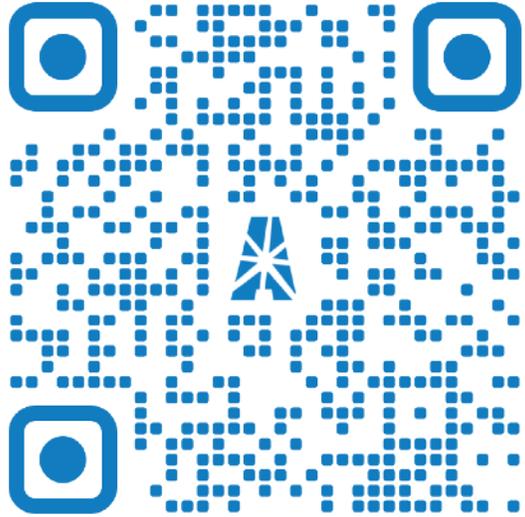


Bluetooth Best Practices

Installation, Mesh Networks, and More

ALLIANCE
OUTDOOR LIGHTING



JOE BIONDO

ALLIANCE
OUTDOOR LIGHTING

History of Alliance Outdoor Lighting

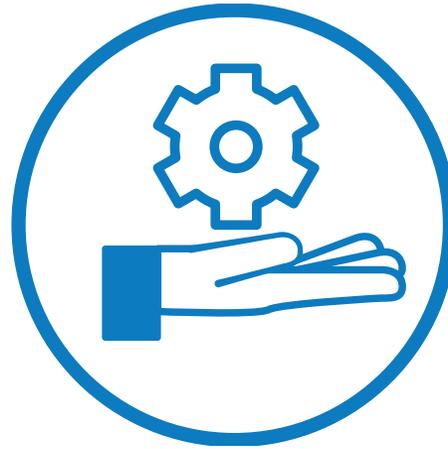
- Founded in 2006
 - Partnered with today's Heritage brands
- Factory founded in 2016
 - Complete control of production and quality
- Introduced Bluetooth® transformers in 2014, Bluetooth® fixtures in 2018



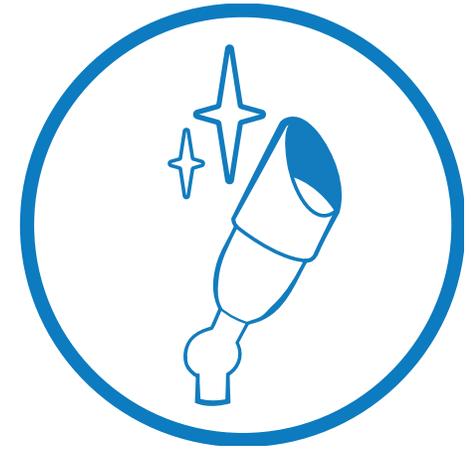
Why is Alliance the Right Choice for You?



PARTNERSHIP



SERVICE



VALUE

The bt System

The Ultimate Lighting Experience

Unleash your creativity in lighting design.

Provide your clients with an advanced lighting system that not only elevates their control and customization but does so at a remarkably affordable price.



Why bt?

Key bt Capabilities and Benefits

The ALLIANCE bt app is for Bluetooth Control from a mobile device. This provides exclusive capabilities and advantages:

- Dimming
- Tunable White Color
- RGB Color Control
- Creating Secured Networks
- Scene/Theme Creation
- Grouping
- Retrofit Existing Systems



The bt System

The Right Choice for Today's Clientele

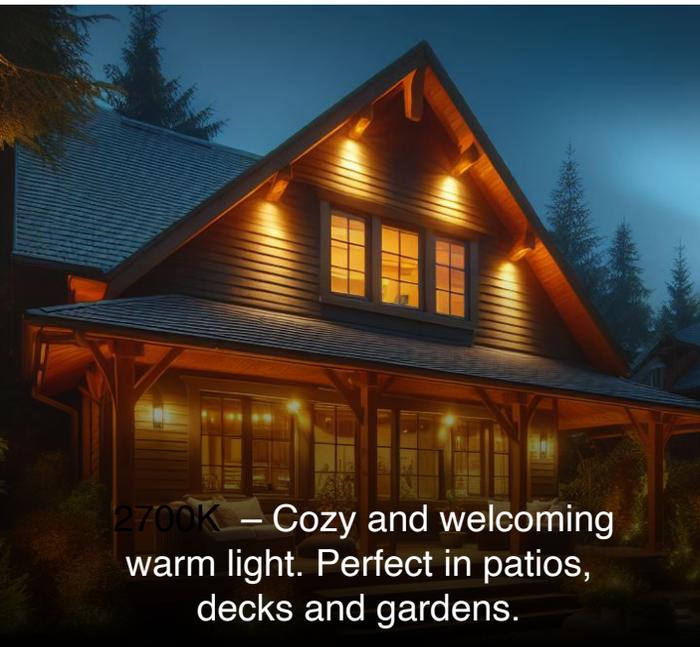
Next generation lighting homeowners want

1. **Ambiance and Mood:** From vibrant and energetic for a social events.. to a calm and relaxing ambiance for quiet evenings, the bt system brings the moment to light.
2. **Accent Landscape & Architecture:** tunable light to highlight plantings, structures, or outdoor living. Enhances the overall aesthetic appeal of the property.
3. **Seasonal, Event and Holiday Themes:** Change the color scheme of their outdoor lighting to match moods or events. Add a festive touch to the property. No lamps or colored lenses to change.



