



701 Millenium Blvd.  
Greenville, SC 29607  
hubbellighting.com

- ALERA LIGHTING
- ARCHITECTURAL AREA LIGHTING
- BEACON PRODUCTS
- COLUMBIA LIGHTING
- COMPASS
- DEVINE LIGHTING
- DUAL-LITE
- HUBBELL BUILDING AUTOMATION
- HUBBELL INDUSTRIAL LIGHTING
- HUBBELL OUTDOOR LIGHTING
- KIM LIGHTING
- KURT VERSEN
- PRESCOLITE
- PROGRESS LIGHTING
- SPAULDING LIGHTING
- SPORTSLITER SOLUTIONS
- STERNER LIGHTING
- WHITEWAY



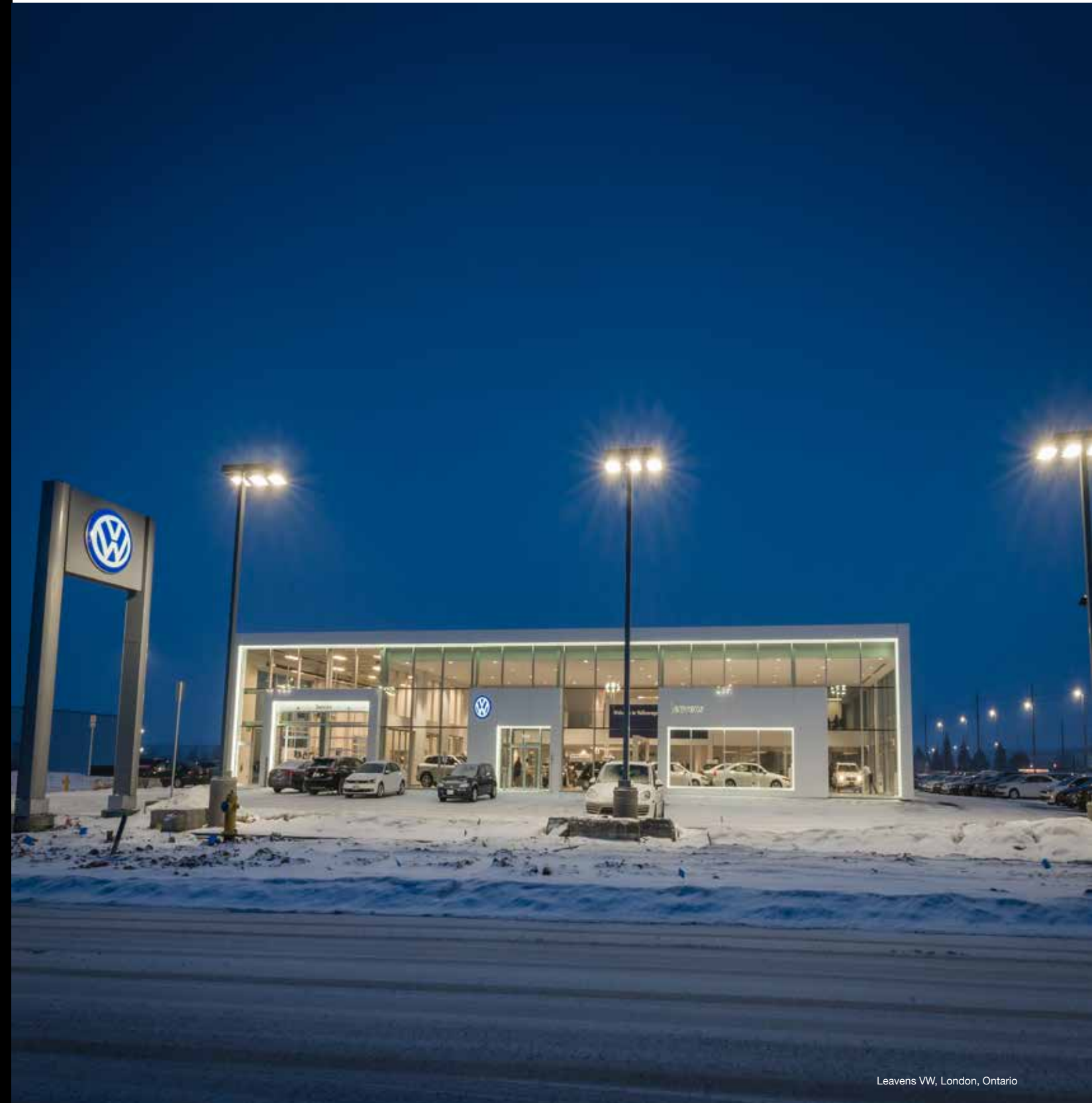
2041 58th Avenue Circle East  
Bradenton, FL 34203

