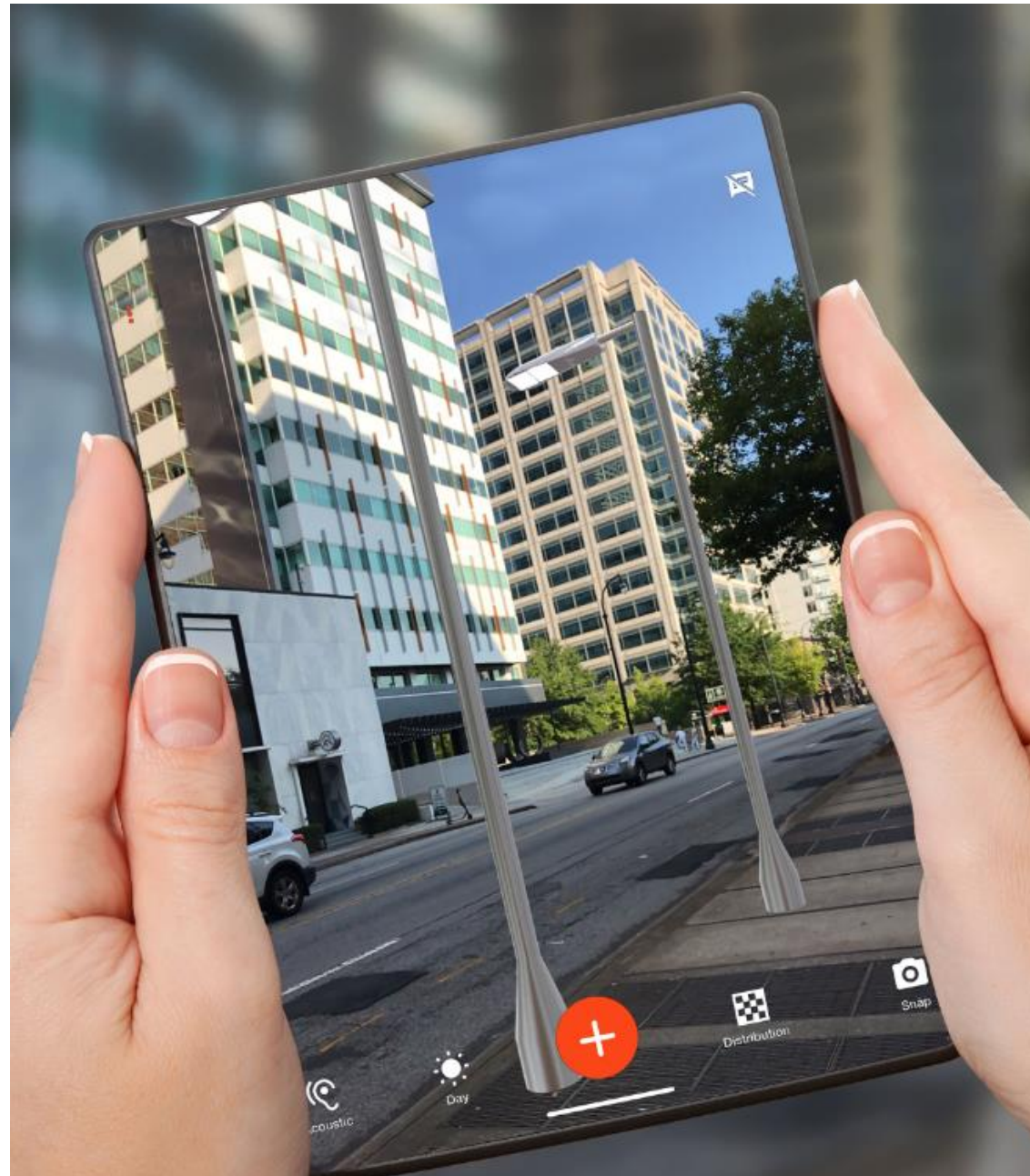




# Light ARchitect™ Augmented Reality App

Nishad Chikhliker and Nam Cho

May 8, 2020

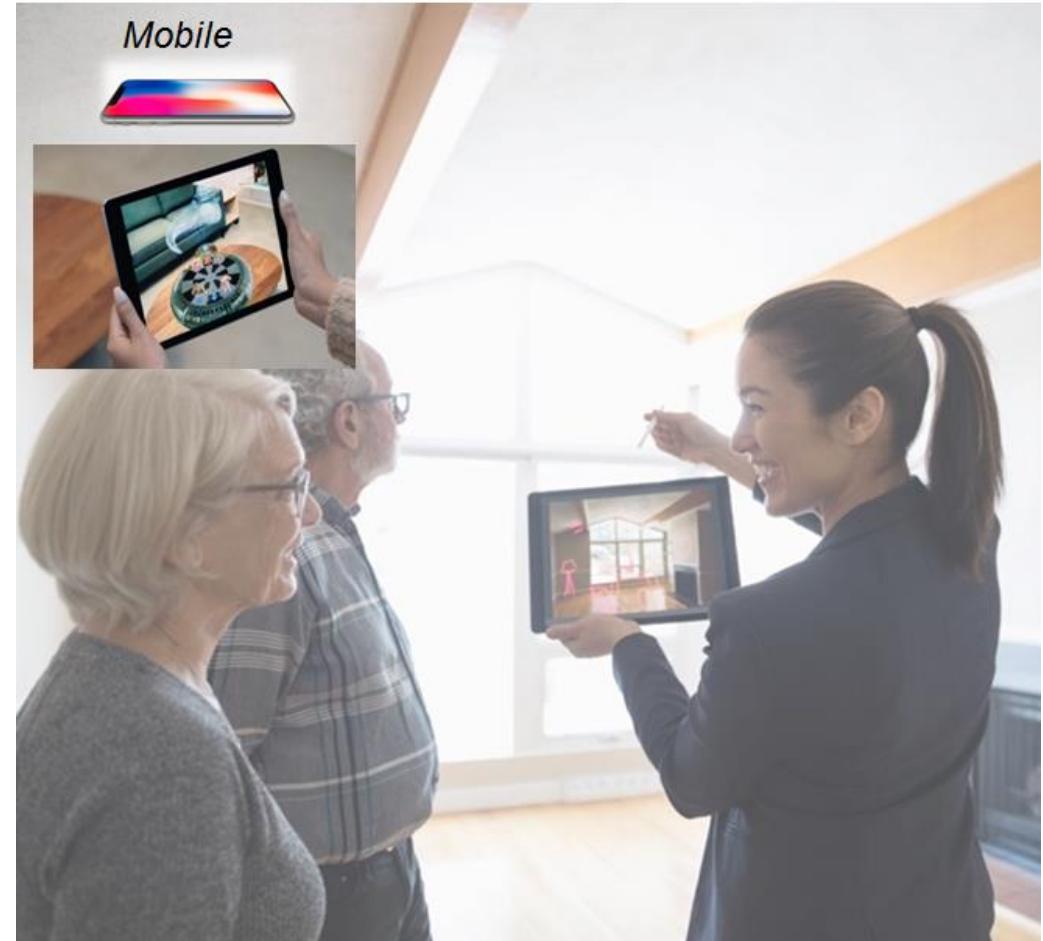


# Agenda

- What is Augmented Reality (AR)
- What is the Light ARchitect app
- How the app works
- How should you leverage the app
- What customers think about app
- What do you need to do

# Augmented Reality (AR)

- AR blends virtual reality and real life. It lets people remain aware of their surroundings, while also enhancing reality.
