



TwistHDM™ Launches Industry’s First Wireless Lighting Control System... “LimeLight”

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Holland, Michigan – TwistHDM, LLC has successfully installed their industry leading LimeLight wireless lighting control system at Ellis Parking in Grand Rapids, Michigan. The garage is configured with 75 fixtures, each equipped with the LimeLight wireless control system to manage light performance through dimming, light sensing, and motion detection. The design of the LimeLight system has been calibrated to take full advantage of the latest advances in fluorescent technology, and is coupled with two-way communication capabilities that continually monitor light levels to desired specifications along with motion detection to provide “perfect calibration” of light output throughout any 24 hour cycle. The entire fixture configuration is managed by a remote, web enabled software application that automatically monitors light output, energy consumption, and garage activity.

“We are very impressed with the potential benefits of the LimeLight system, both in terms of energy savings and safety enhancement. The LimeLight system allows us to manage our parking garage lighting directly from our office computers. It is a big step forward in our goal to provide a new level of customer service and energy conversation,” said Michael Ellis, President of Ellis Parking Company.

TwistHDM is an affiliate of Twistthink, LLC (www.twistthink.com), a technology and design biased firm that developed LimeLight’s wireless capabilities using the Zigbee protocol standard as the backbone of the system. “The capability of the technology has already been proven at numerous manufacturing companies, including Herman Miller (800 fixtures) and Spartan Stores. Over a span of two years, more than 1 million commands have been logged without a single communication failure. As such, the installation of LimeLight at Ellis Parking was not to validate the technology, but test the capability in a parking garage environment and confirm the tremendous value it can bring to the industry. Without question, LimeLight will be changing the way parking garages serve their customers and communities through intelligent lighting,” said Bob Niemiec, Managing Partner of Twistthink.

The installation of LimeLight is validating numerous benefits for the customer, including:

- ∞ Lower total cost of ownership - On average, a 65% reduction in energy costs when compared to HID fixtures, providing a return on investment of less than 3 years.
- ∞ Enhanced safety – Instant notification of any light-out scenario through email or pda messages, coupled with an active lighting environment through dimming and “instant-on” motion sensing greatly enhances the environment for the parking customer. Automated monthly reporting also tracks usage, energy consumption, and pedestrian traffic patterns.
- ∞ Maintenance efficiencies – Through greater lamp life, coupled with location and date of light-out reporting, maintenance crews can be scheduled more efficiently, with zero time wasted in detection or supply shortages.
- ∞ Beautifully lit garages - Near perfect color rendering of the LimeLight fixture creates an environment that is aesthetically appealing for all customers.

- ∞ Best use of tax dollars at work – LimeLight optimizes the incentives available for energy conservation, which sends the right message to the community regarding the owner’s ongoing commitment to the environment.

Lee Eilers, President of TwistHDM says, “LimeLight is the intelligent wireless control system that the industry has been waiting for. The value of significant energy and maintenance savings coupled with enhanced safety create a new category of lighting performance expectations. As the only provider of wireless lighting control in the industry, TwistHDM has every intention to stretch our lead in this global market space by continually raising the bar on LimeLight’s capabilities – it is where our talents and expertise excel.”

About TwistHDM, LLC

Based in Holland, Michigan, TwistHDM is a leader in the development and commercialization of wireless capabilities to niche markets in any industry. The combination of engineering expertise and execution-minded business leaders makes the enterprise a go-to capability for technology deployment in the U.S. and abroad.

About Ellis Parking Company

Satisfied clients and customers are the benchmarks of Ellis Parking’s success. For more than 50 years, Ellis Parking Company has exceeded expectations by providing superior service. This tradition of success continues today. Based in Grand Rapids, Michigan and one of West Michigan's preferred parking companies, Ellis Parking employs a friendly, responsive and courteous staff dedicated to establishing positive relationships with customers and enhancing their parking experience.

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