t 800.345.4928  
f 941.751.5535

rev. #1.6.2014



## HIGH PERFORMANCE LED auto optic



Leavens VW, London, Ontario

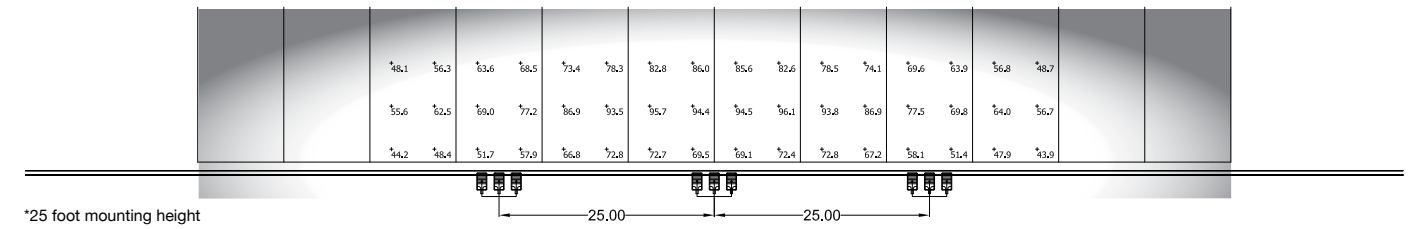
Beacon Products, a pioneer in LED outdoor lighting technology, is proud to offer high performance optics in the proven and award winning Viper LED luminaire. The new front row optic provides maximum illumination and performance for highlighting dealership inventory and merchandising the “Front Row.” The modern car dealership has evolved and so has lighting it.



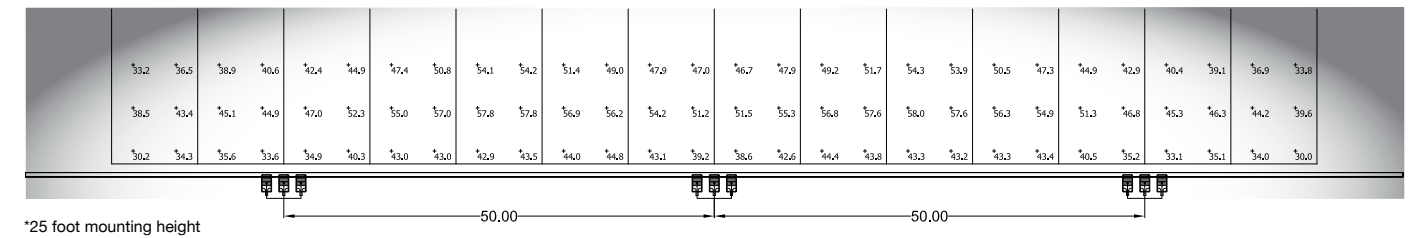
## PERFORMANCE

Our LED luminaires are designed with industry leading optical lenses and systems to distribute light where it is specifically needed for front row and interior row illumination of auto dealership applications

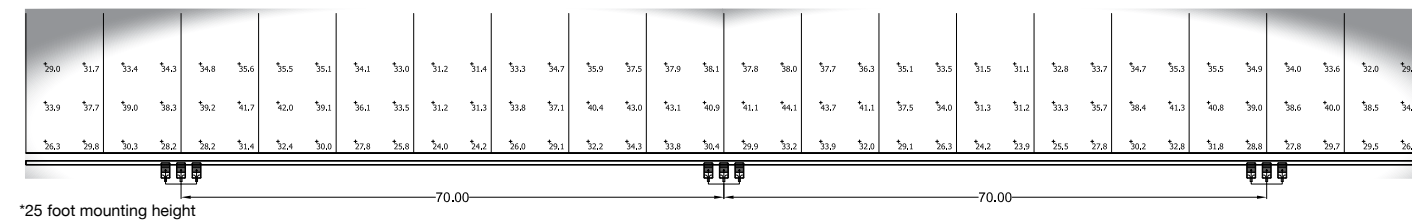
### Front Row Optic at 25 Foot Spacing (High Competition) 235 Watt Viper



