

## Overview of Enlightenment e-LUMINATION Technology Platforms



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

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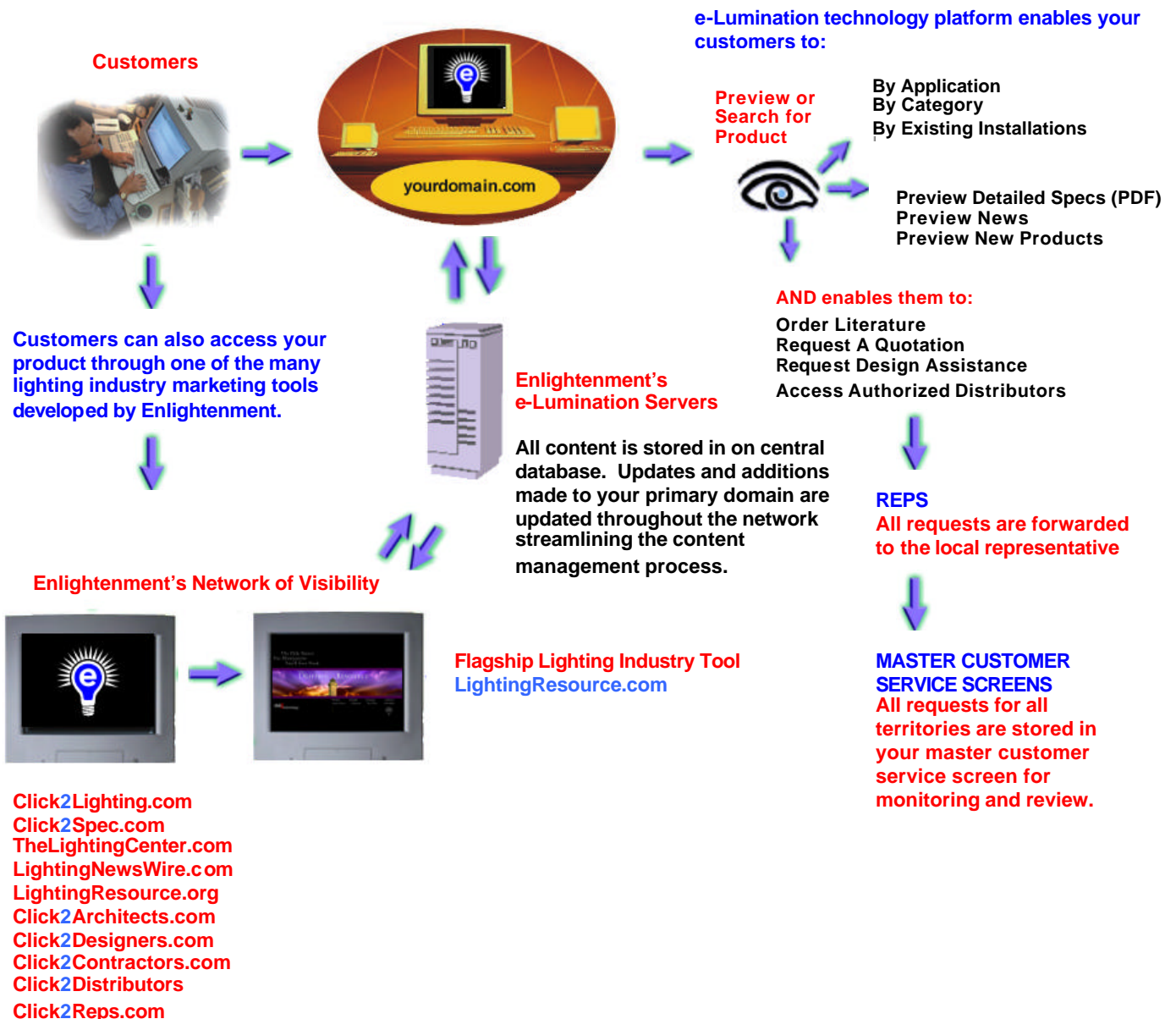
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**MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE**

Enlightenment is an information technologies company that helps clients adapt their media for Internet presentation. **Our focus is the lighting industry** and we are developing technologies to improve efficiencies in every aspect from specification to maintenance and repair. The objective is not to create a new business for you ... but to integrate on-line communication tools into the core of your existing business, opening up new sales channels, streamlining business processes enabling you to reach a higher level of service for your on-line customers.

