

Overview of Enlightenment Marketing Services for LightingResource.com



Step Into The Light ... And Out To The World

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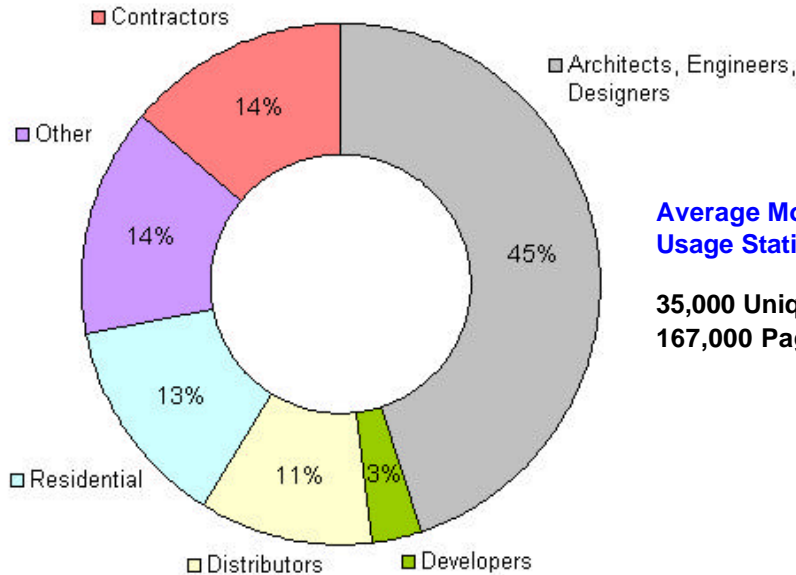
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MARKETING AND TECHNOLOGY SERVICES BY ENLIGHTENMENT

ABOUT LIGHTINGRESOURCE.COM

LightingResource.com currently serves as an on-line industry resource for lighting product information containing thousands of detailed lighting product profiles, lighting design tutorials, case studies, and the latest information on professional tools available in the lighting industry. End users, consisting of architects, engineers, lighting designers, consultants, contractors, electrical distributors and the residential consumer, have the ability to view lighting products, order literature, request a quotation, download photometry files and subscribe to product updates. The demographics of our current viewing audience are outlined below:



Average Monthly Usage Statistics

35,000 Unique Visitors
167,000 Pages Viewed

% Statistics Derived From Actual User Logins

HOW DO WE ADVERTISE LIGHTINGRESOURCE.COM?

LightingResource.com’s visibility is attributed to search engine saturation, industry links and referrals through one or more of Enlightenment’s Internet lighting marketing domains:

- **LightingResource.com**
- **TheLightingCenter.com**
- **Click2Spec.com**
- **Click2Lighting.com**

TARGETED COMMUNITY DOMAINS

In addition to marketing domains, Enlightenment has developed community domains to further personalize and filter content to specific professionals in the industry. The communities are integrated into LightingResource.com and our **e-LUMINATION** platforms.

- **Click2Architects.com**
- **Click2Contractors.com**
- **Click2Designers.com**
- **Click2Engineers.com**
- **Click2Reps.com**

Enlightenment can guide you through this constantly evolving technology, offering solutions that will expand with your needs. Our collaborative customer base ensures that our services continually adapt to the demand for faster, more innovative ways to exchange information.



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Enlightenment offers several enhanced levels of exposure to provide significant visibility and technology tools for your company and products.

*Annually (Covers 12 Months of Service)

