



Leading the way in ...

-  INNOVATION
-  ILLUMINATION
-  IMAGE
-  INTELLIGENCE
-  INTEGRATION
-  IMPACT



LEADING THE WAY IN
**ILLUMINATION
 & IMAGE**
 i**NNOVATION**

At LSI Industries, challenging the status quo is in our DNA. For almost 40 years we've strived to deliver the most creative, innovative and cost-effective high-performance solutions in the world. That's true of everything we do - from leading the way in LED technology to pioneering high-impact ways to enhance our customers' identities. To say we're unique is an understatement. We're leading the way in illumination and image solutions throughout the world.



Illumination, image and innovation know no language barrier. Together with our international marketing partners, we are making LSI a preferred brand throughout the world.

**MORE THAN
 MEETS THE "I"**

Leadership. Strength. Innovation.

These are the core values behind the smart vision upon which LSI Industries was built. Since 1976 LSI has never wavered from these values or our dedication to advancing technology throughout all aspects of our business.

Smartvision®

SmartVision is how LSI harnesses the potential of LED Lighting. It is evident in all of our LED product designs and performance.



See Our Corporate Video:
www.lsi-industries.com/video

LSI is the world's only sole-source provider of integrated lighting, graphics and technology solutions.

GRAPHIC SOLUTIONS

- Printed Visual Image Products
- Digital Signage Systems
- LED Graphics and Displays
- Menu Board Systems
- Structural Graphics and Signage

LIGHTING SOLUTIONS

- LED
- Outdoor
- Indoor
- Landscape
- Sports

LED VIDEO SOLUTIONS

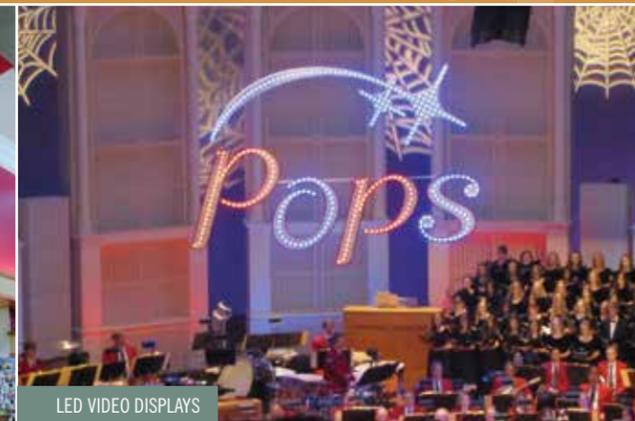
- LED Video Displays
- LED Video Scoreboards
- Custom Entertainment Displays
- Custom Architectural Displays

CONTROL SOLUTIONS

- Controls, Monitoring and Alerting
- Energy Analysis and Reporting
- Motion and Photo Sensors
- Wireless Mesh Networking
- Light Harvesting



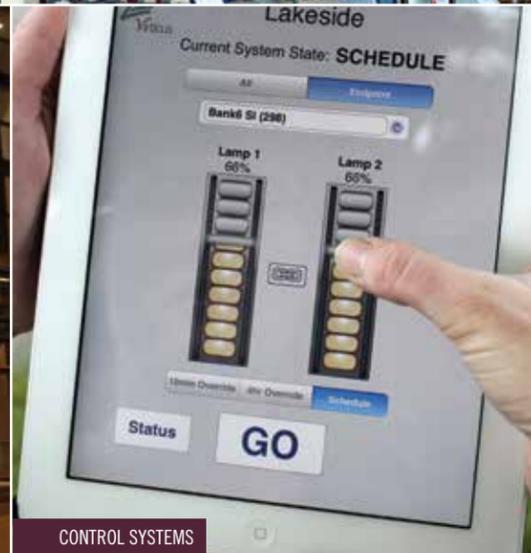
GRAPHICS



LED VIDEO DISPLAYS



LED VIDEO DISPLAYS



CONTROL SYSTEMS



LED AREA LIGHTING



Electronic Manufacturing Center



Electronic Component Design and Manufacturing

LEADING THE WAY IN QUALITY THROUGH VERTICAL INTEGRATION



Robotic Welder

Top performance means exceeding our customers' expectations in everything we do. As a vertically integrated manufacturer we are uniquely qualified to deliver high customer value through uncompromising quality control and unrelenting cost containment. We design, build and test every LSI product, as well as integrate intelligence, to deliver the most reliable, energy-efficient, cost-effective solutions possible.

