



## Acuity Brands, Inc. To Showcase Precise Indoor Positioning At NRF "Big Show" 2016 As Part of Microsoft's Retail Industry Group Booth

January 12, 2016



*Expanding the boundaries of lighting™*

**ATLANTA - January 12, 2016** - [Acuity Brands, Inc.](#) (NYSE: AYI) today announced that it will be showcasing its new LED lighting-based indoor positioning technology at the Microsoft Retail Industry Group booth at the National Retail Federation's (NRF) 2016 Annual Convention & EXPO, January 17-19, in New York City.

ByteLight(TM) Services from Acuity Brands helps retailers deliver a tailored mobile-enabled shopping experience when coupled with opt-in, permission-based mobile loyalty apps. These apps engage customers in real time - exactly where they are in the store. ByteLight Services is an end-to-end solution that employs the Microsoft Azure integrated cloud services platform for computing and data analytics. The analytics derived from shopper location data provides retailers with opportunities to make better-informed decisions, strengthen customer relationships and improve store operations.

"Light-based indoor positioning is proving to be, through millions of square feet and hundreds of thousands of installed beacons, the most viable and accurate technology platform to bridge in-store and online shopping and enhance the customer experience. This includes sending promotions or suggested accessories to shoppers' mobile devices as well as helping them find items, and get assistance quickly," said Steve Lydecker, Acuity Brands Lighting Senior Vice President of Applied Integrated Solutions. "Microsoft Azure is the ideal cloud services platform for ByteLight based on its complete, flexible and scalable technology and Microsoft's proven leadership in Infrastructure-as-a-Service cloud computing."

"Retailers are on a quest for innovative ways to connect with customers, and offering personalized marketing through mobile devices offers an opportunity to enhance the shopper experience by increasing promotion redemption rates and nurturing a deeper level of customer engagement," said Marty Ramos, CTO, Retail, Consumer Products & Services at Microsoft Corp. "Innovations such as Bytelight Services, powered by our Azure cloud services solution, enable retailers to unlock the power of their data for in-store personalized marketing with insights that once only online retailers could capture."

To see a demo of ByteLight Services during NRF, **visit the Microsoft Retail Industry Group Booth 2803**, at the Javits Center. Click [here](#) for more information on lighting-based indoor positioning services, and other Acuity Brands lighting solutions.

### **About Acuity Brands**

Acuity Brands, Inc. is a North American market leader and one of the world's leading providers of indoor and outdoor lighting and energy management solutions. With fiscal year 2015 net sales of \$2.7 billion, Acuity Brands currently employs approximately 9,000 associates and is headquartered in Atlanta, Georgia with operations throughout North America, and in Europe and Asia. The Company's products and solutions are sold under various brands, including Lithonia Lighting®, Holophane®, Peerless®, Gotham®, Mark Architectural Lighting(TM), Winona® Lighting, Juno®, Indy(TM), AccuLite®, Aculux(TM), NaviLite® and DanaLite, Healthcare Lighting®, Hydrel®, American Electric Lighting®, Carandini®, Antique Street Lamps(TM), Sunoptics®, RELOC® Wiring Solutions, eldoLED®, Distech Controls® and Acuity Controls(TM).

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