

# PoE

Power over Ethernet and LiFi by application, Recessed, Cylinders, Surfaces, and Suspended  
Select the category and click on the image to find the right fixture for the domain that will be illuminated

## 2" Recessed



## 4" Recessed



## 6" Recessed



## 4" Cylinders



6" Cylinders



8" Cylinders

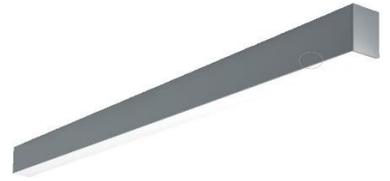


Surface

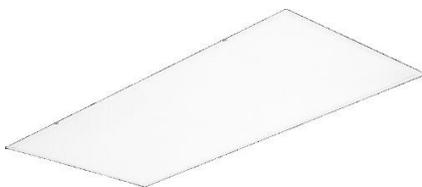




Suspended

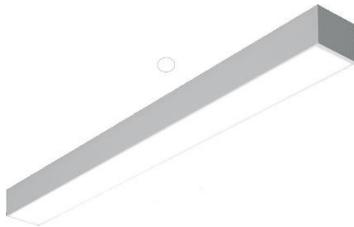


Recessed





Wall





Strips



Cove



Undercabinet



## PoE information:

<https://www.hew.com/specifications/70628.pdf>

Qualifying a smart building opportunity often requires you to introduce a new concept to your end user client. If the client says they want an intelligent building, then you are in good shape. Unfortunately, there are many times where a potential client isn't thinking about smart buildings as this is still a relatively new concept.

It is important that you are not solely focused on upfront cost. While the total installed cost of the solution can be less than traditional infrastructure, especially for buildings 15,000 SQ FT and larger, it does not always hold true. Many variables such as the complexity of the design, local building and energy codes, labor rates, fixture selection, and more can influence the total cost of a project. Don't get me wrong, you should let the client know that you know the best way to control costs and how to layout the system to deliver the lowest total installed cost but this shouldn't be the primary focus.

Look for clients that are thinking beyond delivering basic lighting and energy savings. Find out what the overarching goals are for the client and/or try to identify specific challenges they are facing. From there, look to how other ecosystem partners can support their goals or solve the problems they are having.

Here are some top reasons:

- Needed an integrated experience across disparate systems that fosters greater safety and security for students, teachers, and staff
- Wanted access to data that enables them to better manage their assisted living environments
- To foster increased student productivity and fulfillment or well-being through the use of tunable white lighting
- Used the platform to deliver visual and audible indicators of events like security, machine failure, conference room availability and more
- Built a integrating building systems solution using a low voltage infrastructure to deliver maximum energy savings and future proofs their facilities as new technologies are developed for the digital infrastructure
- Was able to create a better video conferencing experience through API automation events and better lighting
- Needed a single web platform to manage multiple sites across their enterprise
- Needed to deliver a wayfinding solution for maintenance staff, visitors, and hot desking
- Created a better, more personalized guest room experience through integrating multiple systems.
- Through technology, had the ability place upwards of 15% more persons in the same square footage after completion of a significant renovation
- Wanted to eliminate unsafe line voltage and the specialized labor required to support the infrastructure
- Needed to speed up construction timelines

- Wanted access to data that would allow them to look at space utilization data in real time
- Delivered a lower total installed costs as compared to traditional infrastructure

Notice that most of the above reasons are focused on making people happier, healthier, safer and more productive. Yes, this platform delivers maximum energy savings and future-proofing, but benefits to people working and living in the space are the primary focus driving opportunities today. This will evolve as the technology continues to be adopted and as new applications and solutions are developed around our digital infrastructure.

After you have qualified the opportunity, the first step is to ask your end user client if you can work with their architect, engineer, or lighting designer to design the system. The best chance of writing a project as PoE is to be on the front end of the design process. If you are involved at this phase of the project, you have roughly an 80% chance or higher of writing the project.

While being involved on the front end of a project is ideal, many of the opportunities that you uncover will already have a drawing set with traditional electrical infrastructure design in place. If you are not on the front end of the design process, there is still an opportunity to convert an end user client but your chances of closing the deal decreases. Why is this? At this point, time and money have already been invested in building drawing sets, creating a lighting and controls design, and laying out the AC electrical infrastructure to support this. In many cases, a GC and/or EC is already in place.

If the electrical infrastructure has been designed but an electrical contractor has not yet been selected, work with the design team to develop an alternate design.

If the EC has already been selected and they have signed a contract, then your chances of closing diminish further. At this point, cost tends to be the primary driver. Conversations with your end user client must be had to describe the process of bidding projects and where you can create value. If the client is willing to invest their time then you still have a fighting chance.

What other problems can you solve with PoE?