ESX1 LED Area Luminaire

Low-cost LED Area Luminaire for the Value Renovation Market

Customer Training Presentation

January 2021

Elevator Pitch – Meeting the Needs of the "First-Price" Projects

Replacing the huge installed based HID area luminaires with LED products results in energy savings of 70+%. That's $145 per year when replacing 400W metal halide. Add utility rebates that offset some of the cost of these luminaires and the financial payback can be measured in months, not years.

While Lithonia D-Series and RSX's have been very successful filling the needs of this market, everyone has projects where it all comes down to price. Here there are many options from offshore brands you have never heard of. These products provide similar lumens however they poor photometric performance and questionable reliability.

The new Lithonia Lighting ESX1 LED area luminaire is designed to meet the low initial cost demands of these projects while providing the assurance of performance, quality and reliability that comes with choosing the lighting industry's most trusted brand. The Lithonia Lighting ESX1 has four lumen packages allowing it to replace anything from 150W to 400W metal halide while providing 70+% energy savings. Always is stock and aggressively priced, the ESX1 will provide the best delivery in the industry, keeping your customers' projects on schedule and on budget.

Get the low cost you need from the name you trust. Get the ESX1 from Lithonia Lighting.

The Lithonia Lighting® ESX1 LED Product Video

Product Positioning – Commercial Outdoor LED Area Lighting

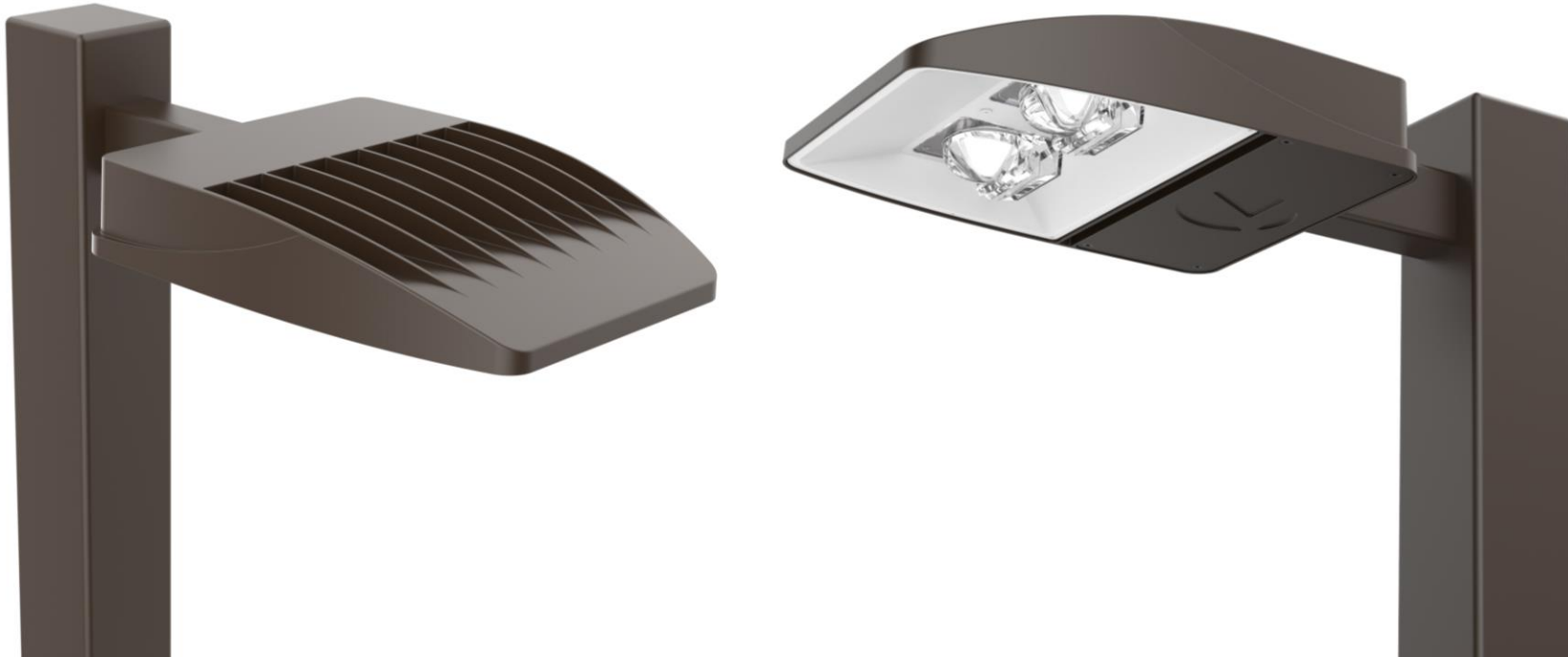| Best-in-Class Specification	Performance Renovation	Lowest Initial Cost	Installed Base
D-Series LED	RSX LED	Low-Priced Import Brand	HID

The Challenge

- Have a similar low initial cost to that of the import brands…

- … but with better photometric performance than the typical "blob of light".