- AR platforms
  - Via a mobile device – iPhone, iPad
  - Via headset
- AR at Cooper Lighting Solutions
  - Created a mobile application to help you visualize our lighting products as well as their performance attributes



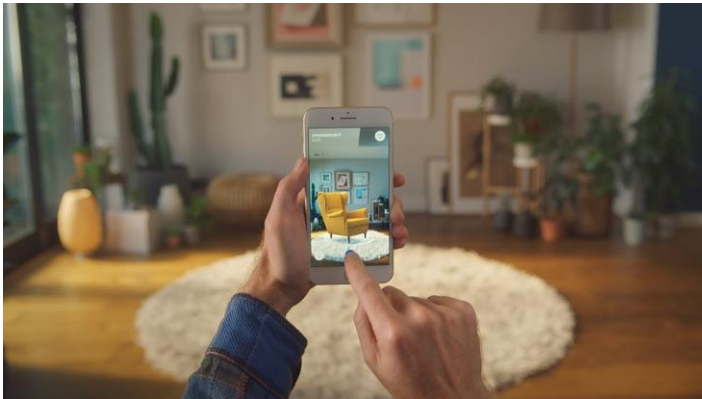
# Augmented Reality (AR)



## RETAIL

**IKEA's "IKEA Space"** mobile app allows consumers to visualize more than 2,000 furniture items in their homes, with true-to-scale 3D renderings.