Tunable White

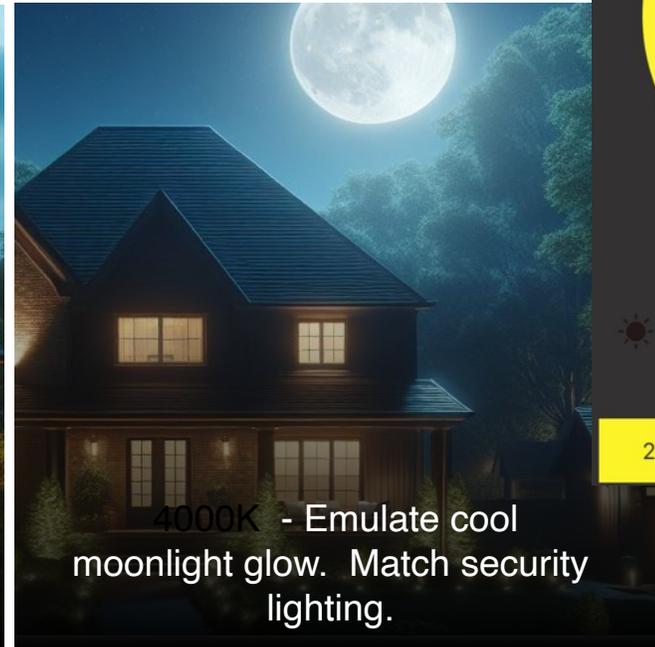
Adjust the CCT temperature with precision, ranging from a warm 2700K to a cool 4000K moonlight white. Customize effortlessly using preset options or the tunable white color wheel.



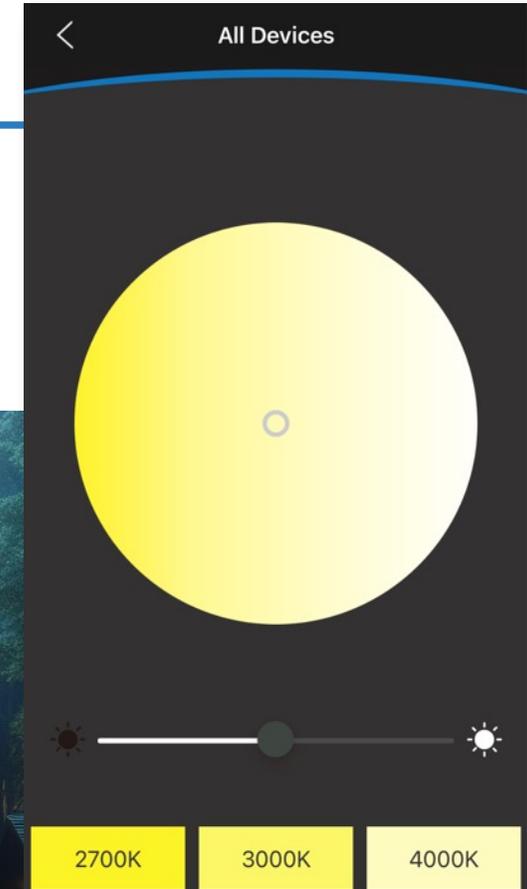
2700K – Cozy and welcoming warm light. Perfect in patios, decks and gardens.



3000K – Gentle hue of warm light. Enhances the natural beauty of a garden's greenery.



4000K - Emulate cool moonlight glow. Match security lighting.



