



## Acuity Brands, Inc. Connects Smart Lighting with Smartphones

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Gives Retailers the Opportunity to Capitalize on In-store Mobile Usage Boom,  
 Drive Consumer Purchases

**LAS VEGAS - June 3, 2014** - [Acuity Brands, Inc.](#) (NYSE: AYI) demonstrates lighting technology that empowers retailers to enhance customers' experiences through their mobile devices and increase in-store sales. With more than 60 percent of mobile shoppers using smartphones while in-store, and 85 percent of consumers using retailers' native apps or websites during shopping trips<sup>1</sup> - retailers have a significant opportunity to engage consumers on smartphones.

Using Lumicast(TM) technology from Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, Acuity Brands' smart LED lighting technology will allow retailers to engage with customers on mobile devices based on their location in the store. This visible light communication technology is the gateway for retailers to interact with shoppers on a very intimate level, from providing relevant coupons to enabling customers to quickly and easily find merchandise throughout the store.

"This demonstration showcases the ability of our commercially available eldoLED® driver platform to deliver both illumination and visible light communication," said Steve Lydecker, Acuity Brands Lighting Senior Vice President, Applied Integrated Solutions. "This new technology allows LED lighting to be an asset for retailers, not only because of the productivity gains, energy savings and overall environment improvements it provides, but also because of its emerging capacity for enhancing and changing in-store customer experiences. Guiding the shopper through the store based on the shopper's actual position, visible light communication technology opens the door for retailers to more effectively engage and influence consumers on the retail floor."

Acuity Brands and Qualcomm Technologies, Inc. are engaged with top retailers and have initiated proof of technology testing. A demonstration of the new technology will take place at [LIGHTFAIR® International 2014 \(LFI\)](#) booths #3808 and #2122, June 3-5.

"Qualcomm's Lumicast technology determines a mobile user's location within 10 centimeters, as well as the user's orientation within the aisle," said Jeff Henckels, Director of Product Management at Qualcomm Technologies, Inc.'s research group. "Combined with the LED lighting technology from Acuity Brands, this is enabling retailers to provide new levels of value in customer engagement, analytics, and workforce efficiency."

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### About Acuity Brands

Acuity Brands, Inc. is a North American market leader and one of the world's leading providers of lighting solutions for both indoor and outdoor applications. With fiscal year 2013 net sales of over \$2 billion, Acuity Brands employs approximately 6,500 associates and is headquartered in Atlanta, Georgia with operations throughout North America, and in Europe and Asia. The Company's lighting solutions are sold under various brands, including Lithonia Lighting®, Holophane®, Peerless®, Gotham®, Mark Architectural Lighting(TM), Winona® Lighting, Healthcare Lighting®, Hydrel®, American Electric Lighting®, Carandini®, Antique Street Lamps(TM), Sunoptics®, Sensor Switch®, Lighting Control & Design(TM), Synergy® Lighting Controls, Pathway Connectivity Solutions®, Dark to Light®, ROAM®, RELOC® Wiring Solutions, Acculamp® and eldoLED®.

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