There are no samples to try when you're shopping for makeup online, but with the **Sephora Virtual Artist** app, consumers can try on different looks virtually.



## EDUCATION

Apps like **Math Alive** and **Animal Alphabet AR Flashcards** aim to make flashcards more fun for early learners by bringing the cards to life.

**Quiver** animates kids' coloring pages after they're completed, teaching interesting facts along the way.



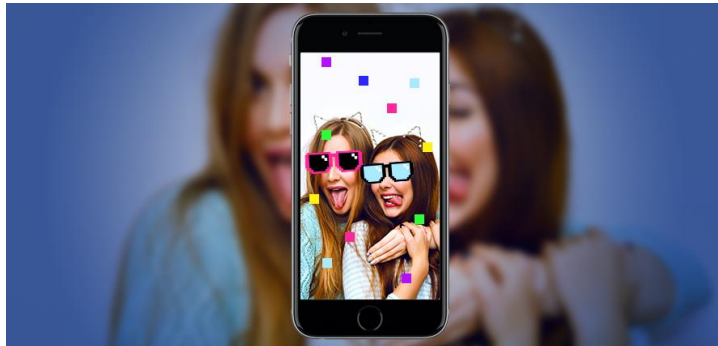
# Augmented Reality (AR)



## ENTERTAINMENT

Capitalizing on **Snapchat's** most popular feature, **Facebook** and **Instagram** have introduced their own AR filters and begun to monetize—with brands sponsoring their own filters.

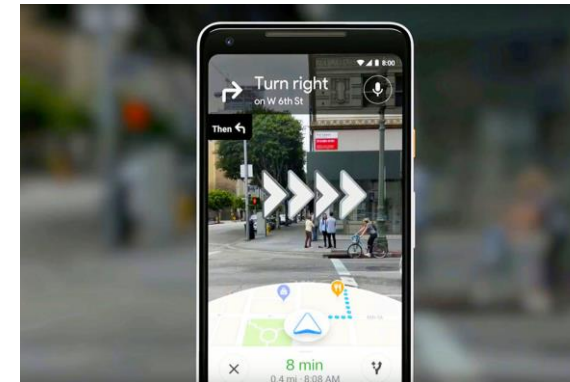
**Universal Studios** theme park has secured patents for technologies that incorporate AR into rides and attractions, hinting at interactive experiences that could come in the near future.



## TRAVEL

Google's AR app **Wordlens** translates signs into the user's preferred language—a handy tool for international travelers.

Earlier this year, **Google** also introduced "AR Mode" to **Google Maps**, to help pedestrians get around with virtual markers appearing against their phone's camera screen.