TOP QUALITY DEPENDS ON PEOPLE AND PROCESSES

At LSI we are dedicated to making the very best lighting and graphic products, so we insist upon the same high level of quality in our associates. Our people are highly trained and motivated to deliver only the best that our customers deserve, and we have processes in place to ensure quality is consistent. When you partner with LSI, you should be confident that you are working with a company that will stand behind its products every step of the way.



Wide-Format UV Inkjet Printer

DESIGN ENGINEERING TESTING

We have made significant investments to develop our R&D efforts and to automate our production capacities throughout the organization so more LSI products are manufactured by an LSI facility. This, combined with rigorous testing, ensures our products meet LSI's stringent quality requirements to perform efficiently and safely to industry standards.



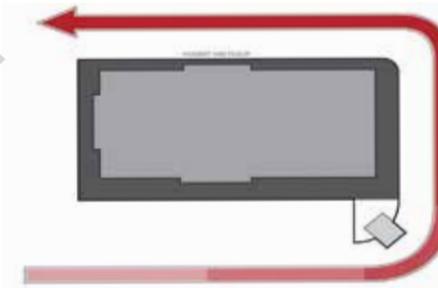
FEATURE:
 A - Pre-Sell Menu Board
 B - Fabric Canopy with OCU Embedded in the Base

BENEFITS:

- Provides Customers with Choices Before the Order Zone
- Up-Sell Opportunity for Higher Margin Items
- Enhance Throughput, Introduce New Products and Drive Sales
- Order Verification Unit Ensures Customers Receive the Correct Order
- Canopy Eliminates Rain Entering the Car Window when Ordering

PRE-SELL ZONE

Product Imaging Lifestyle. Preview to Ordering.



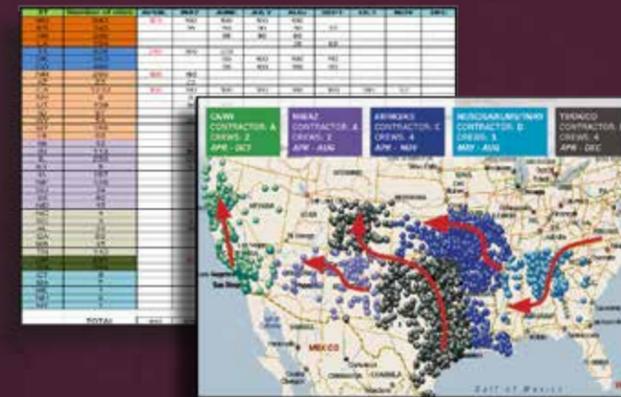
LEADING THE WAY IN DESIGN, CUSTOMER SERVICE THROUGH INSTALLATION

At LSI Industries, we are as serious about delivering high-quality service to our customers as we are about high-quality products. Whether you are engaged in a single-site lighting project or a national image rollout, you will work with a team of experienced professionals committed to delivering your project on time and on budget.



Dedicated pre- and post-sales support gives you a single point of contact for product information, quotations and program management.

The quality of implementation of your graphics and lighting programs is as important as the quality of the products you choose. Our **Implementation and Program Management team** is expert in guiding this process to ensure that everything is installed correctly, on time and on budget.



