



Acuity Brands, Inc. Adds Advanced Mapping and Analytics To ByteLight(TM) Indoor Positioning Solution

April 25, 2016



Expanding the boundaries of lighting™

ATLANTA - April 25, 2016 - [Acuity Brands, Inc.](#) (NYSE: AYI) today announced newly enhanced ByteLight(TM) Services, featuring GeoMetri® Analytics and the Navigator mobile application. The integration of indoor positioning and navigation capabilities, along with visual maps to track visitor movements and enable real-time analytics, makes ByteLight a full-stack Platform-as-a-Service that helps retailers deliver a tailored, mobile-enabled omnichannel shopping experience to their customers.

ByteLight Services provide ultra-precise LED-based indoor positioning and RF-based wayfinding and beaconing technology. GeoMetri Analytics utilize robust and comprehensive map analytic tools to visualize ByteLight indoor positioning data on actual retail floor plans. This capability enables retailers to identify, measure and track pedestrian foot traffic. Real-time customer behavior data helps retailers and brand marketers make key marketing and product decisions based on traffic patterns, customer loyalty visits, in-store dwell times, new customer exposure, sales correlations and overall customer satisfaction. Retailers can also use ByteLight Services data to understand the impact of placing products, merchandising tables, or end caps in certain physical areas - and then organize floor plans and define space utilization to optimize merchandising strategy.

"ByteLight Services offer an understanding of how consumers interact within a retail space, creating new levels of two-way interaction between retailers and their customers, while also providing data analytics that can identify opportunities to optimize operational efficiencies," said Steve Lydecker, Acuity Brands Lighting Senior Vice President of IoT Solutions. "Our ByteLight platform is providing real-time information and insight, through a superior indoor positioning solution and powerful spatial and statistical engine, to major retailers in over 12 million square feet of retail spaces."

In addition to the analytics capability provided by the GeoMetri Analytics, the GeoMetri Navigator app helps create searchable indoor and outdoor maps for retailers and their customers, and enables retailers to provide location-based promotional offers. The mapping software optimizes indoor floor plan information so shoppers can search for and navigate to points of interest using a smartphone. Indoor routing and navigation options support floor plans with multiple floors, stairs, escalators, elevators and other alternative paths to reach the desired destinations.

The enhanced positioning, mapping and analytics data that ByteLight Services offer can also help venue owners get the most out of their real estate decisions. The data provides foot traffic analysis, co-tenant traffic analysis, and site-to-site comparisons, which can be used to optimize rent per square foot and common area space utilization. This optimization can ultimately lead to maximized lease and ad revenue.

Click [here](#) for more information on lighting-based indoor positioning services and other Acuity Brands lighting solutions. Also, Acuity Brands will be demonstrating ByteLight Services (Booth #3217) during LIGHTFAIR® International, May 26-28, at the San Diego Convention Center.

About Acuity Brands

Acuity Brands, Inc. (NYSE: AYI) 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(TM), Healthcare Lighting®, Hydrel®, American Electric Lighting®, Carandini®, Antique Street Lamps(TM), Sunoptics®, RELOC® Wiring

Solutions, eldoLED®, Distech Controls® and Acuity Controls(TM). Visit us at www.acuitybrands.com.

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