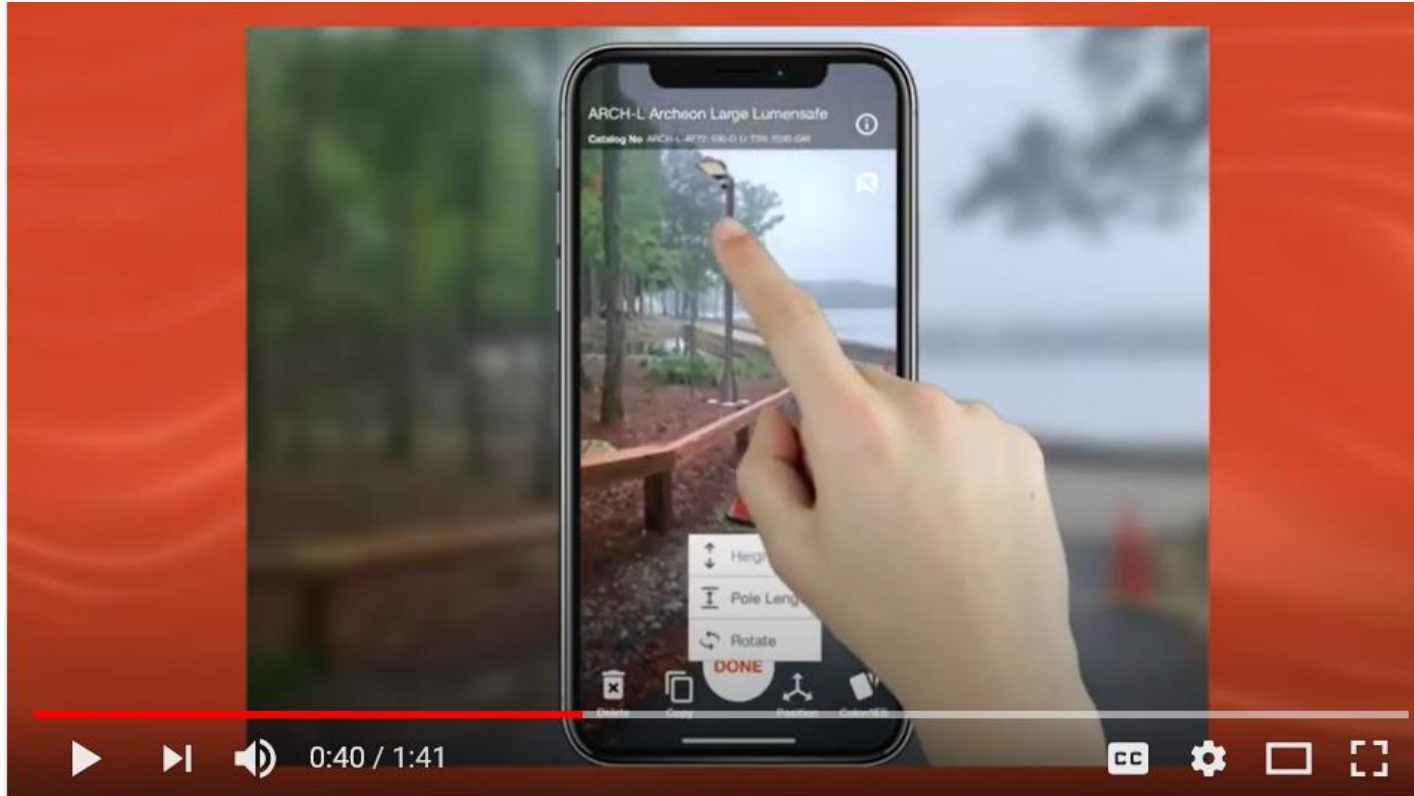


# What is the LightARchitect app

- Makes lighting design as mobile as you are with AR technology
- Opens the door to design by enabling you to visualize lighting fixtures in any space
- Complimentary lighting design selection tool for customers, Agents, and Cooper Sales Team
- Featuring Outdoor products (i.e. Galleon, Verdeon, Navion and more)



# How the app works



Light ARchitect\_Tutorial\_Outdoor

Cooper Lighting Solutions



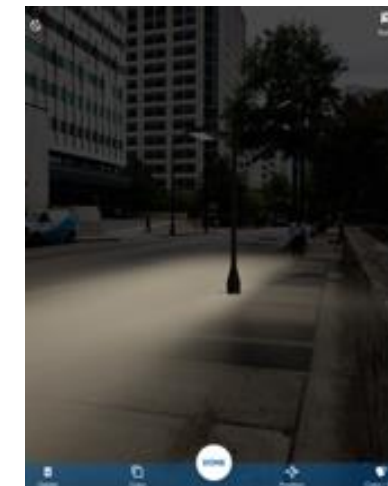
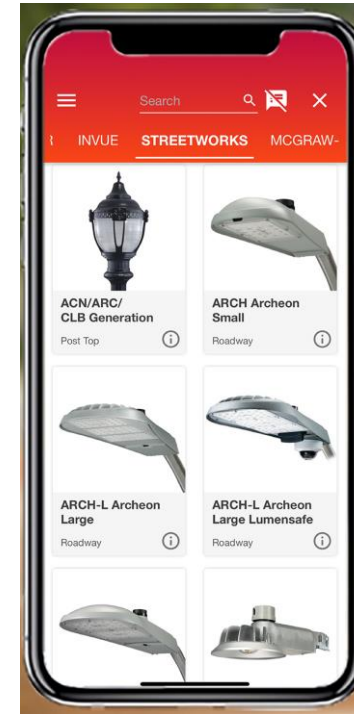
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# How should you leverage the app

- Share products with customers without the need for physical samples and face-to-face meetings
- Instantly be able to show your customer a lighting fixture of their choice
  - Configure it to showcase various colors, rotations, heights, lumen outputs, finishes, night vision (Outdoor)
- Immediately send instant product specs and screenshot with light distribution values to customers
- Saves your customers time and money because less renderings and photoshop are needed
- Use the app as a sales tool to create product awareness and ultimately, generate orders