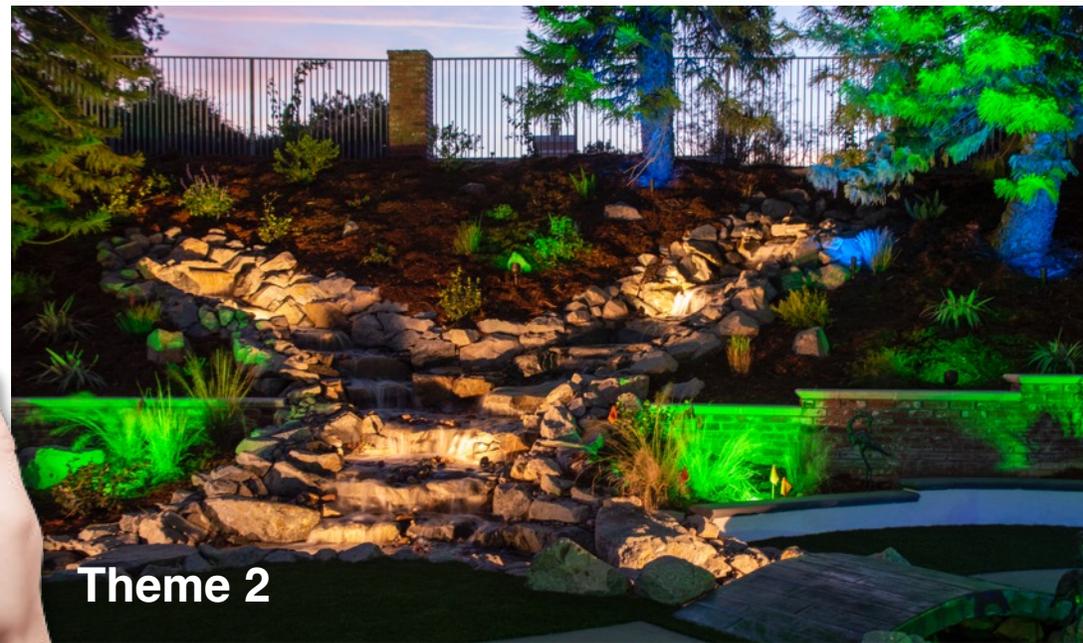
RGB Lighting

Change color with a touch of a button

- Lets your clients create the perfect ambience for any mood or celebration. An upgrade they'll use and enjoy.
- Blend warm whites with a hint of color to fashion a tranquil or romantic scene.
- Infuse the property with vibrant saturated colors to set the stage for sports nights or lively pool parties.
- Display a festive spirit with pre-set holiday scenes.



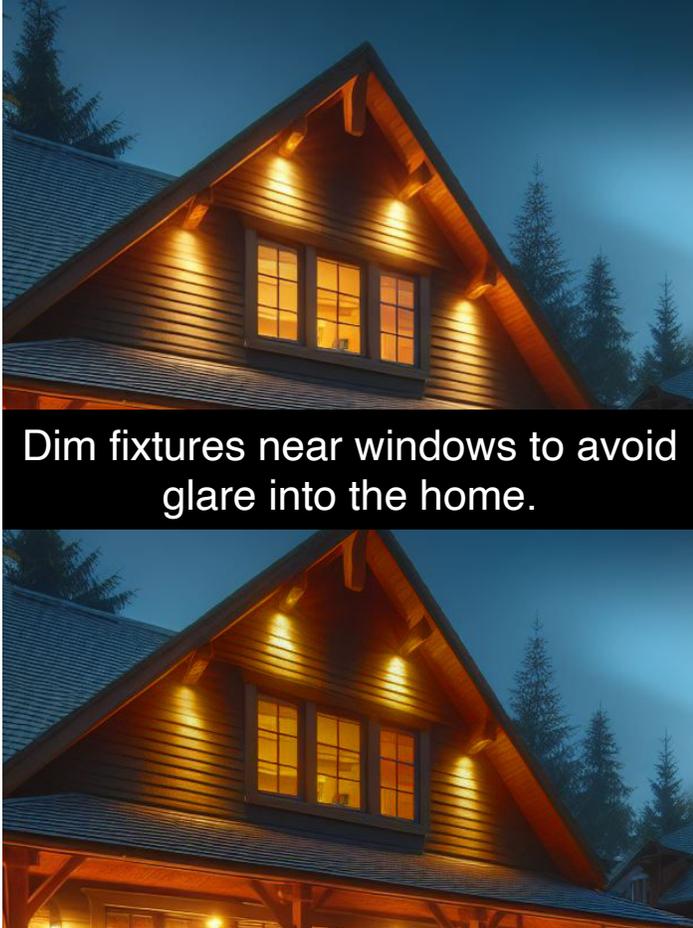
Theme 1



Theme 2

Dimming

Tune to the ideal brightness to match the mood



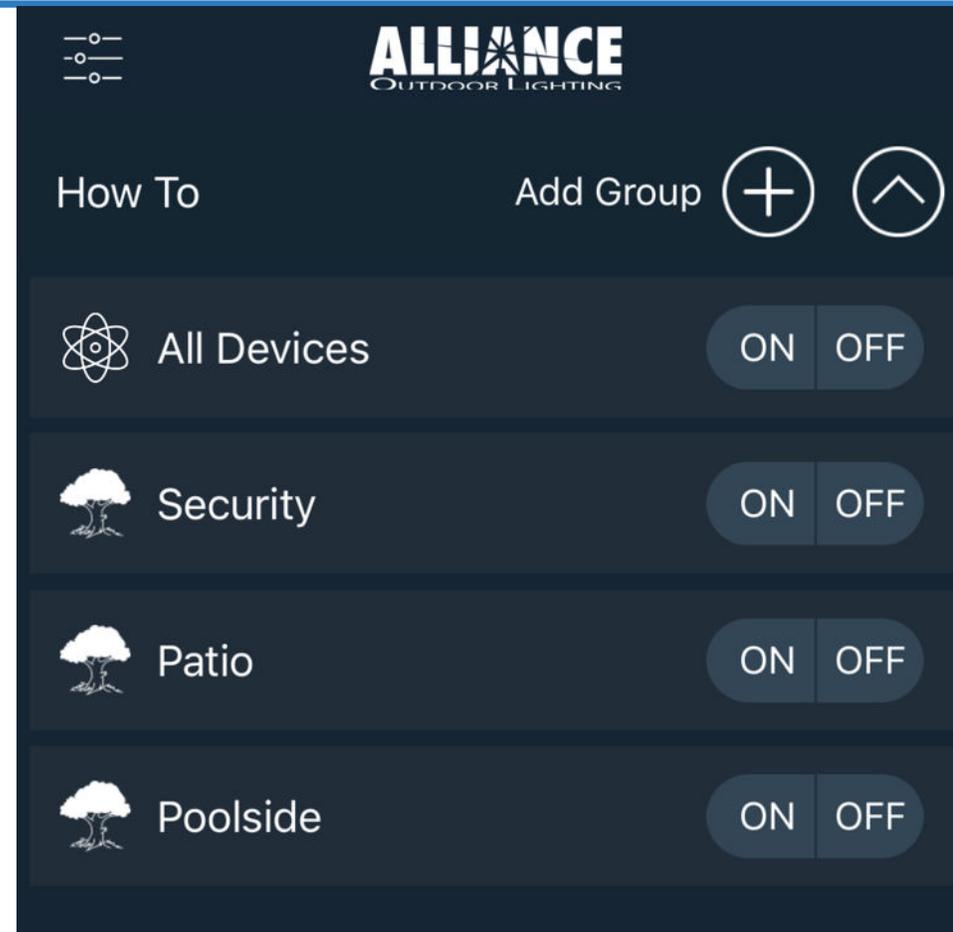
Dim fixtures near windows to avoid glare into the home.