- Turnkey Program Rollout
- Survey
- Take-Off/Specifications
- Permit Sets/Permitting
- Warehousing/Logistics
- Construction Management
- Installation
- Information/Data Management
- Program Reporting



TO DATE THE LSI IMPLEMENTATION TEAM HAS TOUCHED 90,000+ SITES

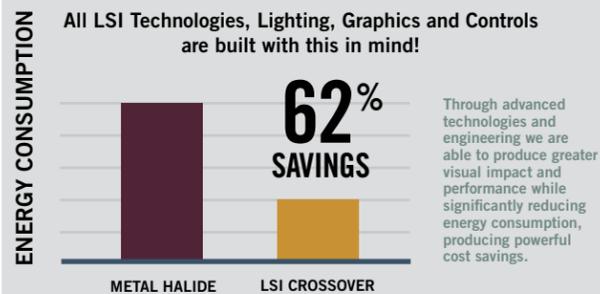
LEADING THE WAY IN OPERATIONAL iMPACT



Value cannot be defined by product cost alone. LSI's greatest attribute is our ability to deliver measurable results that enhance your financial performance.

Our goal is to deliver products and services that provide the utmost value to our customers: quick and easy installation, low maintenance, exceptional longevity, optimum performance and energy efficiency. LSI has proven time and again that we can reduce short- and long-term costs and increase performance. That's Operational Impact Delivered To You By LSI.

ENERGY SAVINGS



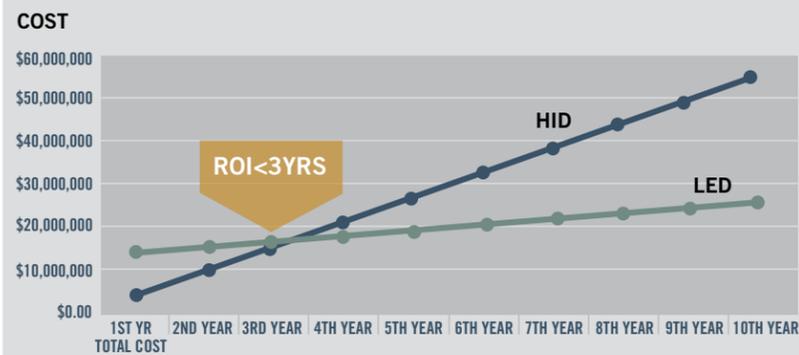
* LSI Crossover LED and Fluorescent Solutions savings over Metal Halide-style luminaires, based on 24/7/365 at \$.10/KW

SOMETIMES "SAVING" GOES BEYOND FINANCIAL.

LSI solutions protect your investment 24/7 and offer improved security and safety for employees and guests. Further, LED lighting provides enhanced color and visual clarity through security cameras for superior identification of people and vehicles.



LOWER TOTAL COST OF OWNERSHIP



* LSI Crossover LED and Fluorescent Solutions savings over Metal Halide-style luminaires, based on 24/7/365 at \$.10/KW

ENERGY & MAINTENANCE SAVINGS

LSI solutions quickly pay for themselves, and continue to add value over time.

OPERATIONAL IMPACT THROUGH ADVANCED TECHNOLOGIES

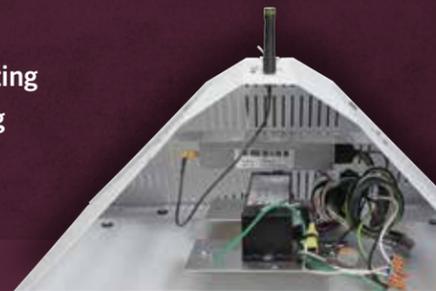


INTELLIGENT CONTROLS

With integrated energy-saving control options, you can enjoy even greater energy savings plus see a radical improvement in the look and feel of your lighting (or graphics). LSI Controls let you control your energy consumption to meet your real-world requirements throughout the day and night. Reduce light after business hours. Add motion sensors to control lights for optimum security levels. Improve your bottom line.

LSI Controls

- Controls, Monitoring and Alerting
- Energy Analysis and Reporting
- Motion and Photo Sensors
- Wireless Mesh Networking
- Light Harvesting



DIGITAL SIGNAGE AND COMMUNICATION SYSTEMS

LSI helps brands make the digital transformation with technologies that result in more engaging and continuous customer experiences, increased sales and operational efficiencies.

