

Let there be (eHID) light!

▶▶ The Smart eHID technology from Israeli company Metrolight introduces smart and economical lighting that can be remotely controlled in millions of street lights, parking lots, marketing chains, manufacturing sites, warehouses and gas stations in Israel, Europe, and the US. "This isn't just saving energy and reducing air pollution – it's also a proven contribution to output and customer sales," says the company's CEO, **Zvi Segal** | By David Barak

The world is becoming increasingly aware of the need to save energy and preserve ecology. In this context, it can be said figuratively that the Israel based Metrolight Company projects a strong and new light in these two areas.

Projecting a New (Metro) Light...

In spite of how many people in developed countries are aware of the need to conserve and reduce energy usage, together with the need to save money, it's clear that when it comes to lighting, more than 95 percent of them don't recognize apparent solutions to achieve this goal. Facts hurt. It's evident that

20% of energy consumption in the world is used for lighting. If we focus at the street level, at local authorities, 40% of electrical energy consumption is directed towards lighting of streets.

The average citizen, who's also heard about economical lamps, still tends to purchase the lamps that Edison invented 150 years ago. These lights with filaments, which cost a few shekels, waste 90% on creating heat and very little on creating light, while at the same time their life expectancy is relatively short.

Home electricity consumption is not a large expenditure when compared with street lighting, parking lots, gas stations, marketing chains and the like which have significantly



Zvi Segal,
CEO Metrolight

higher costs. In these areas, generally high-intensity discharge (HID) bulbs are used, which have particularly high illumination intensity. The transition to using eHID technology from Metrolight doesn't only mean saving a lot of money but also higher productivity (in manufacturing facilities) and sales (at stores), and a significant reduction in air pollution.

Metrolight's development staff discovered, when they invested in testing possibilities for upgrading lighting of this type to a digital solution – that such a solution is also effective and flexible. From these tests, the Smart eHID technology emerged and was developed – the technology which conquered many markets across the world. It could even be said that it's "bringing a new light to the world" "There are already about 500,000 lighting points installed that depend on our technology, which saves up to 65% electricity, reduces a similar amount of carbon dioxide emission into the air, doubles the life of the lamp, and maintains the light's stability," says Segal.



Knudsten Chevrolet Before: 1000W LSI Fixtures



Knudsten Chevrolet After: 450W EcoBOX Retrofit Solution – Maintaining Light Levels



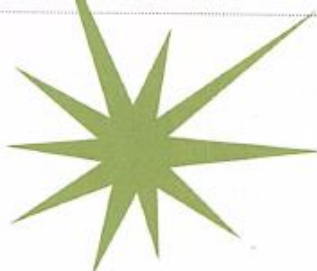
Flying K Gas Station Before Metrolight: 320W Magnetic HID Ballasts



Flying K Gas Station After Metrolight: 250W SmartHID™ Electronic Ballasts – Maintaining Light Levels

The Secret in the Box

Metrolight's technology is based on a sophisticated ballast installed aside of HID lights. This ballast serves to control their lighting and operation. With the aid of this technology, the power of the light can be



UK Grocer Distribution Center Before Metrolight:
400W HPS Luminaries



UK Grocer Distribution Center After Metrolight:
350W MH Electronic Ballasts

*"From the State
of Israel, our light
reaches across
the world"*



Solyndra Before Metrolight: 400W Magnetic HID
Ballasts



Solyndra After Metrolight: 250W SmartHID™
Electronic Ballasts – Matching Light Levels

controlled through different parameters: hours of the day, the power of natural light around it, movement of people or automatic preliminary programming and even reporting problems and the recommended time for replacing the bulbs.

Thus, one can conclude that Metrolight's technology provides a comprehensive and

to attract customers to a certain section. "In electronic store chains in the US, marketing professionals discovered that through the sophisticated Smart eHID technology, it was possible, for example, to lower the lights in the section where flat (computer/television) screens are sold and, in so doing, highlight the light projected from them," says Segal.

Today, Metrolight's installations are centered in countries such as the US, Germany, England, France, Holland, Italy and Spain. Metrolight's lighting solutions can be found in cities, parking lots, gas stations, supermarkets and large retail stores. Among the large companies that have chosen this technology are Coca-Cola, BMW, Daimler

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flexible solution that meets the various and changing needs of customers in accordance to their area of activity. Among these needs are saving energy, controlling and monitoring lighting, flexibility in operating and minimizing regular maintenance. Furthermore, there are also unique customer needs that receive a focused response. For example, in grocery chains, the strong and stable lighting showcasing the colors of merchandise and emphasizing textures, designs and fabrics. In electronics stores, it's possible to control the power of the lighting

"However, by intensifying the light projected in the sales areas and lowering the light around them, a corridor of light is created, which leads the shopper to the illuminated area..."

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Benz, Strauss, Nestle and municipalities in Europe and Israel.

The State of Israel has a warm place in the company's heart: "Because of the special technological nature of Israel, our country has served as a base for implementation and distribution of this technology by installation of over 40,000 units. Lately we have expanded and deepened our marketing and promotional activities here," says Segal.

To conclude, Segal notes with pride, "From the State of Israel, our light reaches across