- The right combination of CCT, optics, voltage and finish to address 80% of renovation needs when replacing 150W-400W metal halide.

- Stock of all SKU's in all distribution centers for superior delivery.

- Be more attractive than the utilitarian import brand products.

ESX1 – Best in Class Solution

Best product at the best price with the best delivery

The Best Product

ALO Bi-Level Switch:
Two light levels per luminaire:
25,000 / 21,000 lumens and
14,000 / 8,000 lumens

Type 3 & 5 Optics:
The most popular optics
for small and medium-
sized parking lots

Dark Bronze Finish:
The most popular pole
color… by far.

4000K and 5000K:
Both CCT's are stocked
to meet customer
preference

MVOLT & HVOLT
The voltages you need

Reversible Arm:
Both round and square
pole mounting

The Best Product: Adjustable Lumen Output

Adjustable Light Output (ALO) using an internal bi-Level switch: Allows for two light levels for increased flexibility
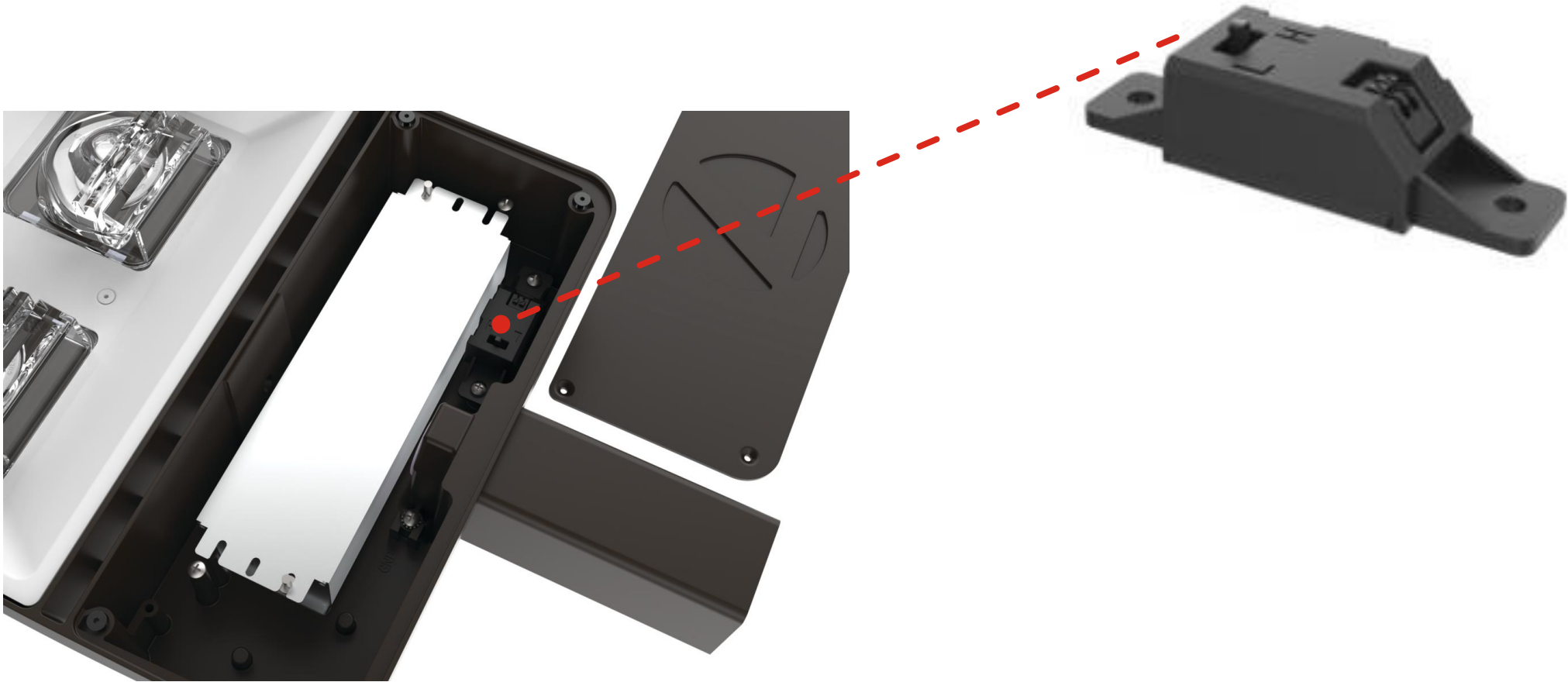
Example: ESX1 LED P2 40K R3 MVOLT UPA BLS DDBXD