- Strategy and Planning
- Content Creation and Management
- Software Services
- Hardware Solutions
- Installation and Deployment
- Training and Support

- INTERACTIVE • OMNICHANNEL • CONTEXTUAL MESSAGING
- INTEGRATION • CUSTOMIZATION • APPLICATIONS
- DISPLAYS • MOBILE • AUDIO • VIDEO



LED TECHNOLOGY

LSI LED innovations help you to realize significant operational savings. From LED luminaires to LED edge-lit displays and LED video displays, LSI LED technologies enable you to maximize your use of LED white light which offers:

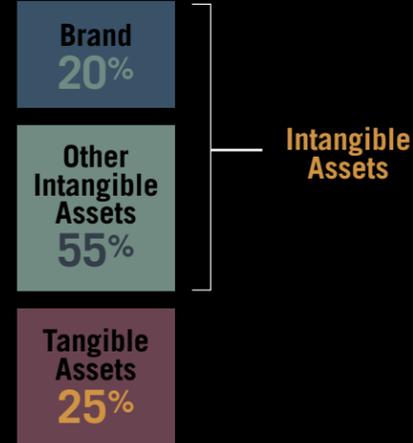
- Super Performance
- Significant Energy Efficiency
- Impact – illumination, merchandising, messaging, branding
- Exceptional Uniformity
- Virtually No Maintenance

LEADING THE WAY IN BRAND IDENTITY iMPACT

LSI specializes in helping you deliver Brand Identity Impact. We possess the experience, know-how and solutions essential to effectively express and communicate the essence of your brand to your target.

Lighting and Graphics are vital ingredients, expertly blended together to drive business. Together, they help you identify and merchandise your products and brand to create a positive customer experience.

Brands Create Value



Brands are estimated to represent at least 20% of the intangible value of businesses on the major world stock markets. Brands combine with other tangible and intangible assets to create value.

Source: Brand Finance



Architectural Elements



Drive-Thru Pre-Sell Display



LED Graphics and Channel Letters



Outdoor 10mm Video Display



Area Lighting



Building and Dispenser Graphics



Interior and Exterior LED Lighting

We provide graphics and lighting solutions that deliver brand impact at every consumer touchpoint, from the road, to the pump and in-store.



Custom Graphics



Decorative Area Lighting



Custom Aisle Directories



Soffit Lighting

RETAIL IS ALL ABOUT IMAGE

Lighting and graphics are key tools to help you create an exciting customer experience, drive business, merchandise and identify your products or brand. We offer high-performance, energy-efficient lighting and custom graphic solutions for interior, exterior or fleet application projects on a national scale.

With LSI you can expect unparalleled service to assist in the design, implementation and management of your program.