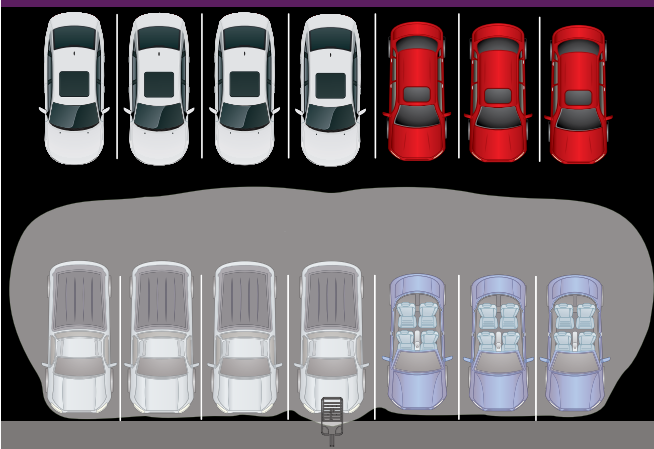
### Front Row Optic at 50 Foot Spacing (Medium Competition) 220 Watt Viper



### Front Row Optic at 70 Foot Spacing (Low Competition) 235 Watt Viper

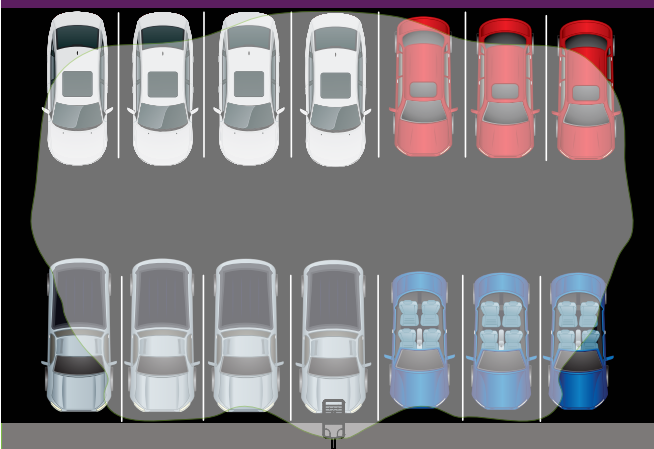


#### FR - New Front Row Auto Optic



- Provides maximum illumination specifically targeting the front row display
- Tremendous “house side” cutoff behind the pole to maximize the impact of front row merchandise and minimizes light trespass to adjoining properties
- Excellent lateral spread to increase pole spacing

#### Traditional Type IV Optic



- Provides overall uniformity and light levels across the front row, drive lane, and across the second row of vehicles (lower light levels)
- Provides vertical illumination on the second row of vehicles

## LED LUMINAIRE ADVANTAGES

By utilizing precise LED optical design, Beacon Products is able to maximize the light delivery to the task. LED luminaires deliver many advantages over traditional lighting sources:

- Superior light level uniformity – improved visual acuity
- Exceptional Vertical Illumination on Second Row Inventory
- Reduce energy consumption
- Reduce number of luminaires required to illuminate a site

## LED Source Recommended Values

SSL – LED Source	High Competition				Medium Competition				Low Competition			
	Pole Height	Pole Spacing	Fixture Needed*	Target Levels	Pole Height	Pole Spacing	Fixture Needed*	Target Levels	Pole Height	Pole Spacing	Fixture Needed*	Target Levels
Front Row	20'-25'	20'-30' on centers	Twin 27,000 Lumen LED	75 FC	20'-25'	30'-40' on centers	Twin 27,000 Lumen LED	50 FC	20'-25'	65'-80'	Twin 27,000 Lumen LED	35 FC