Series / Package	Lumens (high)	Lumens (low)	HID Replacement
ESX1 LED P2	14,000	8,000	150W - 250 HID
ESX1 LED P4	25,000	21,000	400W HID

Note: Adjustable light output is standard on all ESX luminaires, ships on high setting and can be switched to low (lumens shown are nominal).

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The Best Product: Adjustable Lumen Output

- Switching to the lower lumen level is easy…simply remove the driver door and slide the switch to the "L" (low) position.
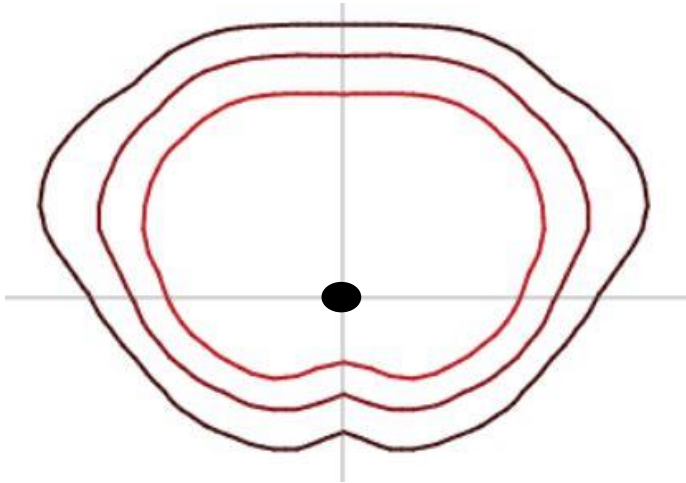
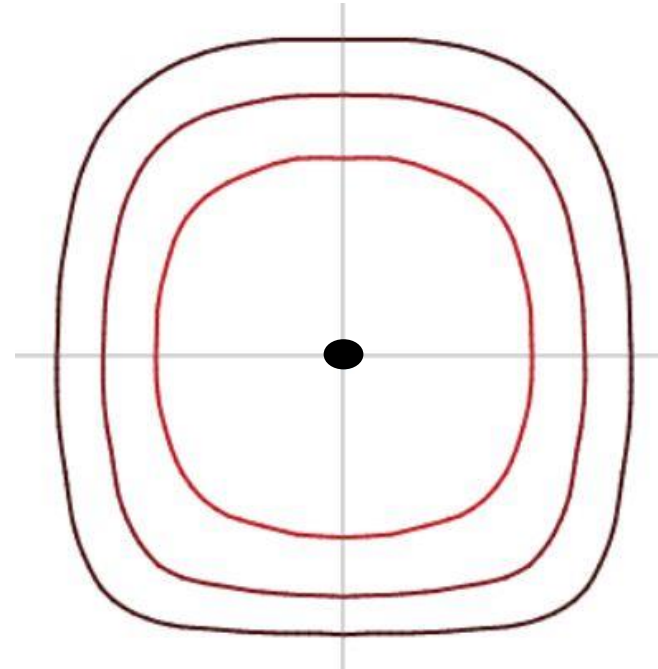# The Best Product: The Lumens you Need

Configuration	ESX1 LED P2		ESX1 LED P4	
Power Package	P1 (switch on low)	P2	P3 (switch on low)	P4
Lumens (4000K, R3)	7,874	13,917	20,658	25,034
Watts	50W	98W	146W	190W
LPW	157	142	141	132
Replaces	175W	250W	400W	400W
TM-21 Lumen Maintenance	>L87 @ 60,000 Hours			
DLC	Premium!			

