

# Case Study

## IMG Academy Bradenton, FL

### Product

The Viper LED lighting system from Beacon Products offers a low-profile, ultimate solution in pathway, roadway, and parking applications. With its contemporary streamlined design, Viper leads the industry with a unique visual appearance that complements new and existing architecture.

Viper's unique design offers an added advantage in thermal management and provides an even longer life in the high wattage LED configurations. Viper is the cutting edge in LED style, performance and technology.



**Viper**  
LED Area & Roadway Lighting

### Project Summary

IMG Academy's 450 acre campus in Bradenton, Florida is one of the world's largest and most advanced sports training and education complexes in the country. So how could the campus shine as bright as some of the stars that come from it? Lighting products from local company Beacon Products (a Hubbell Lighting brand) found a way to accomplish this.

"When we were looking at installing new outdoor lighting, we didn't just want to do what everyone else has been doing," said Chip McCarthy, Co-Managing Director, IMG Performance. "We wanted a contemporary look that would complement our state-of-the-art campus and Beacon Products lighting was the perfect choice."

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**Beacon Products**, with a 30+ year history of leadership in lighting and site furnishings, is the first domestic manufacturer to introduce the most comprehensive line of “Municipal-Grade” outdoor LED luminaires. These luminaires are designed to be environmentally friendly, as well as performance driven with their light control and distribution optical systems.

## Benefits

More than 300 Beacon Products modern styled LED Vipers were installed throughout IMG Academy’s campus. From roadways, walkways and parking lots to picnic areas, stadium entrances and the campus’s Legends Plaza, the innovatively styled Viper LED fixture efficiently illuminates these areas.

“The decision to go with LED was always there because the campus required such a large number of fixtures,” explained Todd Vincent-Myrick of Stewart Engineering Consultants (Sarasota, FL), the engineering consulting company that is leading the MEP design. “As a result of the Beacon Products LED Vipers we installed, the energy savings is through the roof. And with the 3-7 year life, payback and the return on investment is great over the life of the fixtures.”

Today more than ever, campus safety is a top priority. To ensure security and comfort on campuses, outdoor lighting must not only provide great lighting, but also needs to be kept on from dusk to dawn (about 12 hours a day). This significant usage results in increased energy consumption and costs.

### IMG Academy, Bradenton, FL



Beacon Products’ LED Vipers provide up to a 70% reduction in energy consumption, while still delivering high-quality light where it is needed.

For comparisons’ sake, if IMG Academy were to have installed all metal halide fixtures on a one-for-one basis, their energy consumption would be 97,200 watts. With the Beacon Products LED Vipers, consumption is 30,045W—that is a significant reduction.

As new buildings and facilities continue to be added to the impressive campus, additional Beacon Products LED Vipers will be installed to illuminate the Academy’s forward growth.

## About Beacon

Beacon Products is a division of Hubbell Lighting. As a pioneer in LED outdoor and indoor lighting technology, Beacon’s role within the many distinct brands of Hubbell Lighting is to provide energy efficient alternatives to the decorative outdoor lighting market. Beacon is a ‘one-stop’ resource for Architects, Landscape Architects, Engineers and Lighting Designers, providing marine-grade, copper-free cast aluminum pedestrian scale luminaires, as well as roadway, parking and area lighting luminaires, in addition to poles and ballards which meet or exceed accepted industry standards for performance and durability. Beacon also produces site furnishings and amenities in a full range of styles to complement the most demanding environments.

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