

Matthew Earnshaw, ACDC, England (LightSpion + Extender)

<p>1. Please, tell us a little about your company. What does your company do? What are the main products/services/functions of your company?</p>	<p>Our company is and LED luminaire manufacturer. We develop LED products for retail, hospitality, façade and commercial applications.</p>
<p>2. How old is your company? Are you operating primarily on a national or also on an international market?</p>	<p>As a company acdc is approx 20 years old, and has been using LED technology over 15 years. We are part of the Zumtobel Group and as such operate in a global market.</p>
<p>3. Are you manufacturing lighting products, such as lamps and illumination?</p>	<p>We manufacture complete luminaires, sometimes utilising LED modules, and sometimes creating our own modules.</p>
<p>4. Which professional websites and publications do you visit/read regularly?</p>	<p>Lux magazine, LEDs magazine LED forums via linked in.</p>
<p>5. Which exhibitions and fairs do you usually attend and exhibit at?</p>	<p>Lux live is the main exhibition we attend, along with Light and building (Frankfurt)</p>
<p>6. Which Viso product are you using?</p>	<p>We are currently using the Lightspion, with extender</p>
<p>7. What were the quality control methods/tools you used for your lamps prior to utilising Viso equipment?</p>	<p>We previously utilised visual methods initially, followed by third party testing.</p>
<p>8. What were you primary challenges when measuring the quality of your lamps, or the technical characteristics of your lamps?</p>	<p>The main challenges for a business such as ours, was getting the information required as soon as possible to ensure we were developing the luminaires as required.</p>
<p>9. How did you solve the light metrology prior to using the Viso products?</p>	<p>This was completed via a third party, and as with any product or service, this involved a large cost implication and lead-time for each requirement.</p>

<p>10. How long did it take to measure a single lamp, on average?</p>	<p>To measure the lamp, was approx 1 hour, but this was physical testing at the third party. In order to get it planned in, shipped and results back, this could have taken up to 2 weeks.</p>
<p>11. What was the cost (approximately) of a single lamp measurement, on average?</p>	<p>Approx cost was around £300</p>
<p>12. What was your measurement errors and uncertainty interval, on average?</p>	<p>This was 1-2% , and used latest equipment and methods. According to latest standards.</p>
<p>13. Did you have to engage other companies or research institutions to solve your light measurement tasks?</p>	<p>No, the third party test house solved all the tasks.</p>
<p>14. What was the cost of a single lamp measurement (approximately) through another company, on average?</p>	<p>Approx cost was around £300</p>
<p>15. How did the situation with light metrology change after implementing the Viso products?</p>	<p>We can now turn round any measurements within a matter of minutes, if we have queries regarding measurements we can double check straight away and provide the customer with instant information.</p>
<p>16. How long does it take to measure a single lamp with the Viso products, on average?</p>	<p>Approx 30 minutes with full stabilisation. .</p>
<p>17. How many lamps do you measure per week, on average?</p>	<p>This would depend on any product development going through at the time. We have completed up to 30-40 tests within a week, but normally 4-5 per week.</p>
<p>18. 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>We have been using to help develop our product portfolio more accurately. Utilising the technology and trials to understand how we can develop optical/reflector designs to provide the lit effect we are looking for. Also the TM-30 info which is available also helps us to provide information most other manufacturers can't complete easily.</p>

<p>19. 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>It gave us greater understanding of which accessories could be added to products and provide a quick view of effect.</p>
<p>20. How did the quality of your lighting items change after the implementation of the Viso products?</p>	<p>It has helped make more educated decisions to inform our design process. Ensuring the quality of light is fully understood throughout.</p>
<p>21. How did the implementation of the Viso technology influence the dynamic of your company's growth?</p>	<p>This has helped get products to market quicker, which in turn influences the growth.</p>
<p>22. How did the new Viso technology influence the company's revenue (percentage-wise)?</p>	<p>This is hard to say as we work on specification and don't see major differences on product launches until 1-2 years later, and we have only had the system just over 6 months.</p>
<p>23. Are you able to increase the retail price of your lighting items after the new Viso technology?</p>	<p>No, we have the selling price set from the initial product development brief, so we can't sell for more, but it may help to increase margin due to developments we can test using the system.</p>
<p>24. How long did it take for you to return the investment in the Viso products?</p>	<p>Approx 1-2 week, we had a lot of tests to complete.</p>
<p>25. Can we use your company's name as a reference point in our sales cases?</p>	<p>Yes</p>
<p>26. Would you like the Viso marketing team to contact you on the phone to confirm the correctness of submitted data?</p>	<p>If required, this is fine</p>
<p>27. Other comments and suggestions.</p>	
<p>28. Contact person.</p>	<p>Matthew Earnshaw</p>