- Dim fixtures on walls, facades and other surfaces to manage hot spots and shadows. Tune lighting for seating areas for a subtler effect.
- Can help eliminate harsh light/dark cut-offs and scallops.
- Unleash maximum brightness to fully illuminate tall objects
- Adapt the brightness of fixtures as plants mature and grow.
- Dimming is set by precise percentages, not a rotary knob.

Grouping

Organize effects within the app

- Efficiently organize bt fixtures based on zones and swiftly configure the appropriate color temperature and intensity.
 - Cluster security lights and adjust them to 4000K at maximum brightness
 - Organize ambient lights and configure them to a cozy 2700K
 - Align the bt fixtures around the pool to mirror the color of the pool lights
- Create single fixture groups if desired
- Unlock advanced design features like theme creations by creating groups within secured networks in the bt app.



bt ALLY Drop-In Lamps

Retrofit existing fixtures to Bluetooth control

- Upgrade existing systems to an ALLIANCE bt system!
- Rapidly and efficiently upgrade existing fixtures by swapping lamps
- Choose from MR16, G4 and PAR36 options
- Integrate to the overall system: app, repeaters



bt ALLY Lamps

- 5-20 foot range
- Retrofit to upgrade old fixtures



BT-ALLY-MR16



BT-ALLY-G4



BT-ALLY-PAR36



BT-ALLY-A19

The Alliance bt App

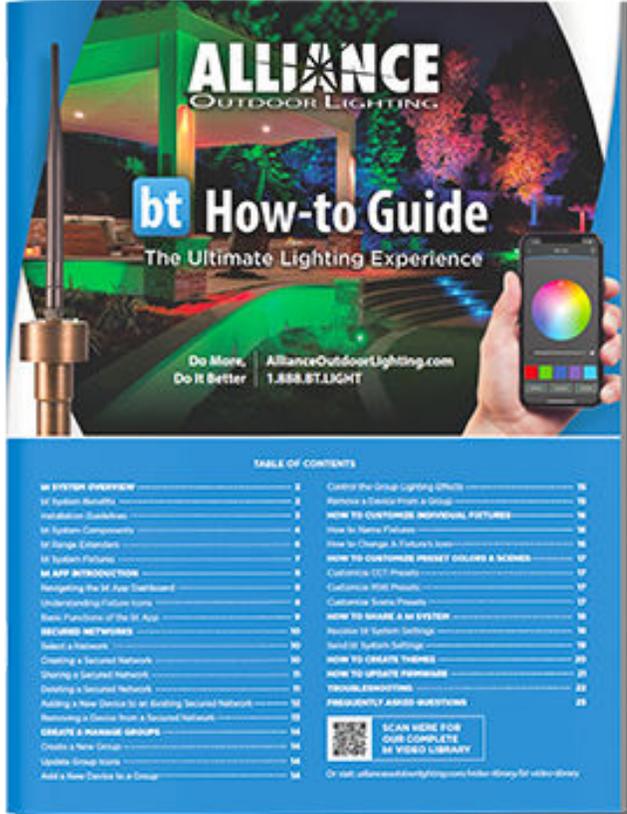
The best app-controlled, color-changing lighting system available

- A full suite of app-controlled effects
- Dozens of fixture options with onboard BT control
- Innovative, yet simple to use
- Expandable, modular system. Add new fixtures as needed
- No special transformer needed, retrofits to existing sites
- Create and share secured networks.



Educate Yourself

- Download for iOS or Android
- For more information on the app, refer to the bt How-to Guide



The bt System

Designed for Bluetooth®

Why Bluetooth and not WiFi?