ESX1

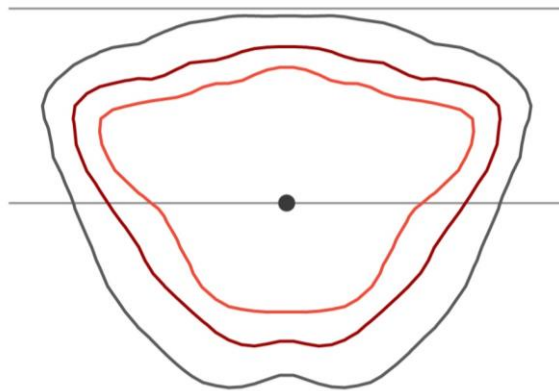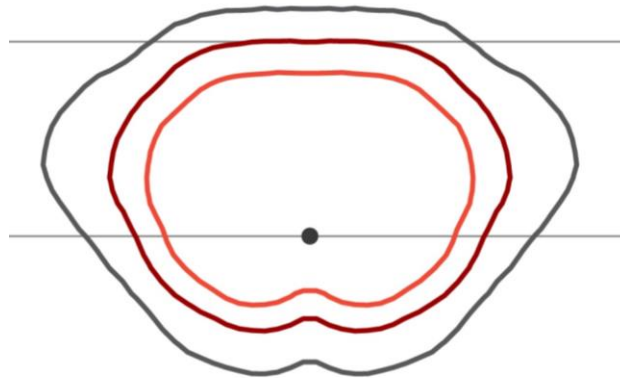# The Best Product: Type 3 and Type 5 Distributions

ESX1 LED P4 R3 40K

ESX1 LED P4 R5 40K
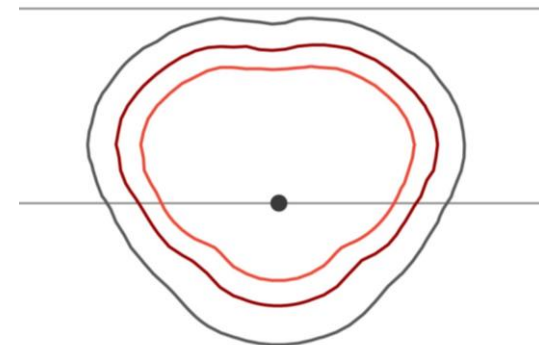
The Best Product: ESX1 Photometric Comparisons

- ESX provides better coverage than HID and much better coverage than inferior, low-cost products that do not focus on the importance of quality lighting.

- ESX places the light where it is needed by reducing wasted light behind the pole and reduces hot spots under poles, while providing lateral/forward coverage and excellent uniformity.

- The result is superior lighting while meeting the customers' desire for low cost and energy savings.
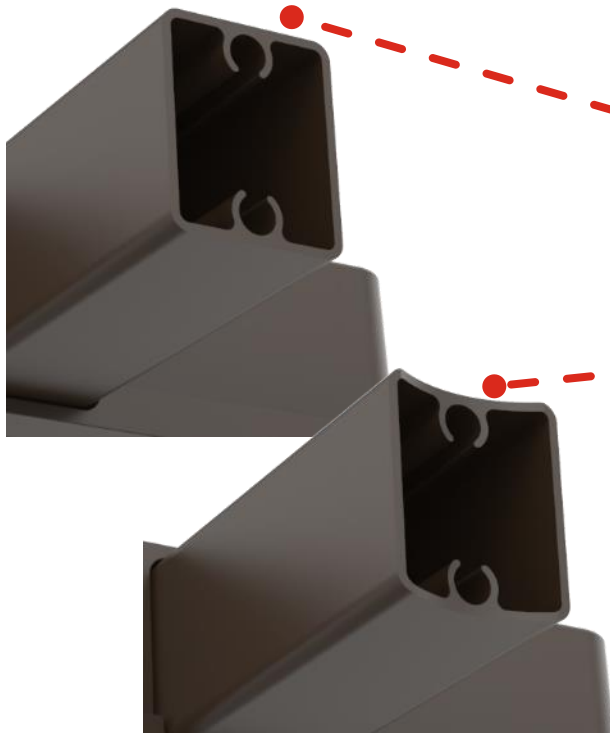
Typical
HID