Enlightenment's Internet **e-LUMINATION** platform, an all-inclusive marketing, content and customer service engine, provides a solid foundation for your on-line communications. One database of information, one point of maintenance for your product content, multiple service tools for your customers and powerful marketing communication tools can be obtained economically through Enlightenment. A graphical representation of content delivery and service tools is shown below.





## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

The e-LUMINATION platform serves as your product, photometry, news, installation and resource content engine, as well as providing an extensive array of automated customer service and marketing tools as shown below:

### 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 your site. We maintain your site. We promote your site for one low annual fee a year.**

Each of the above elements are further defined within this document.

**MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE**

**E-LUMINATION DATA ARCHITECTURE AND SERVICE TOOLS**

Your customers will have access to detailed product information, applications and service tools by product, all of which will be built by Enlightenment. Assistance for your customers will be a simple click away.



**Primary e-Content**  
 Product Content  
 Application Gallery  
 Design and Technical Resources  
 News...Press Releases  
 Authorized Distributors

**e-LUMINATION Services**  
 Order Literature Online  
 Online Quotations  
 Request Design Assistance Online  
 Download Photometry  
 Download Detailed Specifications

**CONTENT NAVIGATION STRUCTURE, CATEGORIES AND APPLICATIONS**

The **e-LUMINATION** content engine allows for customized navigation based on your product. Customers have the option to search for a specific product by category with extensive filtering capabilities or by previewing actual installations utilizing either “Thumbnail View” or “Description/Thumbnail View”. See examples below:

**Master Product Search Menu**



**Thumbnail Image View**



**Detailed Product Profile View**



OR

**Master Product Search Menu**



**Thumbnail Image View**



**Detailed Product Profile View**





**MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE**

**MASTER PRODUCT SEARCH MENU**

Your customized product search menu allows your customer to search in a variety of ways. Categories and applications are customized for your market and/or product offering.

**e-Lumination technology platform enables your customers to:**

**Preview or Search for Product**



**By Application  
By Category  
By Existing Installations**

**Preview Detailed Specs (PDF)  
Preview News  
Preview New Products**

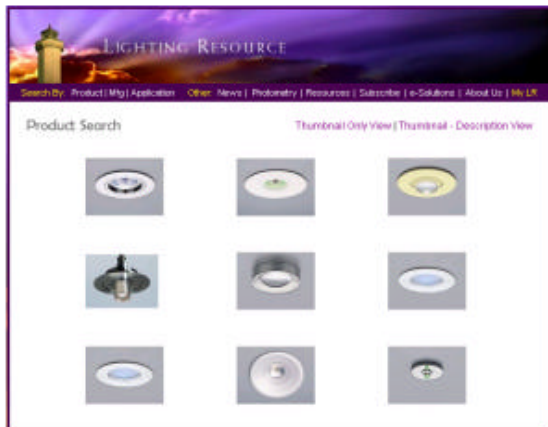
**E-CATALOG VIEWING OPTIONS, THUMBNAIL OR DESCRIPTION/THUMBNAIL**

Your customers will be able to choose from two navigation-viewing options as shown in the example of LightingResource.com below:

**Thumbnail Only View**

OR

**Detailed Description | Thumbnail View**



**ADDITIONAL FILTERING TOOLS SPECIFIC TO YOUR PRODUCT LINE**

Customers may further define their search by selecting from a list of filters that is customized for your product lines.

<b>Location:</b>	Select an option	<b>Finish Options:</b>	Select an option
<b>Application:</b>	Select an option	<b>Housing Mtl.:</b>	Select an option
<b>Mounting Style:</b>	Select an option	<b>Options/Accs.:</b>	Select an option
<b>Light Source:</b>	Select an option	<b>Ballast Type:</b>	Select an option
<b>UL Listings:</b>	Select an option	<b>Voltage:</b>	Select an option



## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

### E-CATALOG PRODUCT CONTENT FORMAT AND DELIVERY

Detailed product content will be delivered once a specific product has been selected. Specific product pages will contain links to all the information necessary to make an educated buying decision about your product.