- No need to access the customer's WiFi.
- No complexity. The app guides you through it.
- Mesh network can extend across large properties. WiFi limited by the homeowner's network. Just add more range extenders.
- No bandwidth issues – no fighting for homeowners' network capacity
- Create multiple secured networks easily from the app without the need of any other equipment



No WiFi
System

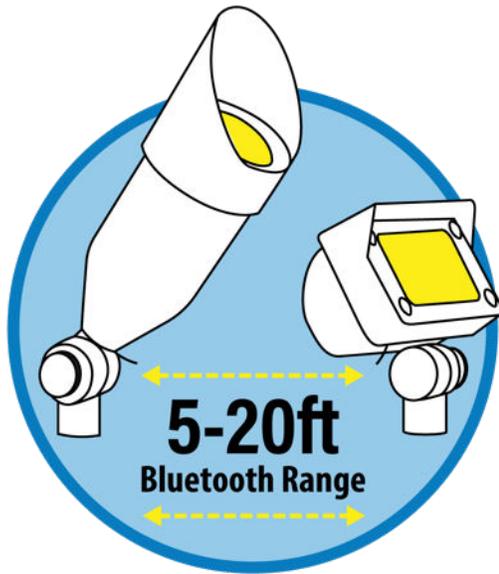


In-App
Tutorials

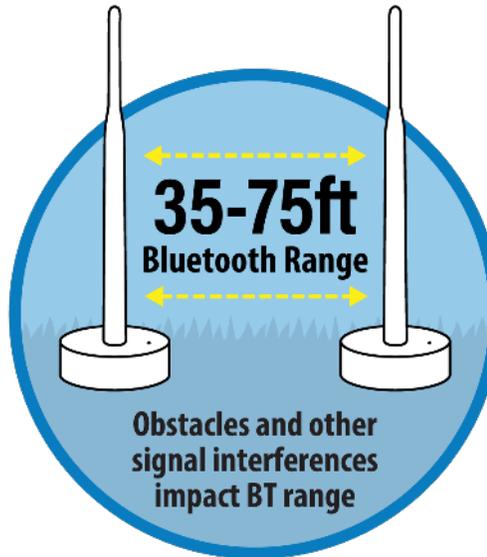


Unlimited
Secure
Networks

bt System Components



bt System Fixtures



Bluetooth Range Extenders



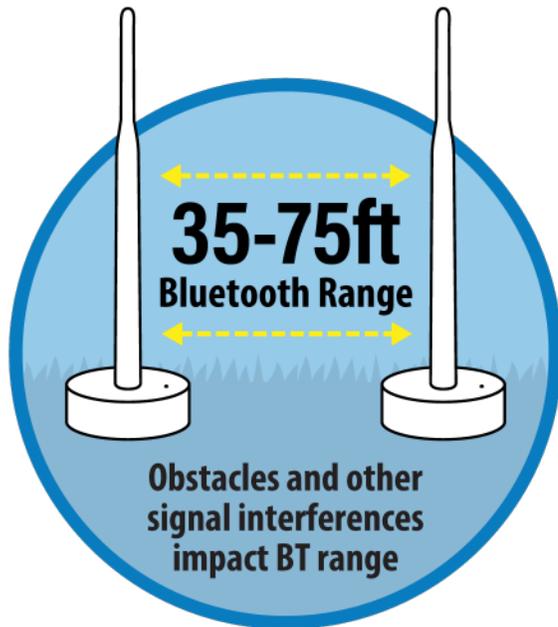
Alliance bt App

All bt system components use Bluetooth® Mesh Technology, not WiFi.

Bluetooth® Mesh enables multiple devices to communication with each other.
The ALLIANCE bt System does not require a complicated pairing process.

Bluetooth Range Extenders

bt Range Extenders (bt-REs) are required to carry the signal throughout the landscape



Bluetooth Range Extenders



BT-RE

- Necessary for wide area communication
- Stake mounted, indoor plugin and surface-mount options
- These are connected into the same wire path as the fixtures
- Indicator lights give a visual cue to confirm if range extenders are connected to a secured network