Lithonia Lighting®
ESX1 LED

No-Name
Brands

The Best Product: Mounts to Round and Square Poles

- Mounting arm is reversible and can mate with both round and square poles

  - Use the flat end of the arm for mating to square poles

  - Use the curved end for mating to round poles

Flat for square poles

Curved for round poles

Note: Mounts onto minimum 3.5" poles and larger

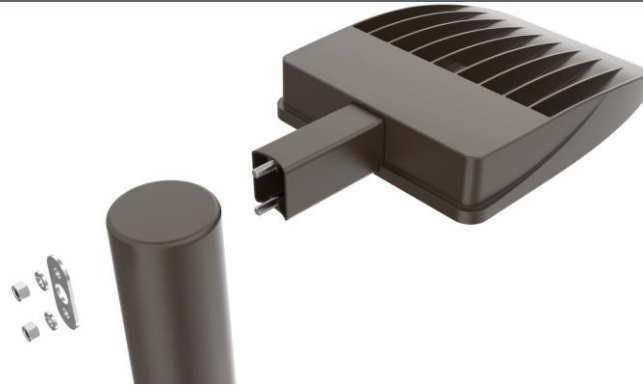# The Best Product: Innovative Installation (steps)

1 Before installing the luminaire, check the illumination requirements for your installation. Luminaires are shipped on the high setting. Change to the low setting by accessing the switch inside the driver compartment.

2 Install the threaded rods into the body of the luminaire. The reversible arm accommodates both round and square poles. Position the arm to match the curved end to a round pole or the flat end to a square pole.

3 Raise the assembly level to the available pole drilling and pass the wires through the center hole and threaded rods through the upper and lower holes on the pole.

4 Pass the wires through the center hole in the pole plate. Then align the top and bottom holes over the threaded rods extending inside the pole.

5 Place top washer and nut, then bottom, and secure both with 9/16" wrench. Make wire connections.
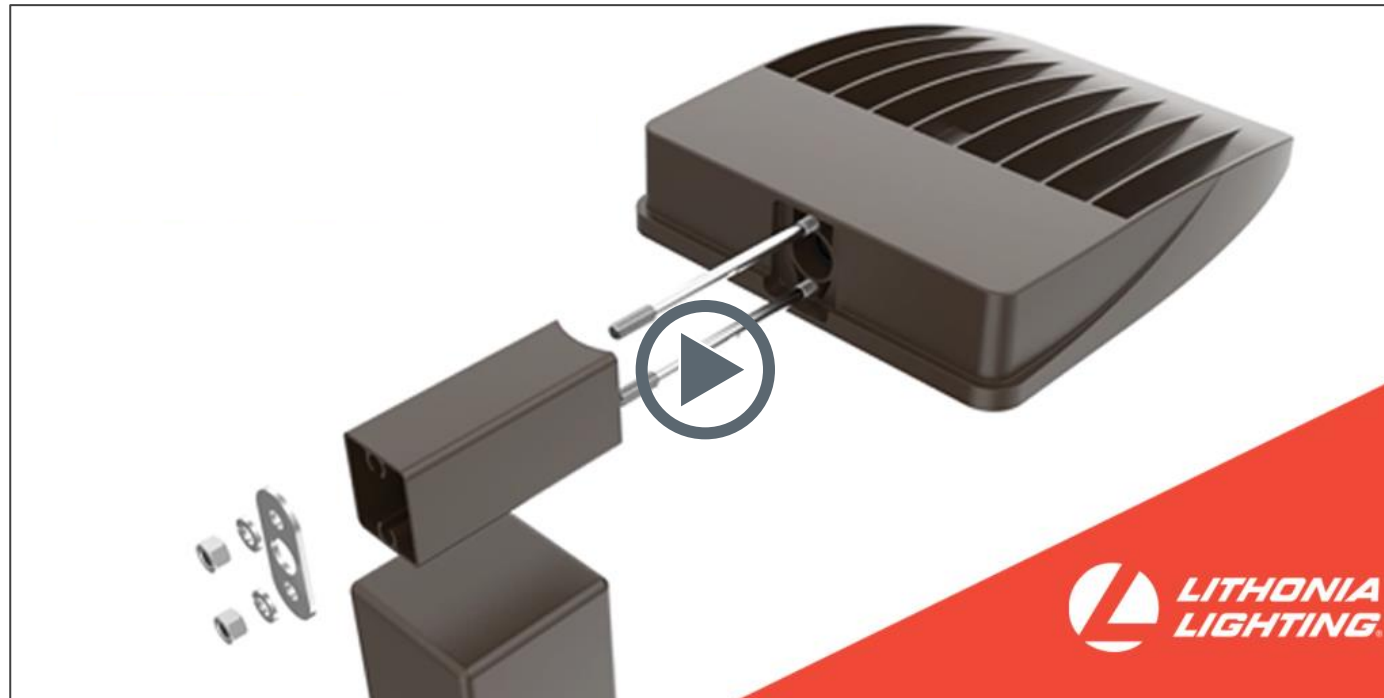

6 Replace cap to complete installation.

The Best Product: Innovative Installation (video)

The Best Product: Wall Mount Bracket Accessory

Wall Bracket (WBA)

Note: WBA accessory is stocked, ordered and shipped separately.