ATM Security Lighting

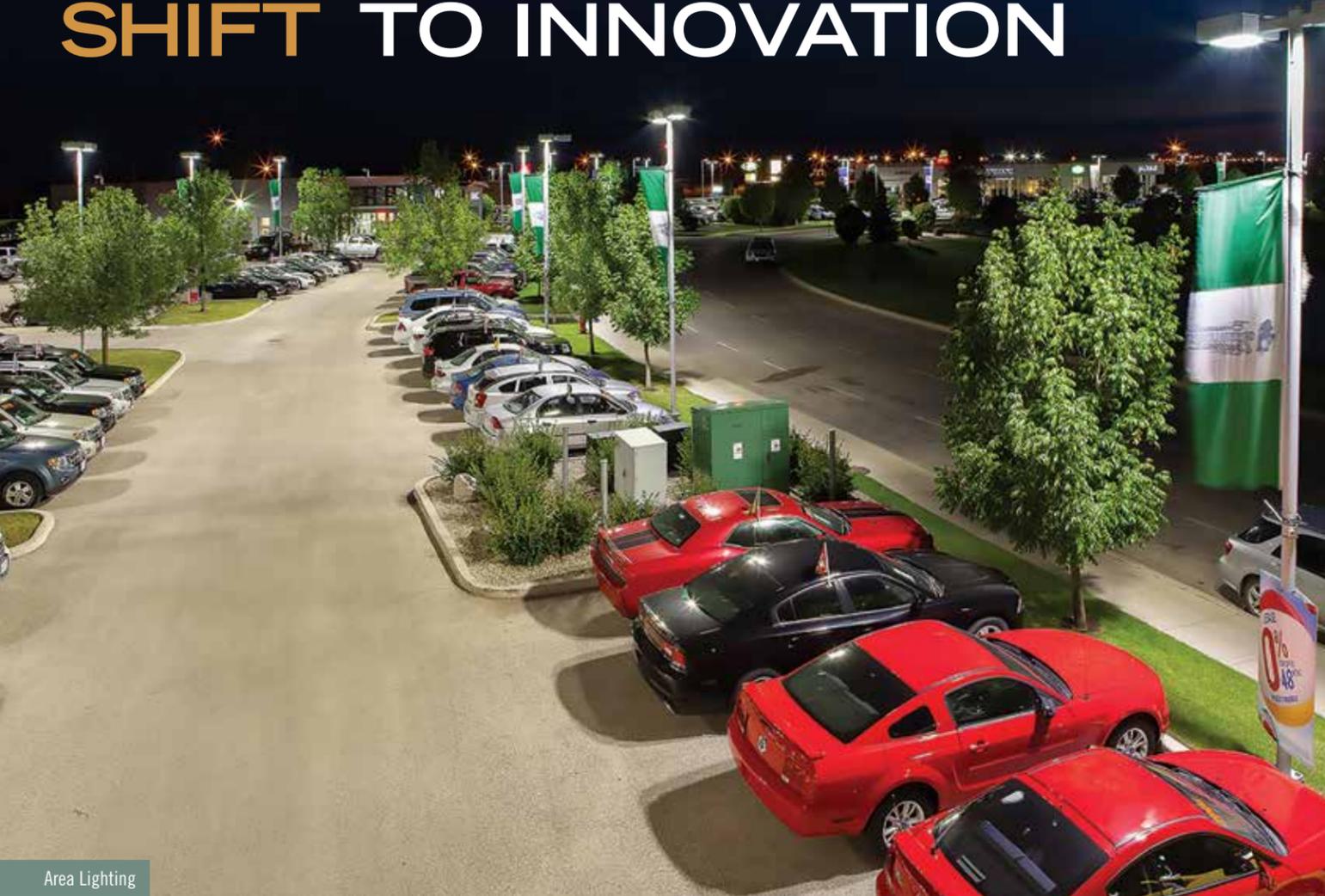


Printed Signage



Custom Graphics and Lighting

SHIFT TO INNOVATION



Area Lighting



Custom LED Graphics



Custom Graphics and Lighting



Under Canopy Lighting



Area Lighting



Service Area Lighting



Interior Lighting

Pioneering the development of innovative LED lighting and wireless controls specifically designed to effectively light a dealership property.

LSI Industries has been the market leader in automotive dealership lighting for almost 40 years. From your outdoor lot to the showroom and service area, LSI Automotive Lighting gives you practical, energy-efficient lighting solutions that increase drive-by visibility and security, and create an inviting showroom and service-area environment.

LSI can work with you to create select image-enhancing graphics to optimize your brand, products and services.



High Bay Warehouse Lighting



Area Lighting



Architectural Feature Lighting

**VALUE DRIVEN
HIGH PERFORMANCE
ENERGY EFFICIENT**

LSI has been proudly serving the commercial, industrial, institutional and specification markets for decades from our manufacturing facilities right here in the United States. Armed with a broad offering of **architectural and professional-grade fixtures** utilizing a range of integrated controls and lighting technologies from **LED to traditional HID and fluorescent**, we are uniquely positioned to service the needs of the design community, electrical contractors and distributors.