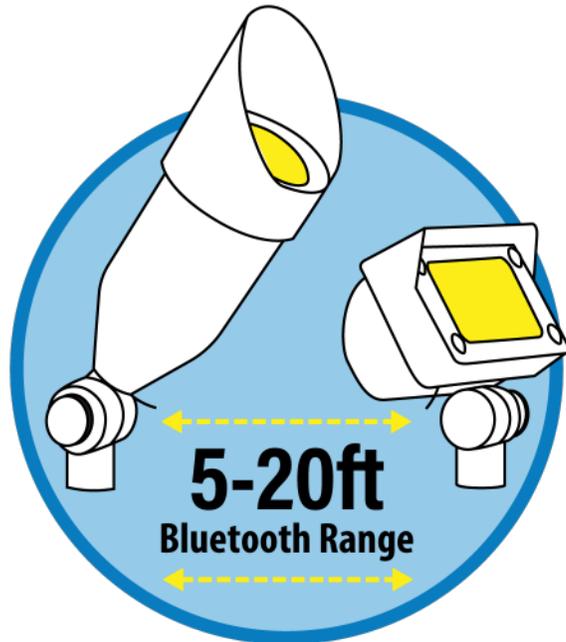
BTRE-PLUGIN



BTRE-SM

bt Fixtures

Have an on-board module to produce dramatic effects



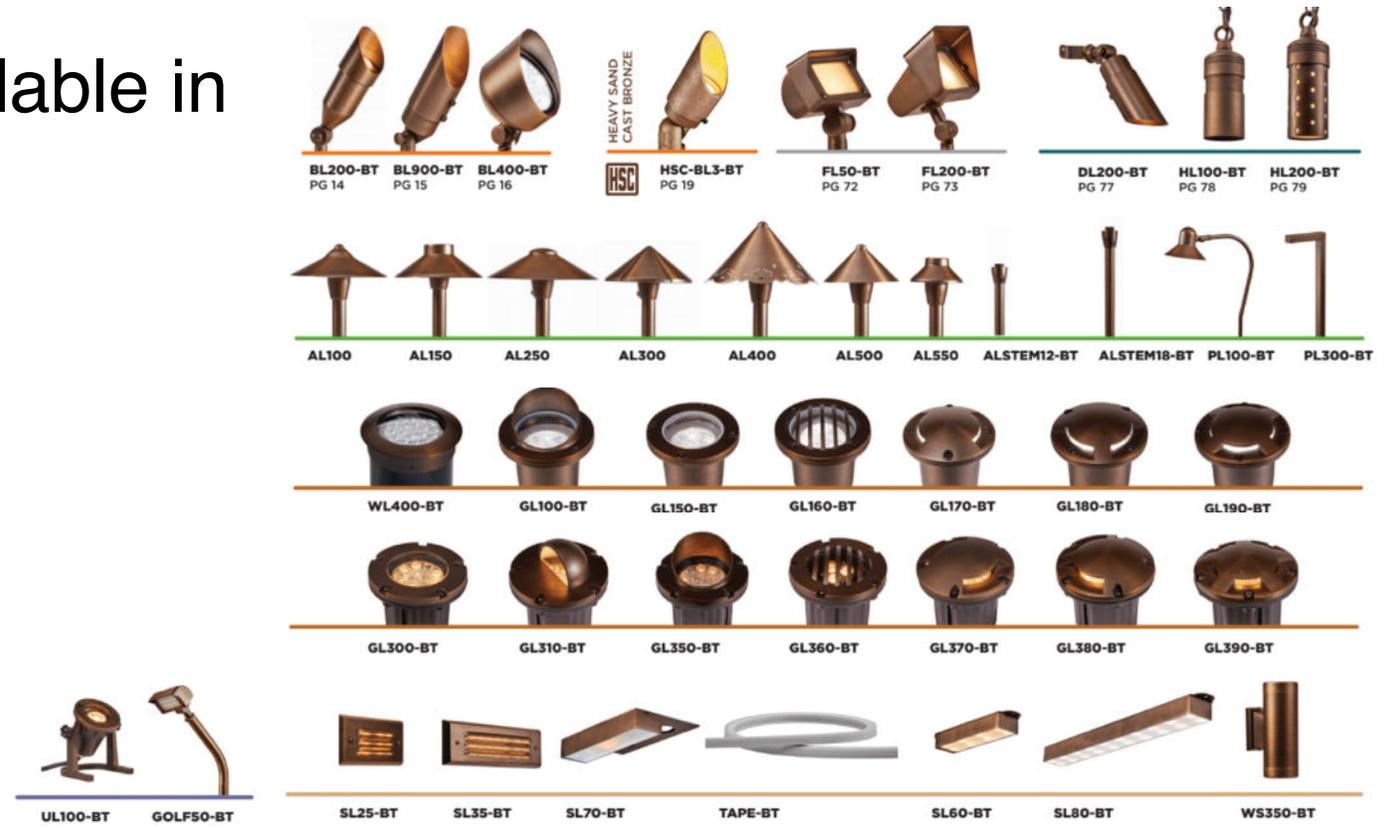
bt System Fixtures

- Wide variety available to fit every need: look for the BT or BT-Optional icons in the catalog and price guide.
- Dynamically add fixtures to an existing BT network.
- Drop-In lamps available to retrofit existing fixtures.



bt Fixtures and bt Optional

- All applicable fixtures available in Premium Black Overcoat



Alliance bt App

The command center of the bt system: manage all set-up and control functions



- Available for iOS and Android devices
- Set-up: configurations for:
 - Fixtures
 - Groups
 - Themes
- Remote control:
 - On-Off
 - Dynamic changes
- Create:
 - Secured networks
 - Groups
 - Fixture Names

How to Install a bt System

Installation Requirements

Following a few simple steps and rules = reliable outcome

Have a planning discussion with your client before the install.



- Plan your installation: Think about homeowner's use of the system.
 - Point of control: the homeowner will often want to change the lights from inside the home. Be sure you plan for bt signal to reach their indoor spaces. They will not want to walk around the yard to adjust fixtures.
 - Often the best solution is to create a strong enough mesh network where connectivity can happen anywhere on the property.
- Ask about effects and use: Help them set up themes, dimming, etc. as part of your installation

Installation Requirements

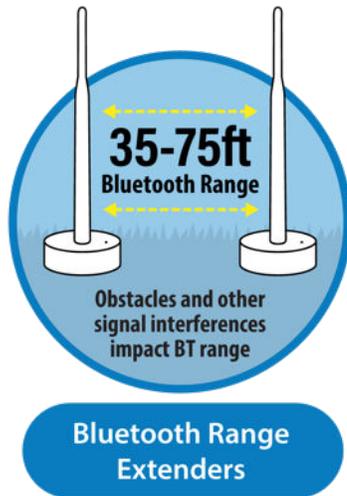
Building a reliable communication network

- Understand communication distances of components and install more than enough range extenders. Avoid devices that connect intermittently.
 - All sites require range extenders
 - bt Fixtures require 10-14 volts to communicate
 - The bt system does not require a special transformer
 - bt Systems work best in secured networks



Communication Distances

Devices have limited signal ranges individually, The key is to create a strong network of devices connecting through range extenders



bt Range Extenders are amplified, capable of communicating between 35-75 feet in optimal conditions.



