as street lighting and tunnels, or high ceilings where there is continuous operation, such as hotel rotundas*
- *Cold environments, such as supermarket walk-in coolers and freezers*
- *Where high-quality lighting is required or highly desirable*
- *Where reliability is highly valued*
- *Where high lumen output is required*
- *In areas that require lamps to reach full illumination immediately.*

**Saving More Energy with Innovative Controls** *Some manufacturers are introducing innovative control strategies for additional energy savings.*

**Utility Involvement in Induction Lighting** *Utilities throughout the country are installing and/or promoting induction lighting. For example, many ... are offering incentives. One utility... has a program offering municipal customers the opportunity to replace older mercury vapor street lighting fixtures with new induction lighting fixtures.*

**Environmental Drawback...***induction bulbs contain a small amount of mercury, although it is in a solid state that makes it less harmful in case of breakage. Nonetheless,.. responsibly at the end of their service life like fluorescent bulbs because of the mercury content.*

*...John Lippert is an employee of Energy Enterprise Solutions, a contractor for EERE. He assists with technical reviews of content on the Consumer Guide Web site*



# How to retrofit a fixture with Induction lights

These are 400w being changed to 150w.





# 80W Garage Fixture

## ceiling mount

ADG Eco Lighting Products



- includes leviton occupancy sensor to shut off one (of two) bulbs to dim

- includes dusk-to dawn sensor to shut off other bulb

Available through  
Factory Programs & Authorized Resellers

Why our customers choose  
ADG Eco Lighting

ADG is a full service Lighting Collaborative.

### Product Comparison Chart

	ADG Induction	High Press Sodium	Metal Halide	Pulse Start
Power consumption (W)	100W	150W	175W	150W
Luminous flux (Lm)	7,500	14,000	14,000	14,000
Luminous efficacy (Lm/W)	75	93.3	80	93.3
Color temperature (K)	3000-6500	2,000	4000-6500	4000-6500
Color rendering index (CRI)	80	28	65	65
Initial/re-start time	Instant	8~10min	8~10min	3~4min
Set weight	1kg	6kg	6kg	6kg
Heated temperature	100 C	300~400 C	300~400 C	300~400 C
Lumen depreciation	Slow	Medium	Fast	Fast
Average rated life hours	100,000	24,000	10,000	10,000
Mercury content/watt	5 mg	30 mg	30 mg	30 mg

### Specifications, EPA 100mi/hr rating

Watts (W)	Input Voltage (V)	Average Rated Life (Hrs)	Lumens (Lm)	Color Temp Kelvin (K)	CRI
40	120 - 277	100,000	2,800	5000	80
70	120 - 277	100,000	5,250	5000	80
100	120 - 277	100,000	7,500	5000	80
150	120 - 277	100,000	11,250	5000	80
200	120 - 277	100,000	15,000	5000	80
250	120 - 277	100,000	18,750	5000	80

### This fixture throws 90 feet with a 150w induction lamp inside and color correct lens

Description	Luminous Flux (Lm)	Luminous Efficacy (Lm/W) (Calculated Value)	Luminous Efficacy (Lm/W) (Tested Value)	Operating Temp	MOL (in) Lamp Height [mm]	MOL (in) Heat Sink Height [mm]
40W	2,400	<70	63~64	Less than 60°C	152	min 15
70W	4,900	<75	70~72	Less than 60°C	180	min 15
100W	7,500	<75	72~74	Less than 60°C	207	min 20
150W	10,500	<75	72~74	Less than 60°C	230	min 30
200W	14,000	<80		Less than 60°C	330	min 40
250W	17,500	<80		Less than 60°C	330	TBD



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818.597.9494 t

# Induction Light Replacement Exclusive Solution Manufacturing

## ADG Eco Lighting Products Tailored to each need

### Two 40watt induction bulbs replace 150watt metal halide

#### Features

- **Very long life** – 100,000 hours rated life translates to significant savings in maintenance costs
- **High lumen output** – 2,800 initial lumens (40W lamp) to 18,750 initial lumens (250W lamp)
- **Range of input voltage** – each lamp has the ability to operate on voltages ranging from 120 to 277
- **Gradual, minimal lumen depreciation** – still at 70% luminosity at end of life means fewer replacements, more efficient lighting
- **Outstanding color rendering** – CRI of 80 provides for vivid, natural colors
- **Range of color temperatures** – choice of warm or cool light for desired effect and particular applications

#### Benefits

- **Stable output** – relatively unaffected by fluctuations in line voltage, the Induction lamp output remains constant over wide ranges of inputs
- **Instant-ON capability** – because it does not require warm-up time to come to full luminescence, it can be controlled by occupancy sensors to provide further energy savings
- **Hot and cold operation** – performs on a wide range of environments --from -20° to 60°
- **No flickering or noise** – a distraction-free option for indoor or outdoor applications
- **Low mercury** – uses only 6 mgs of mercury, a much more environmentally-friendly product than other alternatives
- **Deferred Maintenance and Less Power to pay for** generates a better NOI.