Best Product: Looks Great Too!

The Best Price

ESX1 P4:

- 25,000 / 21,000 lumens (switched)
- 4000K or 5000K
- R3 or R5
- MVOLT and HVOLT (HVOLT $40 adder)

ESX1 P2:

- 14,000 / 8,000 lumens (switched)
- 4000K or 5000K
- R3 only*
- MVOLT only*

*Typical of 175W-250W replacement applications

Ordering Information

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HID Equivalent	Luminaire / Performance Package	High		Low		Distribution	Voltage	Catalog Number	CI Code	UPC
		Lumens	Watts	Lumens	Watts					
4000K										
150W to 250W	ESX1 LED P2	14,000	98W	8,000	50W	Type 3	120-277V	ESX1 LED P2 40K R3 MVOLT UPA BLS DDBXD M2	*269PG3	00194994838302
400W	ESX1 LED P4	25,000	190W	21,000	146W	Type 3	120-277V	ESX1 LED P4 40K R3 MVOLT UPA BLS DDBXD M2	*269PG8	00194994838340
							347-480V	ESX1 LED P4 40K R3 HVOLT UPA BLS DDBXD M2	*269PGC	00194994838364
						Type 5	120-277V	ESX1 LED P4 40K R5 MVOLT UPA BLS DDBXD M2	*269PGG	00194994838418
							347-480V	ESX1 LED P4 40K R5 HVOLT UPA BLS DDBXD M2	*269PGN	00194994838463
5000K										
150W to 250W	ESX1 LED P2	14,000	98W	8,000	50W	Type 3	120-277V	ESX1 LED P2 50K R3 MVOLT UPA BLS DDBXD M2	*269PGY	00194994838555
400W	ESX1 LED P4	25,000	190W	21,000	146W	Type 3	120-277V	ESX1 LED P4 50K R3 MVOLT UPA BLS DDBXD M2	*269PH1	00194994838531
						Type 5	120-277V	ESX1 LED P4 50K R5 MVOLT UPA BLS DDBXD M2	*269PH2	00194994838548

Note: Adjustable light output is standard on all ESX luminaires, ships on high setting and can be switched to low. All luminaires feature a reversible arm for mounting on round and square poles and are provided in a dark bronze finish. Lumens and input watts shown are nominal values.

Accessories: *Order as separate catalog number.*

Catalog Number	Description	CI Code	UPC
ESXWBA DDBXD U	ESX WBA wall bracket, dark bronze finish	*270S5T	00194995092826

Note: Accessories are ordered and shipped separate from the luminaire.

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Best Delivery – All Configurations in Stock

Color Temperature	Power Package	Distribution	Voltage	Nomenclature
4000K	P2	R3	MVOLT	ESX1 LED P2 40K R3 MVOLT UPA BLS DDBXD
	P4	R3	MVOLT	CS ESX1 LED P4 40K R3 MVOLT UPA BLS DDBXD
			HVOLT	ESX1 LED P4 40K R3 HVOLT UPA BLS DDBXD
		R5	MVOLT	ESX1 LED P4 40K R5 MVOLT UPA BLS DDBXD
			HVOLT	ESX1 LED P4 40K R5 HVOLT UPA BLS DDBXD
5000K	P2	R3	MVOLT	CS ESX1 LED P2 50K R3 MVOLT UPA BLS DDBXD
	P4		MVOLT	CS ESX1 LED P4 50K R3 MVOLT UPA BLS DDBXD
		R5	MVOLT	ESX1 LED P4 50K R5 MVOLT UPA BLS DDBXD

- Eight SKU's
- Always in stock – including Contractor Select in all DC's
- Wall bracket accessory stocked separately

Product Positioning

Best in Class Specification

D-Series

Performance Renovation

RSX LED

Best Value Renovation

ESX LED

Installed Base

HID

Best Product

Best Price

Best Delivery

Thank You!

Questions…contact Bill Budzileni at bill.budzileni@acuitybrands.com

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