# What customers think about the app



Light ARchitect - Augmented Reality -Testimonial  
Video

Cooper Lighting Solutions

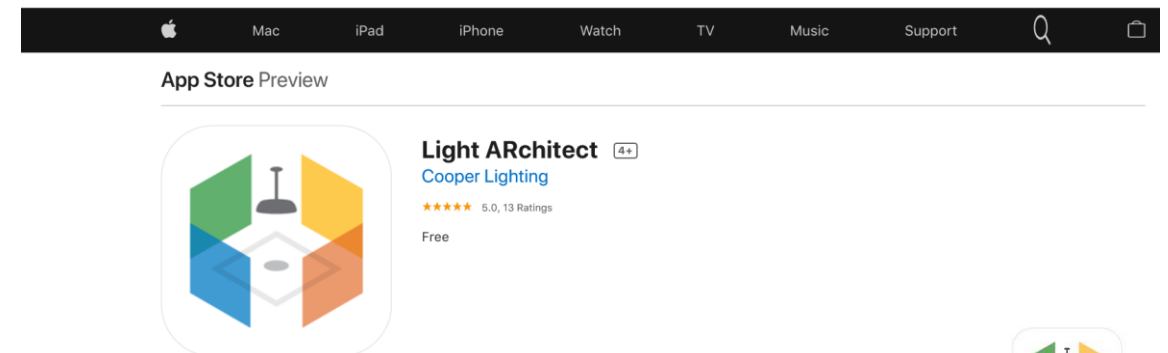
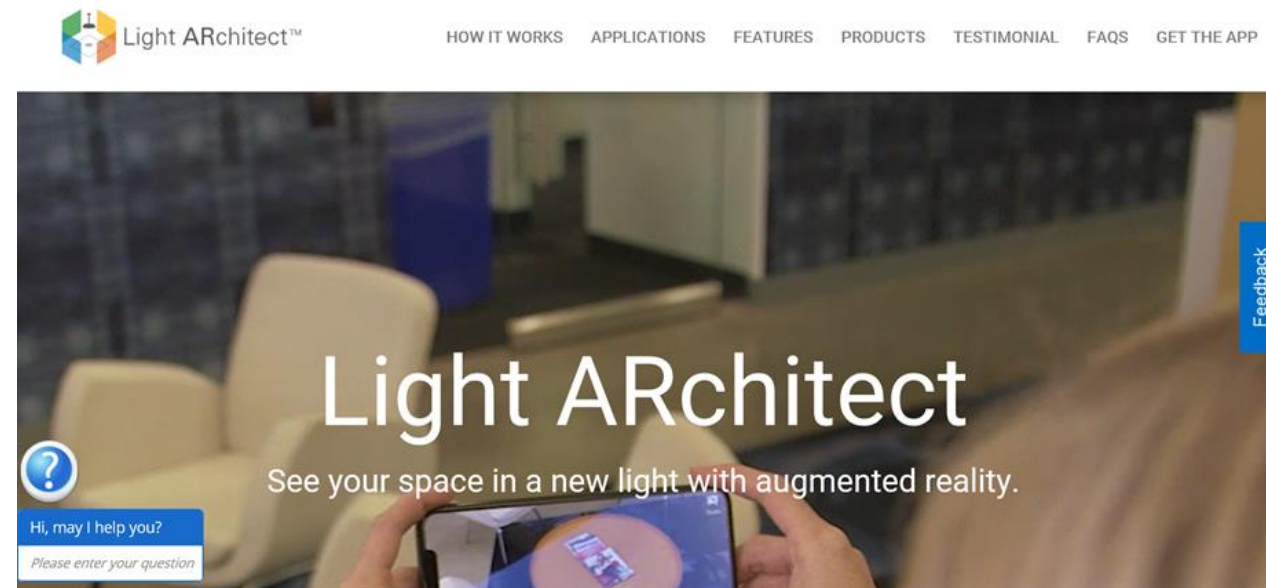


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# Download the App NOW

- Download the app now on your iPhone and/or iPad
  - Direct link on website – [Light ARchitect](#)
  - Search Light ARchitect in the App Store
- Engage with the app – try it, use it, give us feedback
- Ask that your customers download the app and use it
- Tech Support:  
[ARsupport@cooperlighting.com](mailto:ARsupport@cooperlighting.com)
- Contact [Nishad Chikhliker](#) for training opportunities and sell sheet



Even have fun with the app at home and learn how to use it!