Fixtures Made in America



Consulting Design, Engineering and Energy Audits



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# Sound Stage

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NOW a total of 150 Watts  
each using ADG induction light  
! Change the House lights

Fluorescent Warriors  
Exclusive Solution Manufacturing  
Tailored to each need  
Induction & LED

Regular bulbs will not be available  
2012 – It is a Federal regulation  
**ACT NOW**

Before 400 watts metal halide

100,000 hours of clean light. Reduce your facilities maintenance bills, Reduce energy Consumption by more that 50%, No more hot lights to move, they burn cool. Light is consistent and even.

"I have known Gerald for over four years and know him to be honest, ethical and respectful of his clients and their needs. Any interaction with him is a positive one." Jeff Kleid , Former -President , CMM Entertainment



## Shoe Box Induction Lamp ADG Eco Lighting Products

Available through  
Factory Programs & Authorized Resellers

Why our customers choose  
ADG Eco Lighting

ADG is a full service Lighting Collaborative.

Specifications, EPA 100mi/hr rating

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40	120 - 277	100,000	2,800	5000	80
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Fixtures Made in America

Consulting Design, Engineering and Energy Audits

*Your fixture performed at 2 FC at 30' pole height. Congrats...I had my doubts. This project is going to come down to the installed cost per fixture. There are pros and cons to both LED and induction. Our asset manager was very impressed with our demo pole we set up. It looks like to me that a 150w Induction fixture is about right.*

*Bruce C. Manning Director of Engineering Able Engineering Services*



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## Induction Light Replacement Exclusive Solution Manufacturing

### ADG Eco Lighting Products Tailored to each need 400w MH reduced to 150w Induction Parking lot and Property needs

#### Features

- **Very long life** – 100,000 hours rated life translates to significant savings in maintenance costs
- **High lumen output** – 2,800 initial lumens (40W lamp) to 18,750 initial lumens (250W lamp)
- **Range of input voltage** – each lamp has the ability to operate on voltages ranging from 120 to 277
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- **Instant-ON capability** – because it does not require warm-up time to come to full luminescence, it can be controlled by occupancy sensors to provide further energy savings
- **Hot and cold operation** – performs on a wide range of environments --from -20° to 60°
- **No flickering or noise** – a distraction-free option for indoor or outdoor applications
- **Low mercury** – uses only 6 mgs of mercury, a much more environmentally-friendly product than other alternatives
- **Deferred Maintenance and Less Power** to pay for generates a better NOI.





# Φ LATITUDE 33

## ADG Eco Lighting Products

ADG Eco Lighting Products Designs and Manufactures Lighting fixtures in the USA. IT provides Solution Based Manufacturing as well as an energy Efficient Product Line.

ADG was voted Best of Eco Businesses by the Small Business Commerce Association in 2009. Memberships in the Valley Economic Alliance, US Green Building Council and Institute of Classical Architecture are some of the organizations ADG and its parent company Architectural Detail Group, Inc have participated.

**Latitude 33** was a fast track project where our team provided engineering, manufacturing and quick turnaround to meet the opening of the building. Also, the LED based fixtures will save 70% of the power and defer maintenance.



Call for a Reseller in your state 818 597 9494



# ADG Eco Lighting Products

ADG Eco & Energy Advisement Group

Manufactured in record time signature Light pieces for

Latitude 33—Marina Del Rey

Energy saved 70%

## Sunbrook Partners

SunBrook Partners is a privately owned developer of distinctive residential communities in major metropolitan markets across the United States.

SunBrook focuses on projects that offer homebuyers exceptional product design and thoughtfully planned amenities that fit their lifestyle.

SunBrook is actively pursuing new opportunities and has extensive experience in a wide-variety of residential products ranging from traditional master planned communities to higher density urban redevelopment and mixed-use projects.

**ADG Eco, KAA & owners Sunbrook Partners produced fast, quality results, & well manufactured products**

**ADG experts have been manufacturing for 3 generations**

**ADG Team members will be keyed into your needs  
ADG Manufactured solutions - Save you Money**

## Why it worked

ADG Coordinated on a fast track solution based manufacturing process.

