

Daniel Silverstein, Liteline, Canada (LabSpion)

<p>1. Please, tell us about your company. What does it do, what are its main products and services?</p>	<p>Canadian Lighting Fixture Manufacturer. Specialize in recessed, track lighting, indoor micro spot lights, panels, under cabinet.</p>
<p>2. How old is your company? Are you operating nationally/internationally?</p>	<p>Founded 1979. Sell in Canada and USA</p>
<p>3. Are you a manufacturer of luminaires?</p>	<p>Yes</p>
<p>4. Which professional websites and publications do you visit/read regularly?</p>	<p>IES, NEMA, Electrofed</p>
<p>5. Which exhibitions and fairs do you attend and exhibit at?</p>	<p>Lightfair, Euroluce, Hong Kong, Guangzhou, Leducation</p>
<p>6. Which Viso product are you using?</p>	<p>Lightspion and Labspion</p>
<p>7. How did you measure the light quality before the Viso products?</p>	<p>3rd party testing, hand held light meter, human eye</p>
<p>8. What were the main challenges in light measurement or the technical characteristics of your lamps?</p>	<p>Flicker testing</p>
<p>9. How did you determine the light quality prior Viso? Can you, please, list organizations (research labs, etc.), if you used any?</p>	<p>3rd party testing. Lumentra labs in Toronto</p>

<p>10. How long did it take to measure a single lamp, on average (incl. shipping and waiting time, if you involved third party organizations)?</p>	<p>1-2 weeks</p>
<p>11. What was the cost of a single lamp measurement, on average?</p>	<p>LM-79 report is about \$500</p>
<p>12. What was your measurement error and uncertainty interval, on average?</p>	<p>Not calculated</p>
<p>13. How did you change the light metrology with the Viso product?</p>	<p>???</p>
<p>14. How long do you measure a single lamp with the Viso products now?</p>	<p>According to LM-79 standards</p>
<p>15. How many lamps do you measure per week, on average?</p>	<p>Dozens</p>
<p>16. What are the additional tasks you are solving with the data provided by the Viso technology, aside from supplying your lamps with exact light characteristics? (For example, you use the data to improve on existing lamp designs, engineer and supply new lamps, other services and/or products.)</p>	<p>Colour / angle is very helpful and unique feature. Good for measuring effectiveness of light mixing chambers for colour tuning</p>
<p>17. What was the impact of the Viso measuring products on the range of your company products? Did you increase the total number of your lighting items?</p>	<p>IES reports are now simple. Easier to provide clients with models for use in Dialux or AGI32</p>

18. How did the quality of your lighting items change after the implementation of the Viso products?	Not possible to isolate single variable
19. How did the implementation of the Viso technology influence the dynamic of your company's growth?	R&D time significantly reduced
20. How did the new Viso technology influence the company's revenue (percentage-wise)?	Not possible to isolate single variable
21. Are you able to increase the retail price of your lighting items after the new Viso technology?	No. But it is impossible to sell without IES file
22. How long did it take for you to return the investment in the Viso products?	Less than 1 year
23. Can we use your company's name as a reference point in our sales cases?	Yes
24. Would you like the Viso marketing team to contact you on the phone to confirm the correctness of submitted data?	Sure
25. Other comments and suggestions.	
26. Contact person, responsible for the Viso products.	Mircea Porumbaceanu or Daniel Silverstein