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.

**LED LUMINAIRE ADVANTAGES**

- 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

**FR - New Front Row Auto Optic**

**Traditional Type IV Optic**

**LED Source Recommended Values**

<table>
<thead>
<tr>
<th>LED Source</th>
<th>High Competition</th>
<th>Medium Competition</th>
<th>Low Competition</th>
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<tr>
<td>Pole Height</td>
<td>Pole Spacing</td>
<td>Fixture Needed*</td>
<td>Target Levels</td>
</tr>
<tr>
<td>Front Row</td>
<td>25 - 25</td>
<td>300 - 350 Lumen LED</td>
<td>75 FC</td>
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</tbody>
</table>

*25 foot mounting height

**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

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beacon products / design, performance, technology