Services Provided	Free	Basic	Preferred	e-Lumination
# Of Products Listed in LightingResource.com	N/A	10	30	Unlimited
Type of Directory Listing	General	Detailed	Detailed	Detailed
Product Keyword Text Search	N/A	Enabled	Enabled	Enabled
Automated Customer Request Confirmation	N/A	Included	Included	Included
Automated delivery of requests to local sales network	N/A	N/A	Included	Included
Banner Rotation	N/A	N/A	Included	Included
Customer Request data storage of all lead information for future use.	N/A	N/A	Included	Included
News Release Service to our subscribers	N/A	N/A	Included	Included
Customer Request Fulfillment and Tracking Tools by Representative Within Your Domain	N/A	N/A	Included	Included
News Release Service to your customized database of subscribers	N/A	N/A	Included	Included
News Release Service to 60 industry publications	N/A	N/A	Included	Included
Search Engine Visibility Launch For Your Entire Website	N/A	N/A	Included	Included
Customized Press Center within your domain	N/A	N/A	N/A	Included
New web and email platform created, hosted and fully maintained by Enlightenment.	N/A	N/A	N/A	Included
Online Email Communications System for Remote Administration	N/A	N/A	N/A	Included



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PRODUCT LISTING IN LIGHTINGRESOURCE.COM

Each product is profiled in detail - complete with specification sheets, applications and photometrics (if applicable)

e-Service Tools for this Product:



These e-Service tools are provided so that assistance is a click away for your customers

Hadco, Genlyte - Thomas – CLB8 Beacon, Landscape Lighting



Description: For ground or concrete mounting, the CLB8 Beacon offers an ideal diffusion lighting system for high-traffic areas. A thermoset polyester powdercoat provides enhanced durability and appeal in black, white, bronze or green. Available in cone, dome or hexagonal cap styles, the CLB8 has easy-access maintenance and a heavy-duty construction to provide the best in artistic utility.



Download Detailed Specifications

Customers can download a pdf file containing the details specifications for this product.



Download Photometrics

Links are provided to enable customer to go directly to the applicable photometric file for this product.



Preview Applications

Customers can browse through a photo gallery of applications using this product. All applications link back to the product profile.

e-Service Tools for This Product:



e-Service Tools for This Lighting Manufacturer:



The links above provide direct access to your full product menu within LightingResource.com and to your local representative (if applicable)



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DIRECTORY LISTING AND SEARCH OPTIONS (BASIC, PREFERRED & E-LUMINATION LEVELS)

All directory listings, except the free-public version, will have detailed links to product menus, your website, local sales contact, online news, photometry (if applicable) and resources.



Order Catalog [sends request immediately]



Preview Product Profiles [opens up product profiles within LightingResource.com]



Visit Manufacturer Website [goes directly to your website]



Preview Online News [your product news is posted in LightingNewsWire.com]



Click Here to Download Photometric Data [goes to your IES files if applicable]



Click Here to Contact or Email Local Representative [Provides Contact Info]

General Manufacturer Contact Information:

ALLscape
2930 South Fairview Street
Santa Ana, CA 92704
Phone: 714-668-3660
Fax: 714-668-1107

SEARCH OPTIONS (BASIC, PREFERRED & E-LUMINATION LEVELS)

Customers can type in keywords to locate a specific product or products. This is in addition to the ability to search by category, application and/or specific manufacturer's name.

Search by manufacturer name:

Search by keyword:

Search by Product Category: Each category has extensive sub categories.

Search by Application: Visual library of installations which link directly to product.

Photometrics: Your library of photometry information may be loaded into our database for customer download.

Resources: This section contains technical guides and case studies that may be useful to your customer base.



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CUSTOMER CONFIRMATION EMAIL (BASIC, PREFERRED & E-LUMINATION LEVELS)

When customers utilize any service tools pertaining to your product they will receive a confirmation advising them of who will be responding to their request. This occurs for any service transaction (request for literature, quotation or design assistance) within the platform. Emails processed directly to the local representative are for “Preferred” or e-LUMINATION level partners only. Emails can be sent directly to your company email.

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Example of email customer receives when making a service request:

We have received your request for quotation on **(Your Product Name)** and have forwarded the information to the appropriate representative in your area. You will be contacted by:

Local Representative:

John Doe Lighting Sales Agency
1234 Walking Way
Americus, Georgia 99944
Phone: 888-111-1234
Fax: 888-222-2344
Email: sales@johndoelightng.com

Thank you for your interest in **(Your Company Name)**.

