



Sustainability and Improved Visibility and lower energy costs

WLS Lighting Systems is instrumental in introducing new technologies to the shopping center industry. WLS has partnered with Venture Lighting in introducing a new type of metal halide lamp called Natural White®. Venture is the only lamp and ballast manufacturer dedicated solely to metal halide technology. This incredible new *Natural White* lamp is actually "whiter, closer to actual sunlight" than current metal halide technology. The *Natural White* 775 Watt lamp burns for 20,000 hours versus 12,000-15,000 hours for 1000 Watt probe or pulse start metal halide lamps. WLS foresees many developers and retailers retrofitting 1000 Watt systems to the new 775 Watt *Natural White* system! In addition to superior lighting and lower maintenance costs, energy costs are reduced approximately \$75.00 per fixture annually.

In early 2008, Inland Continental Property Management, the developer of Innsbrooke Plaza was looking to improve the overall lighting output in the parking areas of the mall. The existing lighting system consisted of 21 light poles, including 6 lighting poles 39' in height, each of which held (4) 1000W high pressure sodium lamps in vertical semi-cutoff luminaires in the main lot. WLS recommended a one for one replacement of the high pressure sodium lamps with Venture's unique 775 Watt *Natural White*® lamps.



Innsbrooke Plaza
Murfreesboro, Tennessee



Before 1000 Watt HPS



After 775 Watt
Natural White®
Pulse Start Metal Halide

Replacing existing 1000 Watt high pressure sodium systems with Venture's 775 Watt *Natural White*® pulse start metal halide systems resulting in:

- **More than 1.5 times the Light**
- **Reduction of Energy Usage by 25%**

The 775 Watt Difference

PULSE START METAL HALIDE LIGHTING SYSTEMS



Bringing Daylight to Night

Natural White lamps provide whiter and brighter light with superior color rendering, essentially matching the color of natural sunlight. By replacing 1000 Watt high pressure solar sodium fixtures with 775 Watt, Natural White, Innsbrooke was able to reduce energy costs by 25%. In addition the superior "white light" output of the 775 Watt lamps increased footcandles in the parking lot by 60%!

Further benefits of utilizing Venture's Natural White pulse start technology include a "One Call Warranty" option enabling Innsbrooke to significantly lower its expected maintenance costs over the next five year period. Inland and Innsbrooke Plaza are extremely pleased with its new "whiter" Natural White site lighting system. Not only were the initial goals of improved light

levels, reduced energy consumption and improved lighting maintenance achieved, Innsbrooke is now benefiting from an annual energy savings of \$4,000! Combining the retail lighting expertise of WLS with Venture's superior Natural White lamp technology, Inland, Innsbrooke Plaza, and Innsbrooke's customers are reaping the benefits of this brighter, less expensive site lighting system

"The existing site lighting system was unacceptable by today's retail lighting standards. The new Natural White® system provided a significantly better lighting solution while reducing energy and maintenance costs."

- Dean Pritchard,
President of WLS Lighting Systems

Comparisons

Previous System 1000 Watt HPS	vs	Venture's 775 Watt Pulse Start MH
84,000	Scotopic Lumens	134,000
1065	System Watts	840
24	Number of Fixtures	24
	- Total Annual Savings	\$4,000
	- Energy Reduction	25%



Annual Energy Savings Potential

1000w to 775w

(1080w to 825w, including ballast consumption) Total System Watts Saved: 255w

Hours of Oper.	per fixture	\$0.10 kWh (per night)			
		50 fixtures	250 fixtures	500 fixtures	1000 fixtures
8	\$74.46	\$3,723.00	\$18,615.00	\$37,230.00	\$74,460.00
10	\$93.08	\$4,653.75	\$23,268.75	\$46,537.50	\$93,075.00
12	\$111.69	\$5,584.50	\$27,922.50	\$55,845.00	\$111,690.00

www.WLSLighting.com/NaturalWhite



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