Smart devices utilizing the ALLIANCE bt app typically communicate between 10-30 feet in optimal conditions.



Most BT fixtures feature small antennas enabling communication within 5-20 feet under optimal conditions.

All Sites Require BTREs

Ensure an adequate number of range extenders for seamless communication across the entire property.



Position stake-mounted range extenders to establish a Bluetooth signal perimeter, typically one in each corner of a front yard or back yard.



Hardscapes are natural signal obstructors, give hardscape fixtures a boost with a surface-mounted extender.



Extend signal indoors, to where homeowners will adjust lighting in cooler or rainy weather. Do not assume homeowners will walk around outdoors to change lights. They bought “app-based remote control”.

Voltage Check

Using advanced technology beyond typical LED lamps requires a precise operating voltage window



- bt Fixtures Require 10-14 volts
- Avoid overloading your wire runs by limiting the number of bt fixtures to a maximum of eight on a single run of 16-2 wire.
- Verify voltage using a multimeter

The rules for the BT system

- BTRE for every 8 to 10 lights
- No more than 8 to 10 lights on a run
- Make sure your voltage is between 10 and 14 volts

No Special Transformer Required

The bt system functions autonomously from the transformer, with the transformer serving merely as a power supply.



- Use a low-voltage multi-tap magnetic transformer
- Ensure the transformer has enough capacity
 - 15 bt fixtures for a 150 watt transformer
 - 30 bt fixtures on a 300 watt transformer
 - 60 bt fixtures on a 600 watt transformer

IT System

- High-performance transformers
 - Bluetooth® and WiFi optional control
 - Three Zones
 - Digital Power Meter through the it Pro App
 - Integrates with Alexa® and Google Home®



Creating a Strong bt Mesh Network

Installing a bt System

Build a network that allows reliable communication

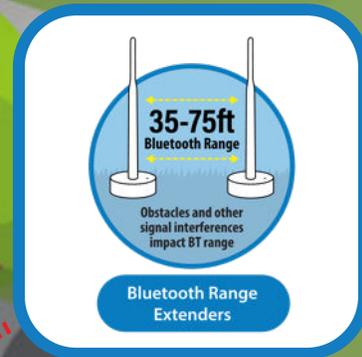
Place the BTRE's.
Create triangles of communication

Install BTRE-SMs on
hardscapes

Install BTRE-PLUGINS
near windows

Incorporate risers to increase elevation

Plan for natural signal obstructors

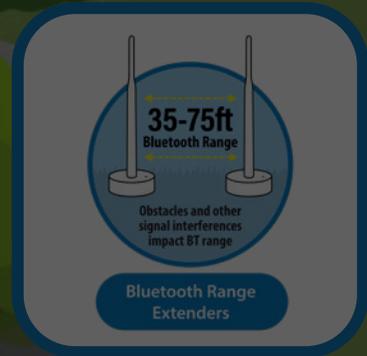


Installing a bt System

Your initial objective is to establish an environment conducive to the proper communication of the BT system.