REPRESENTATIVE REQUEST OVERVIEW (PREFERRED & E-LUMINATION LEVELS)

Your representative territory will be mapped electronically into the service platforms of LightingResource.com and / or your own domain by territory assignment and/or specific markets covered as reflected below:

Territory assignment: Your entire sales rep network will be integrated into your online web presence. Representative territories can be assign by state, county, city or by zip code.

Market assignment: Representatives can be assigned to one or more project types such as residential, commercial, industrial or showroom. Project types can be customized to meet your specific needs. Customers will select their project type upon login and the appropriate representative information will be delivered.

Enlightenment will integrate your network for you. The representative will receive the request and will be able to close the request upon completion by clicking a single link shown at the bottom of the email. Closing the request automatically updates the database. *All requests are stored online for future access and monitoring.*



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BANNER ROTATION (PREFERRED & E-LUMINATION LEVELS)

Banner rotation option is available for "Preferred" and "e-LUMINATION" level partners. Your banners will be positioned in key areas within one or more areas within our "click2" network. Preferred banner size is 468 x 60 pixels. The banners will click through to your domain. Banners may be changed out twice annually.

Enlightenment's "Click2" Network



NEWS RELEASE SERVICE (BASIC, PREFERRED & E-LUMINATION LEVELS)

All your press releases will be launched within **LightingResource.com**, **LightingNewsWire.com** and our **Click2 communities**. E-mail notifications of your news will be posted to our news subscribers for "Preferred" and "e-LUMINATION" level participation. "Preferred" and "e-LUMINATION" level partners will also have a custom subscription option enabling clients to request their specific news only.





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DATA STORAGE OF CUSTOMER CONTACT INFORMATION (PREFERRED OR E-LUMINATION LEVEL)

All requests received using the Enlightenment service platforms are stored online. If your service level is "Preferred" or "e-LUMINATION" - all requests through your own company website will also be captured for future use (newsletters, subscriptions or customized marketing promotions).

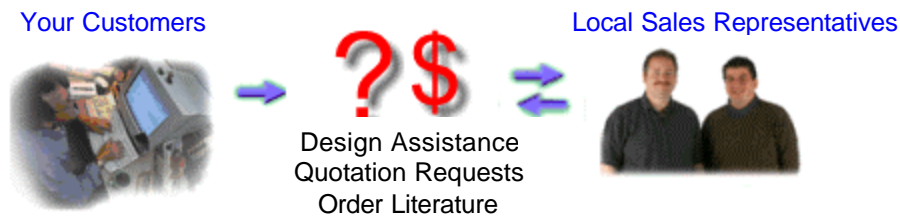
This data storage feature will enable you to send broadcast email to your captured customer base utilizing our online "Click2Marketing" tools. Existing data can also be imported.

Your Customized Mailing Lists				
List Name	Delete	Add Subscriber	Delete Subscriber	Show Subscribers
myarchitects@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mydistributors@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
myreps@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mycontractors@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
myengineers@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
myconsumers@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
myemployees@yourdomain.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[[New mailing list](#) | [Main Menu](#)] [[Send Broadcast E-Mail](#)]

CUSTOMER REQUEST SERVICE SCREENS & TRACKING TOOLS (BASIC, PREFERRED & E-LUMINATION)

All requests are logged and stored within your personal Customer Service Request screens. Each representative will be able to access requests generated for their territory through a simple email and password login (Preferred & e-LUMINATION Levels). All data is stored online for future access by authorized personnel.





MARKETING AND TECHNOLOGY SERVICES BY ENLIGHTENMENT

CUSTOMIZED NEWS RELEASES TO YOUR CUSTOMER BASE (PREFERRED & E-LUMINATION LEVELS)

Customers will be given the option to subscribe to your specific news service within LightingResource.com, LightingNewsWire.com and our Click2 communities. Your news could include new product releases, employee updates, industry events or other industry related information.



Enter your email address to subscribe to the latest news updates by ABC Lighting Company

Input field with a 'Submit' button.