Pedestrian Scale Lighting



Gymnasium Lighting



Parking Garage Lighting



Interior Lighting

MARKET LEADER FOR DECADES



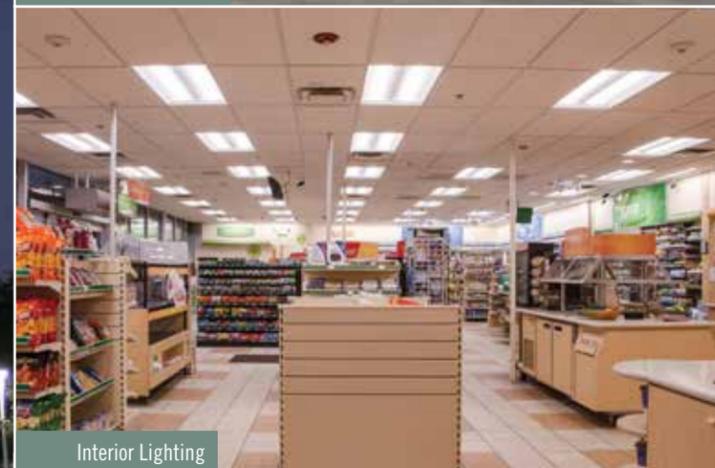
Canopy Lighting



Canopy Lighting



Canopy Lighting and Fascia



Interior Lighting



Canopy Lighting

Innovative lighting and graphic solutions for the retail petroleum/c-store and petroleum fleet market

LSI has been the indisputable leader in providing innovative lighting and graphic solutions to the retail petroleum/c-store and petroleum fleet market for almost 40 years. We've pioneered the development of leading-edge product innovations (like the Scottsdale® and Crossover® canopy fixtures), design technologies and pre- and post-sales support services to help marketers optimize and improve their overall brand presence, visibility and image.

As a fully integrated image-solutions company, we are dedicated to advancing technology to give you energy-efficient, high-performance lighting and graphic solutions for both indoor and outdoor applications to increase traffic and sales.



LEGACY™ Canopy Lighting



SCOTTSDALE LEGACY™ Canopy Lighting



Illuminated Spanner and Pump Graphics



Interior Graphics and Displays

DELECTABLE SOLUTIONS START to FINISH



Area Lighting



Interior Lighting



Area Lighting



Digital Menu Board



Drive-Thru Menu Board



Drive-Thru Menu Board



Digital Menu Board

LSI has served up some of the most delectable QSR and Casual Restaurant image solutions for decades. By blending innovative technology, design and manufacturing, we can deliver high-quality, energy-efficient lighting and custom menu board/graphic products to satisfy your tastes. Digital signage is revolutionizing the QSR market and LSI is working with chains to implement comprehensive and forward-thinking solutions that support and strengthen their digital business strategy and performance.

LSI provides complete pre- and post-sales support to effectively manage your program – from initial concept design through installation and program management.

CREATIVITY

that INSPIRES

Rich, vibrant colors in a brilliant presentation of high-definition video, animation and text are the hallmark of LSI's LED Video Display solutions.

Designed and built upon LSI's innovative SMARTVISION® LED technology, we offer a variety of indoor and outdoor LED video displays for the sports, architectural and commercial markets.



Custom 10mm Bowtie Video Display

Custom LED Video Display

The stage demands a level of excitement and brilliance like no other venue.

These demands inspire LSI to create and produce high-performance, high-impact light engines and large-format video screens utilizing LED technology that deliver stunning lighting and graphics on stage. These inspired leading-edge technologies feed the needs of the entertainment market and fuel development of LSI's LED lighting and graphics products.



Outdoor 16mm Video Display



Outdoor 15mm Video Display

Custom 3mm Piano Wrap Video Display

Rob Shanahan, courtesy of Yamaha Entertainment

Transparent LED Video Screens

Outdoor 16mm Video Scoreboard



Leadership. Strength. Innovation. Those are the key values behind the smart vision upon which LSI Industries Inc. was founded in 1976. From a brilliant idea to a global brand, today LSI demonstrates this in our dedication to advancing technology throughout all aspects of our business – in both product solutions and production techniques. We are committed to American innovation through technology.

We will emphasize our commitment to preserving the foundation of a well-managed, financially strong and creatively unique company with even stronger emphasis on a growing technology base. Through the Leadership, Strength and Innovation that is core to our culture, we move forward continuing our transition to a technology-driven company with lighting and graphics and the ability to provide the stronger performance our many partners expect. Furthermore, to provide the broader footprint our customers' businesses demand, we will work with our international marketing partners to expand the LSI brand around the world.