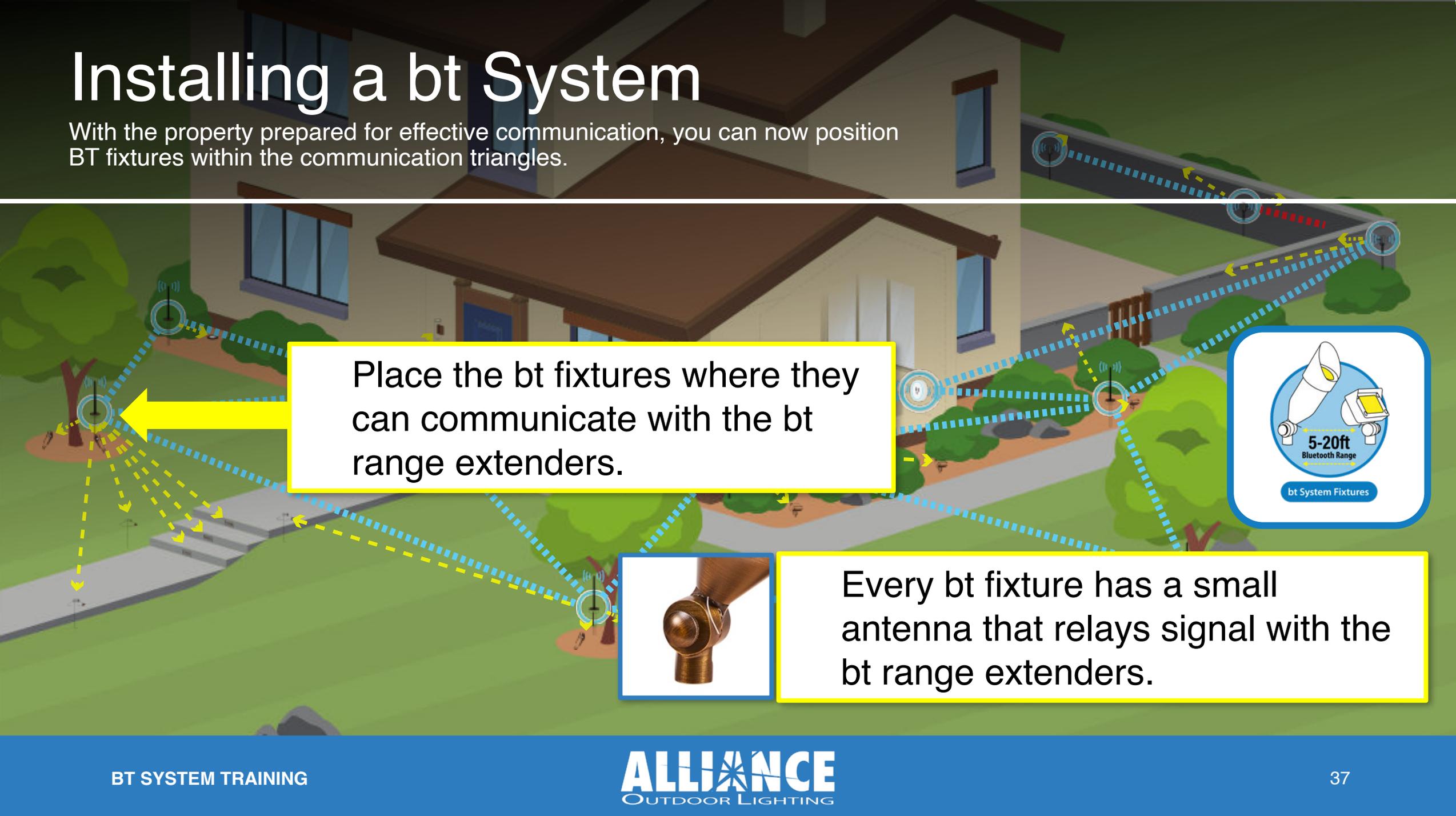
Recap

1. Place BTRE's in every corner of the property
2. Higher elevation is better
3. Blanket the property in triangles of communication
4. Plan for natural obstructions



Installing a bt System

With the property prepared for effective communication, you can now position BT fixtures within the communication triangles.



Place the bt fixtures where they can communicate with the bt range extenders.



bt System Fixtures



Every bt fixture has a small antenna that relays signal with the bt range extenders.

Installing a bt System

- bt Fixtures need bt range extenders in order to communicate
- bt Fixtures require 10-14 volts to communicate
- bt Fixture antennas need to be exposed or have nearby surface mounted range extenders if they are hardscape bt fixtures



Homeowner Tips

Homeowner Orientation

Avoid call backs. Demonstrate and verify operation before leaving the property.

- Verify performance from within the home and from outdoor living areas.
- Ensure the client downloads the bt app.
- Establish a secured network with the client.
 - Confirm that BTREs display the correct indicator lights.
- Educate the client on creating groups and names.
- Address any client questions about the bt app.
- Do not leave the property until your client is confident in using all desired functions with the bt app.



Troubleshooting a bt System

Common issues easily avoided

1. Fixtures not communicating or connecting from where I am standing.
 - Install range extenders
 - Verify operation from points of control
2. Not finding fixtures. In most cases, this is solved by ensuring that all fixtures are in the same network. Create secured networks and be sure client has them.
3. Not sure of all features. (How do I _____?)
 - Educating the client on all the functions of the app and focusing on their most intended uses
 - If they do it with you, they will see it is intuitive and easy. It won't take but a couple of minutes to make them confident – and get them having fun with their new lights.



bt System Cost Comparison

The BT system delivers state-of-the-art technology with a more user-friendly experience, all at a lower cost.

ALLIANCE bt /FX Luxor Price Comparison

	ALLIANCE bt System	ALLIANCE OUTDOOR LIGHTING	FX Luxor System	FXLuminaire
5 - Bullet Light	BL200-bt (\$217.68)	\$1,088.40	NPZDCBZ (\$450.00)	\$2,250.00
5 - Area Light	ALSTEM18-bt (\$191.95)	\$959.75	GZDC18RABZ (\$481.00)	\$2,405.00
5 - Area Light Hat	AL250 (\$64.97)	\$324.85	JSLEDTABZ (\$115.00)	\$575.00
5 - Small Flood Light	FL50-bt (\$207.54)	\$1037.70	PBZDCBZ (\$465.00)	\$2,325.00
5 - Large Spot Light	BL400-bt (\$286.68)	\$1433.40	NPZDCBZ (\$450.00)	\$2,250.00
5 - Large Flood Light	FL200-bt (\$343.40)	\$1717.00	LCZDCBZ (\$498.00)	\$2,490.00
1 - Transformer	it2-300	\$590.36	LUX300SS (\$1,699.00)	\$1,699.00
10 - Range Extender	bt-RE (\$49.39)	\$493.90	N/A	
1 - WIFI Module	N/A		WIFIMOD2 (\$275.00)	\$275.00
1 - Light Assistant Module	N/A		LAM (\$150.00)	\$150.00
Total List Price		\$7645.36		\$14,419.00
Fixture Warranty		10 years		3 years
Transformer Warranty		Lifetime		10 years

Thank You

Please feel free to reach out for any questions

ALLIANCE
OUTDOOR LIGHTING