



Planning for SSL Demonstrations

from Casinos to Community Centers

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Discussion Points

- Putting yourself in “their” shoes
- The desire to be LED
- The “View”
- Considerations
- “Power of Enlightenment!”
- Participants
- Overview - SSL

Putting Yourself in “Their” Shoes

- Inside-out vantage point
- What do you want to gain from an assessment?
- What matters to you as an end user?
 - Who is ultimately the end user?
- The bottom line!
 - “SO WHAT!”
 - Begin with the end in mind! (Steven Covey)

The Desire to be LED

- When you participate in a meeting or demonstration what do you desire?
 - **L**isten – and be heard!
 - **E**ducate – enable informed decision.
 - **D**emonstrate – in situ real world side-by-side comparison in the application.

The “View”

- **Real value**
 - Economics – life cycle cost vs first cost- cost effectiveness
 - Productivity improvement
 - Maintenance
 - Environmental
- **Comparison**
 - Side-by-side in application
 - Replacement potential
- **Applications**
 - Seeing beyond
- **In situ evaluation**
 - Product performance
- **Impact on operations**
 - Profitability
 - Maintenance
 - Refinement of lighting strategy
- **Customer acceptance**
 - The experience
 - Understanding
- **Energy and Sustainability Strategy**
 - Early adopter and leadership position in market
 - GHG impact
 - Green Procurement

Considerations

- Overcome marketing and technical inconsistencies.
- Customer focused explanation and lingo!
 - Remember “SO WHAT!”
- Impact of thermal management.
 - Overdriving?
- Application specific.
- Need to consider LED as a “system”
 - The weak link may be the “driver” or power supply.
- The LED Paradigm
 - Comparisons
- Customer Acceptance
 - Complex vs Simple
 - Simplicity vs Complicity

“Power of Enlightenment!”

Key Needs

- **Accurate product data sheets.**
 - Delivered lumens.
 - Appropriate applications.
 - Ex: Properly describing dimming capabilities.
 - Remove potential of surprise and let down.
- **Accurate technical information including IES files.**
 - Independent labs.
 - Energy Star where applicable.
- **Material Safety Data Sheets (MSDS).**
 - ROHS compliant.
- **Testimonials.**
 - Customer acceptance and feedback.
 - DOE Gateway results and comments posted.
- **Other assessment results.**
 - DOE Gateway results posted.
 - CALiPER test results.
- **Multi-year warranty based upon stated life expectancy.**
- **Local installation to tour.**

Overview

- **“SO WHAT!”**
- Desire to be **LED!**
- Actual and perceived **VALUE!**
- Enhancing the **Bottom Line!**
- Customers can **“Handle the Truth!”**
 - **They want the truth!**

Final Thought

- **Be a leader in SSL**
 - **S**imply
 - **S**timulating
 - **L**earning

THANK YOU!

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