(example only)

NEWS NOTIFICATION TO INDUSTRY PUBLICATIONS (PREFERRED & E-LUMINATION LEVELS)

In addition to posting the press release within the various domains, Enlightenment will also email your press release to over 60 industry publications. A few of these publications are listed below:

- Architectural Digest
- Architectural Lighting
- Architectural Record
- Building Design & Construction
- Buildings
- Consulting-Specifying Engineer
- Display & Design Ideas Magazine
- EC&M Magazine
- Interior Design
- Journal of Light Construction
- Landscape Architecture
- Design Journal Magazine
- Lighting Design & Application
- Lighting Dimensions
- Professional Builder
- Professional Lighting
- Residential Architect
- Residential Lighting Magazine

SEARCH ENGINE VISIBILITY TOOLS ("PREFERRED" AND "E-LUMINATION" LEVEL)

Enlightenment, utilizing our customized search engine visibility utility, will launch your website to the 14 major search engines and provide reports reflecting your positions quarterly. Although we will not guarantee placement levels, continuous launch of primary pages will ultimately give you higher placement. Descriptions and keywords must be provided to be effective.





MARKETING AND TECHNOLOGY SERVICES BY ENLIGHTENMENT

E-LUMINATION FULLY HOSTED PLATFORM

Enlightenment's products have been methodically built as we listen to our customers, carefully assessing technologies that will revolutionize our industry. Our objective is to provide your company with the technology to streamline communications AND provide significant marketing opportunities through LightingResource.com and Enlightenment's "Click2" communities. LightingResource.com is currently serving *35,000 customers per month* with product information, literature, design resources, specifications and photometry.

Enlightenment's e-LUMINATION platform technology simplifies web based customer service in every aspect.

Full comprehensive catalog of your product online integrated by Enlightenment which includes:

- Customized navigation structure, categories and applications.
- Customized viewing options for your customers (Thumbnail or Description/Thumbnail)
- Automated customer service tools for quotation request, literature, design assistance and photometry
- Installation portfolio profiling actual installations of your product.
- New product section to highlight latest product introductions.
- Resource and design tool section to assist your customers in lighting design and selection.

Automated delivery of requests to sales representatives and authorized distributors:

- Local sales representative are added electronically to ensure customer requests are routed properly.
- Sales representatives can be assigned by territory (state, county, zip or city).
- Market served functionality by territory (ex. Commercial, Residential, Industrial, OEM etc)
- Authorized distributors can be defined by state.

Automated Customer Service Request Center

- Customer service screens provided for sales representatives to review, update and monitor their requests.
- Master customer service screen for company wide service monitoring of requests.
- "Order Booked" feature built into the service systems to track success ratios of leads.
- Customer contact information is stored electronically to be utilized by your company for marketing purposes.

Online news system, customer subscription services and media tools integrated into your platform:

- Website will contain news section to keep customers informed of new products and company events.
- Customers can subscribe to automated news updates via email through your website.
- Press releases will be visible in your customized news section and LightingNewsWire.com.
- Press release notification to over 60 industry magazines/publications worldwide.

Maintenance and Email Services

- Enlightenment will maintain all aspects of your website which includes adding up to 30 new products per year.
- Full email and administration services provided through Enlightenment's online e-mail network.

Extensive Marketing Services

- Online statistics provided to monitor content access and customer service requests.
- Search engine keyword/description launch to over 14 major search engines for increased website visibility.
- Press release publication to over 60 publications worldwide
- Comprehensive product promotion through LightingResource.com, LightingNewsWire.com and seven industry communities: Click2Architects.com, Click2Contractors.com, Click2Designers.com, Click2Distributors.com, Click2Engineers.com, Click2Reps.com and Click2Technology.com