**Download Detailed Specifications**



**Download Photometrics**



**Preview Existing Applications**



**Other Service Tools Provide on Each Product Page**



**Order Literature**



**Design Assistance**



**Request Quotation**



**Contact Sales Rep**

All service icons (shown above) can be customized or *text only* service links can be added.

### OVERVIEW OF SERVICE TOOLS

#### *Detailed Product Specifications*

A link is provided to product specifications or literature in PDF format.

#### *Download Photometry*

Photometry files can be stored for public download.

#### *Preview Existing Product Installations*

Customers can access a list of project photos where a product has been utilized from the specific product page and from your "Application Gallery". The Application Gallery will provide a visual aid for product selection.

#### *Service Tools - Order Literature, Request a Quotation or Design Assistance*

Customers will be able to login to your user database and order literature, request a quotation or design assistance for multiple products simultaneously. These literature requests will be forwarded to local representative with a copy stored in your master "Customer Service Center" for follow-up and review.

#### *List of Authorized Distributors*

Your customers will be able to access a text list of authorized distributors in their local area.

#### *Local Sales Representatives*

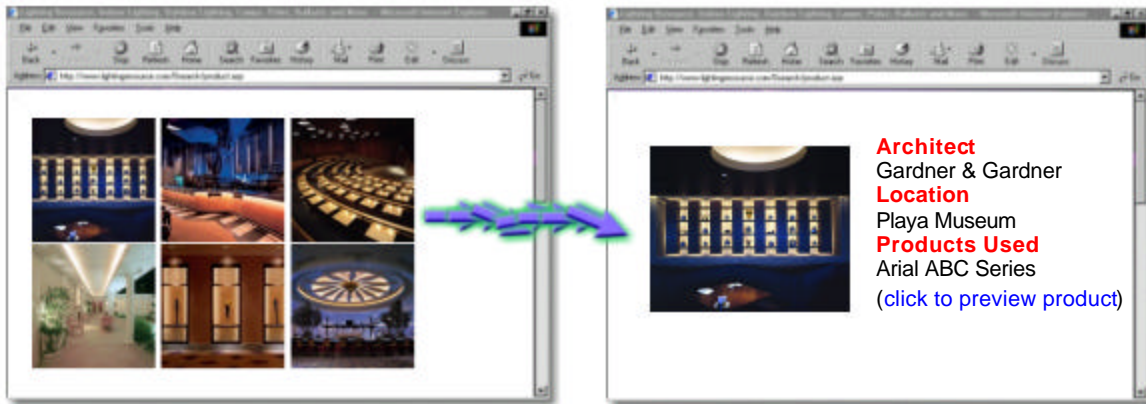
All service requests are routed to the appropriate representative in the area with a copy stored in your Customer Service Center



## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

### PROJECT INSTALLATION PORTFOLIO – APPLICATION GALLERY

This tool will provide your customers with a gallery of installations where products have been used. Content includes small thumbnails and brief descriptions of the projects which link to a detailed architectural statement of the application, the architect and/or designer. The architectural statement will include a list of products utilized within the design with appropriate links to product specifications. Links will also be provided from the product pages utilized in a specific application.



### NEW PRODUCT INTRODUCTIONS

Your new products will also be displayed in the “New Product” gallery. Any new products entered into your electronic catalog will automatically display in the New Product Gallery for a specified period of time.



### ON-LINE RESOURCES AND DESIGN TOOLS

Enlightenment's e-LUMINATION platform will also provide tools to post resources and education references specific to your product or industry. This resource environment could also be converted to a “newsletter” tool to be updated and archived for future use. This information would be displayed in your domain and also within LightingResource.com with direct links to your product information. If you don't have any resources for your products currently available, Enlightenment can populate this area with our existing resources, which stimulate search engine visibility.



## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

### NEWS ..... PRESS RELEASES

All existing press releases will be integrated into your website. E-mail notification of your news will be posted to Enlightenment's news subscribers through LightingResource.com and LightingNewsWire.com. Customers can subscribe to your automated news updates via email through your website.