KAA architects listened and provided input

Sunbrook Partners trusted and put faith in ADG.

ADG comes through for its clients time after time

KGM Lighting Consultants verified the energy savings

## What should you do?

Like some of the clients listed in this guide your team should actively engage with a knowledgeable Eco Advisement Group.

Review some of our case studies like  
Ambrose Hotel, LEED EB Silver  
L.A. Talk Radio interview with our CEO  
ADG Mini White Paper *LED vs. induction*  
*Valley Economic Alliance Impact Study*

Know that Lighting your facility can hog as much as 25%-45% of your power bill



**If you own or manage commercial property like parking structures, parking lots, parks, shopping centers, convention centers or hotels and you need to reduce your operating costs, and in the process reduce your impact on the environment then you need ADG ECO Induction Lighting.**

The experts at ADG ECO Lighting Products have a solution to your lighting dilemma, through Induction Technology, we can make your space brighter while saving you money in operating and maintenance costs.

ADG ECO Induction lamps are technologically more advanced than Metal Halide, High Pressure Sodium and Fluorescents and are easy to install or retrofit into existent posts and fixtures. This Energy Star Partnership's Technology also helps reduce the impact on the environment.

Federal Tax incentives are available through the Emergency Economic Stabilization Act of 2008

Induction Lighting Technology:

- saves you money in utility and bulb replacement costs

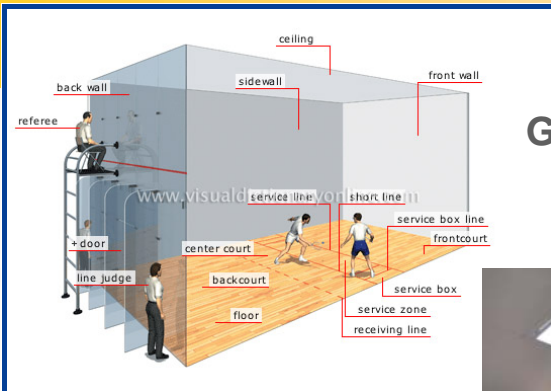
- helps you reduce your carbon footprint
- increases safety through better visibility
- qualifies for rebates, tax deductions and other incentives
- ADG ECO can custom manufacture decorative sustainable lighting

*"It was such a pleasure working with Gerald. During the concept phase, he created beautiful sketches to convey his design ideas. During the manufacturing phase, he found alternative materials to meet our budget. And, during and after the installation phase, he went out of his way to make sure the final pieces were just right."*

*Deirdre Wallace, Hotelier Ambrose Hotel*







## GO SMART<sup>®</sup> – Induction Light & Fluorescent Warrior<sup>®</sup> Case Study — Racquetball Court



**Study:**  
All lights replaced  
Removed 6 GE T-8  
Now using:  
**2** Fluorescent Warriors  
or  
**1** GO SMART 150w Induction  
**Best light quality**  
4x Lamp life 10 yr warranty  
50% Less power used  
100% Satisfied customer

### ADG Eco GO SMART –Induction Lighting and Fluorescent Warriors

*Our fixtures have many superior characteristics, including the following:*

- Virtually maintenance-free operation*
- High efficacy—Superior Pupil Lumens with ADG Color Correct Lens*
- Long life 100,000 hours of operations for GO SMART technology*
- Excellent [color rendering index](#) (CRI)—80+ and in some cases 90+*
- Choice of warm white to cool white (2,700–5,000 K) [color temperature](#)*
- Instant start and restrike operation*
- No flickering, strobing, or noise*
- Low-temperature operation reduces HVAC cooling costs*
- Dimmable capability with some units*
- High power factor: .90+*

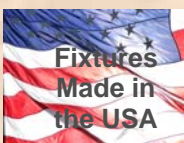
## VIII. Lighting

Recommendations - Lighting from the USRA

ADG Eco exceeds the Standards with Technology

### A. Lighting Installation

1. The courts shall be lit by artificial lighting. It is recommended a minimum of 100 foot candle consistent over the entire court area measured 3 feet above the court floor  $\pm$  10% be used.
2. Where multiple wall glass exhibition courts are built 150 foot candle is recommended.
3. The walls of the court shall be lit in such a way as to appear evenly and uniformly illuminated.
4. The lighting shall be shadow-free and free from any stroboscopic effects. The fixtures shall be installed flush and be a playable surface having similar ceiling rebound qualities.



ADG Eco Lighting Products  
available through  
national dealer program.  
818.597.9494