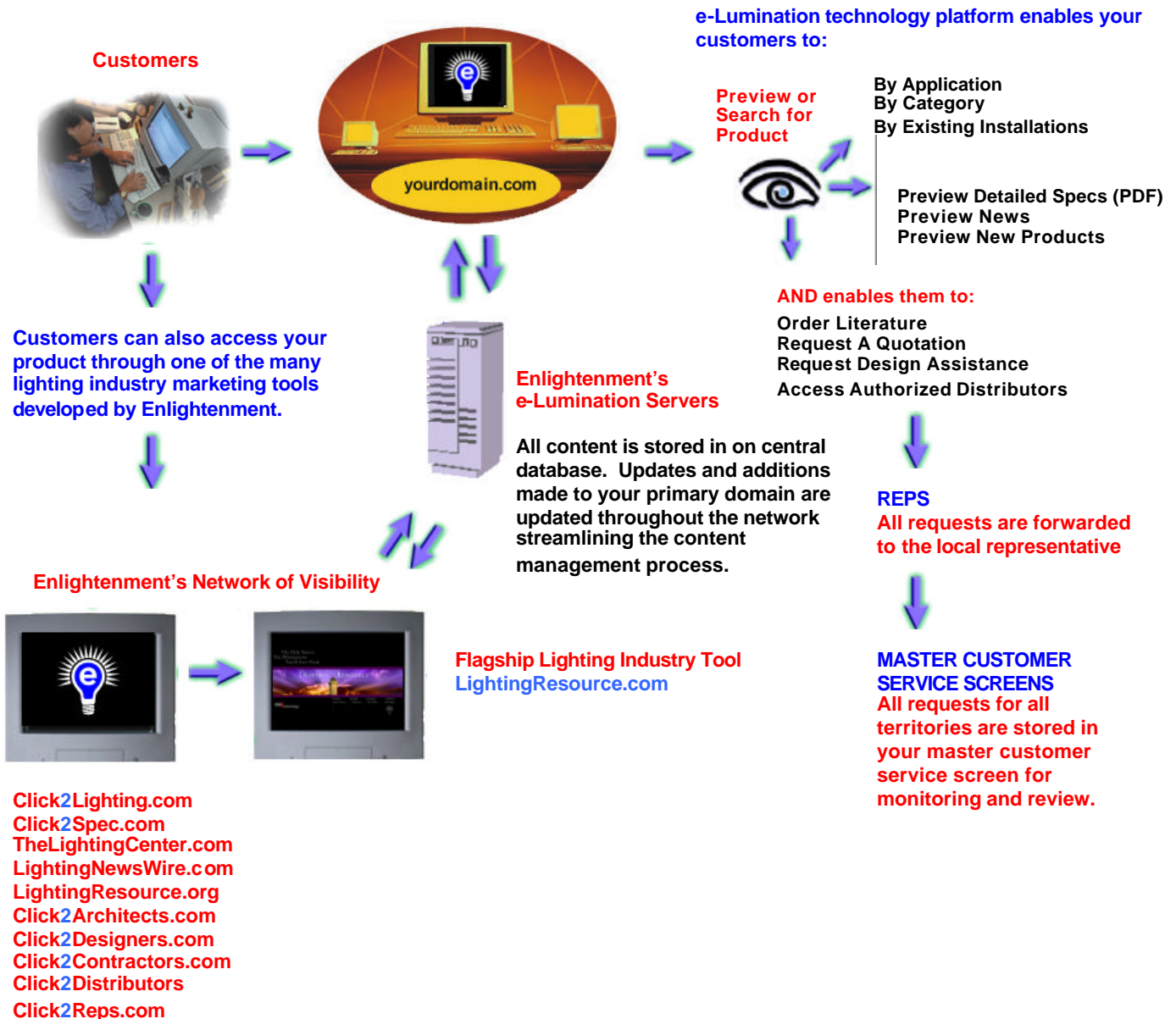
We build it ... we maintain it ... we make it visible ... for one low annual fee a year.



MARKETING AND TECHNOLOGY SERVICES BY ENLIGHTENMENT

One Database — Multiple Marketing Opportunities

These technologies simplify product presentation, automate customer service request fulfillment and tracking while providing significant marketing visibility through our extensive customer network. Our customers become your customers.



Download the extensive overview of the e-LUMINATION platform on the web at <http://www.lightingresource.com/mkt/elumination.pdf>