(example only)

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

### NOTIFICATION TO MAJOR INDUSTRY PUBLICATIONS

**In addition** to posting your press release within the various domains, Enlightenment will email your information 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
- Design Journal Magazine
- Display & Design Ideas Magazine
- EC&M Magazine
- Electrical Contractor
- Hospitality Design
- Interior Design
- Journal of Light Construction
- Landscape Architecture
- Lighting Design & Application (LD&A)
- Lighting Dimensions
- Professional Builder
- Professional Lighting
- Residential Architect
- Residential Lighting Magazine

### DATA STORAGE FOR MAILING LIST (NEWSLETTERS OR CUSTOMIZED MARKETING PROMOTIONS)

All requests received through the Enlightenment service platforms are stored online. All requests through your 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. Review of the data structures will be necessary. This information will be proprietary, confidential information for your company and will not be utilized by anyone other than those you authorize.



**MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE**

Example of a potential mailing list screen shot.

<b>Your Customized Mailing Lists</b>				
<b>List Name</b>	<b>Delete</b>	<b>Add Subscriber</b>	<b>Delete Subscriber</b>	<b>Show Subscribers</b>
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](#) ]

**ON-LINE VISIBILITY STATISTICS**

You will have access to a unique visibility utility created to track specific product visibility, page views, quotation requests and impressions. This information will be accessible through a password-protected environment and dynamically available 24 hours a day through Click2Stats.com.

**CONTENT INTEGRATION - WEB-BASED INTERFACE**

Enlightenment integrates all initial content for **e-LUMINATION** customers and provides a standard maintenance package for future content integration. This maintenance package would cover all news releases, general corrections to content and adding up to 30 new products per year. You may also integrate you own product content, as the tools are provided online to manage all content integration through a single web-based password protected interface.

**This interface will include the ability to add and/or modify:**

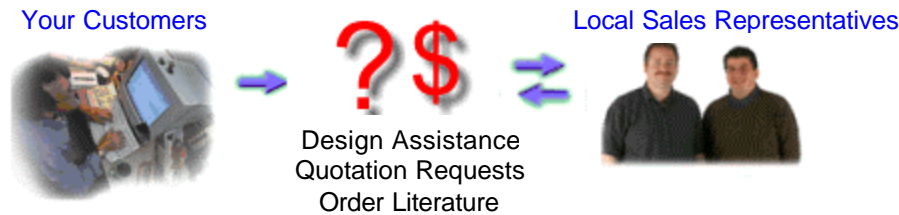
- Product
- Applications
- PDF Specifications / Literature
- Product Field Representation
- Authorized Distributors
- Press Releases
- Portfolio of Installations
- Applications / Categories



## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

### CUSTOMER SERVICE TOOLS

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. All data is stored online for future access by authorized personnel.



### REPRESENTATIVE NETWORK OPTIONS

Territory assignment: Your entire sales rep network will be integrated into your online web presence. Representative territories can be assigned 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. Customers will select their project type upon login and the appropriate representative information will be delivered.

### LOCAL AUTHORIZED DISTRIBUTORS

All local distributors for your product will be keyed into our Enlightenment distributor database. Upon login a customer may elect to preview a local distributor which will be delivered based on their geographic location by state.

### DOMAIN MARKETING TOOLS (SEARCH ENGINE VISIBILITY)

Enlightenment, utilizing our customized search engine visibility utility, will launch your website to the 14 major search engines and provide reports reflecting your positions. 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 us in order for this service to be effective. Don't be swayed by companies claiming they will launch your site to hundreds of sites for instant visibility. Obtaining maximum search engine visibility requires continuous efforts to product results.





## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

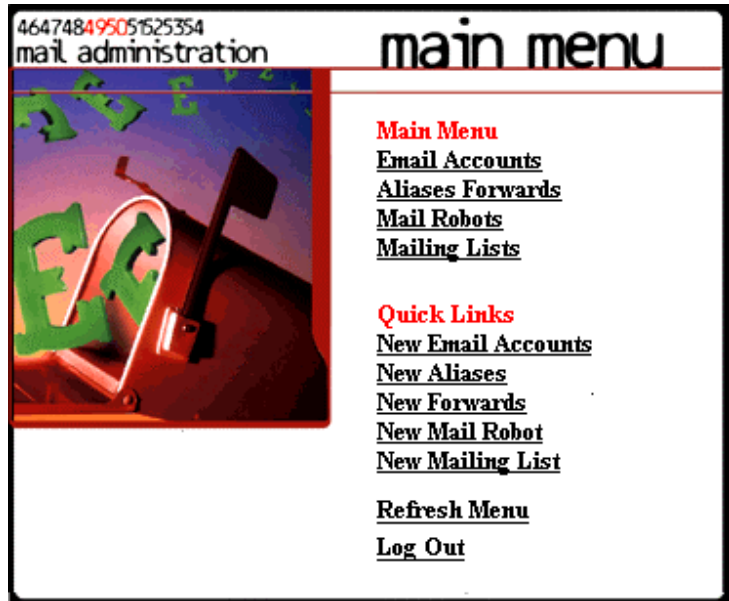
### E-LUMINATION INTERNET CONNECTIVITY AND E-MAIL SOLUTIONS

**e-LUMINATION Connectivity:** Enlightenment's servers have a solid Internet foundation using connectivity 1 HOP from the Internet backbone gateway of ATT, Southwestern Bell, and GTE with alternate backup connectivity to Savvis Communications fiber optic network. **Contingency Plan:** All systems are backed up DAILY with weekly on-site, off-site tape rotation. Dual Pentium drives mirror all activity to ensure quick rotation should drive failure occur.

### EMAIL COMMUNICATIONS

Our **e-LUMINATION** partners have extensive e-mail solutions at their disposal including:

- Unlimited Email Accounts
- Direct Password Protected Email Account Management Interface To Add, Delete and Maintain Corporate Email and Auto Responders
- Browser Based Email Interface for External Access to Mail When Traveling
- Instant email access to customized mailing lists for your representative network and customer base





## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

### ABOUT ENLIGHTENMENT

Enlightenment is a marketing information technologies company that helps clients adapt their media for Internet presentation. *Our focus is the lighting industry* and we are developing the technologies that will improve efficiencies in every aspect from specification to maintenance and repair. The objective is not to create a new business for you ... but to integrate on-line communication tools into the core of your existing business that will open up new sales channels, streamline business processes and enable you to reach a higher level of service for your on-line customers.

### ENLIGHTENMENT'S VISION

Will this electronic evolution have a major impact our industry? Listed below is an excerpt from an Enlightenment article published in the April issue of LD&A. A glimpse into what we believe the future might hold.....

#### ***Not just another fair-E tale ....***

*Once upon a time, there was a frightened lighting industry lost in the middle of a large, seemingly dark technological forest. This industry, like many others, was frantically trying to find the path that would lead them to a new community made up of dot-coms. They had a map but nowhere on this map did it say ... this way to the World Wide Web.*

*This community was rumored to have developed universal languages, HTML, Java and XML, unlocking the chains of communication and allowing businesses to interact with millions of potential customers simultaneously. Buyers, designers, specifiers, installers and suppliers were able to communicate instantly and more efficiently with a "click of a mouse." Businesses were able to provide higher levels of service for their customer and increase design, specification and purchasing efficiencies while extending their marketplace to the world. Lighting projects were designed, specified, bid and purchased electronically through an integrated "all-in-one" lighting marketplace. The designers were able to easily search, access and compare thousands of manufacturers' products as everything had now become digital and Internet accessible. On-line design labs, web-based application software and project management tools brought about infinite efficiencies to the design, specification, bidding, and purchasing communities. The electronic specification evolved into an electronic bid and eventually into an electronic purchase order .. all within the same lighting community. **Could such a place really exist?***

***Enlightenment, LD&A, April 2000 Issue***

Does it exist today for the lighting industry? No. But it will exist as our industry continues to build and integrate on-line technology into our offline worlds ... ***one step at a time.***

### E-LUMINATING TECHNOLOGY

The only thing we know undoubtedly about the future is that it will be vastly different from today and everything that can be digital **WILL** be. This evolution is exciting but presents a different set of challenges for the lighting industry. To implement and manage digital communications requires a unique skill-set that adapts as the technology evolves and can often be cost prohibitive. Enlightenment's Internet **e-LUMINATION** platform, an all-inclusive marketing, content and customer service engine, provides a solid foundation for your on-line communications.

### BEST OF BOTH WORLDS .... MARKETING AND TECHNOLOGY

We believe to be successful, marketing and service tools must be ***built into ... not around*** technology. The **e-LUMINATION** platform offers more than content management and customer service solutions. Marketing tools are integrated into the heart of the technology allowing all of your products to be promoted through LightingResource.com.

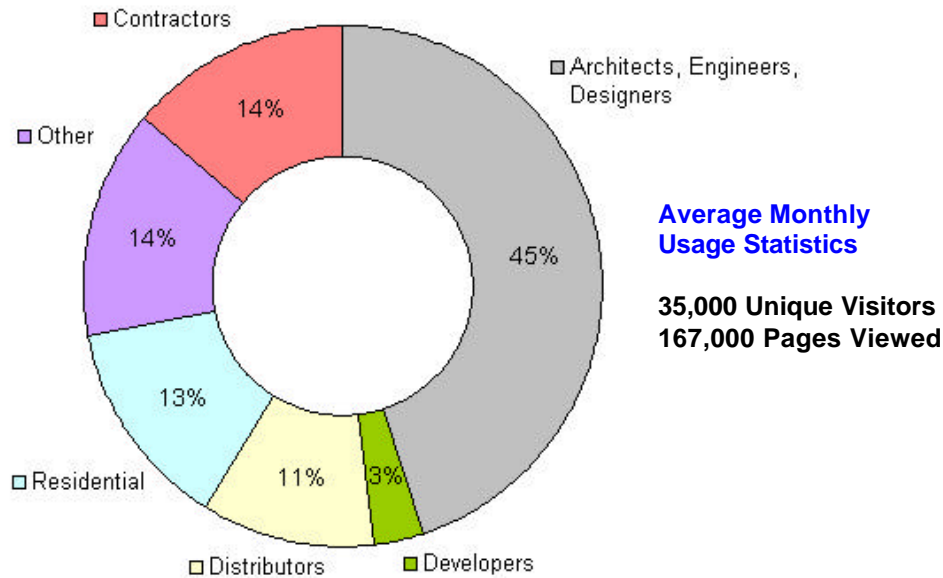


**MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE**

**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.

All of your lighting products will be integrated into LightingResource.com and marketed to our current on-line audience of 35,000 professionals per month. Your product information will be pulled from the same database that drives your domain. Updates made to your domain site will update throughout the network simultaneously. The demographics of our current viewing audience is 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



## MARKETING AND TECHNOLOGY E-LUMINATION PACKAGE

### ENLIGHTENMENT ADMINISTRATION AND MARKETING DOMAINS

- **Click2Email.com** (On-Line Browser Based E-Mail Interface)
- **Click2Marketing.com** (e-LUMINATION Internet Marketing Tools)
- **Click2Stats.com** (Statistics for All Domains)
- **Click2Technology.com** (Gateway for Community Tools)

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.

### e-LUMINATION Overview

Total annual fee includes content integration, setup, hosting, e-mail and comprehensive marketing:

#### Initial Development

- Development of comprehensive online catalog and category navigation systems integrated by Enlightenment.
- Design and implementation of sales representative network for automation of service requests.
- Design and implementation of authorized distributor database for customer access.
- Design and implementation of online "News Center" for your products with customer subscription services and media tools.

#### Yearly Maintenance and Marketing Services

- Full hosting of web based e-LUMINATION platform.
- Full email administration tools with remote access for an unlimited number of accounts provided through Click2Email.com, Enlightenment's online e-mail interface.
- Automated Customer Service Center providing instant access to all requests made throughout the network.
- Addition of 30 new products annually integrated by Enlightenment after the initial integration of complete product line.
- General system maintenance, troubleshooting, distributor and representative updates.
- Publication of all news releases within LightingNewsWire.com and LightingResource.com.
- 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 notification to over 60 industry magazines/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,

#### Content Integration Requirements

Enlightenment will integrate all initial product, news, resources, representative and distributor contacts. Digital images and text or PDF files of the literature will be required for optimal resolution and integration time.

All application software and technology developed and installed within your domain are proprietary to Enlightenment and may not be replicated and/or modified without written consent.

For additional information about our services, visit us on the web at <http://www.lightingresource.com/mylr> or contact us directly at 972-874-2620.