

# Talking Lights in Sin City

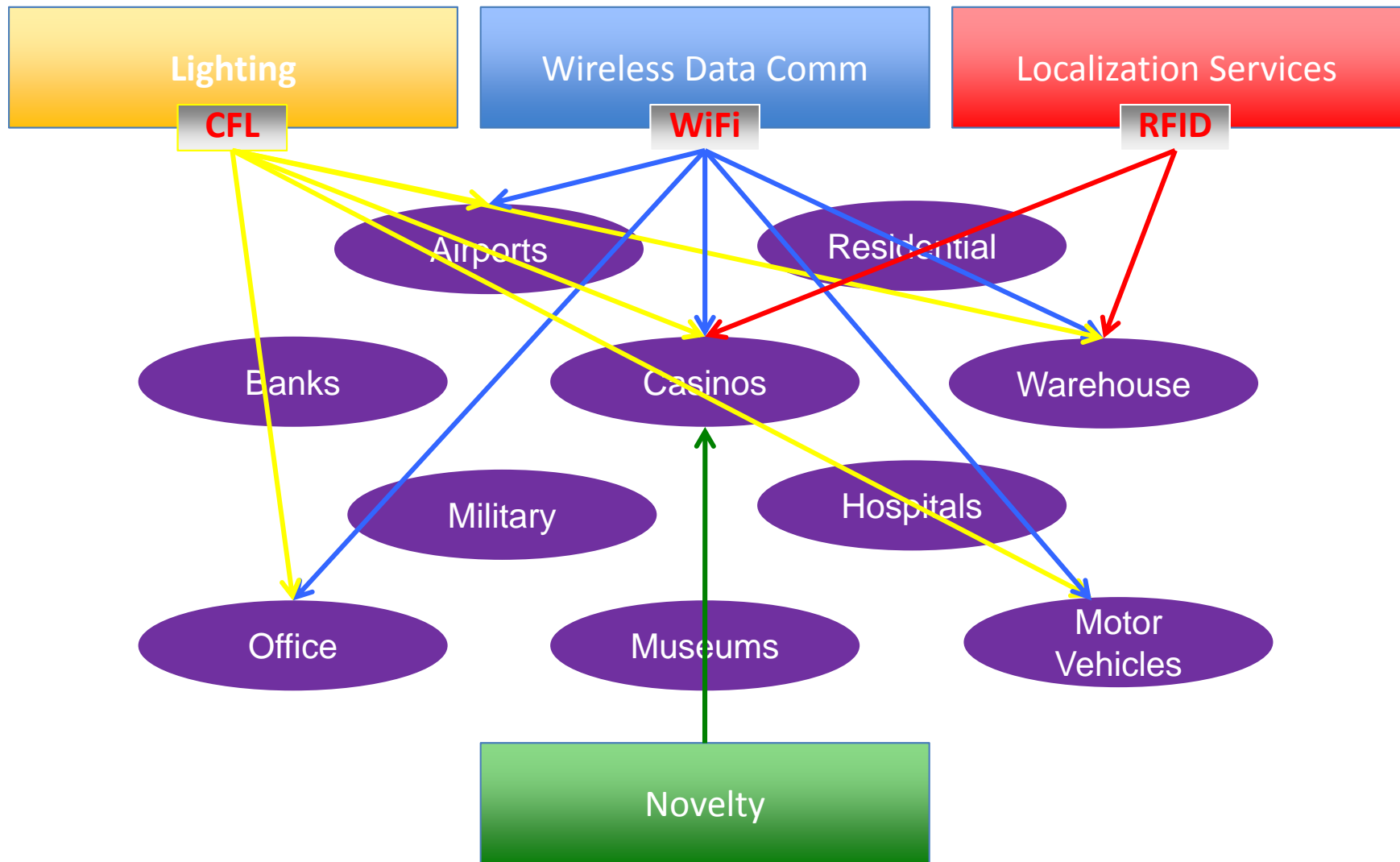
Smart Lighting Challenge  
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.101.  
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# Capabilities and Markets



# The Market

\$1.2 Billion  
Profit

\$0.5 - \$9 Billion  
Construction Costs

~30% spent on  
decorations





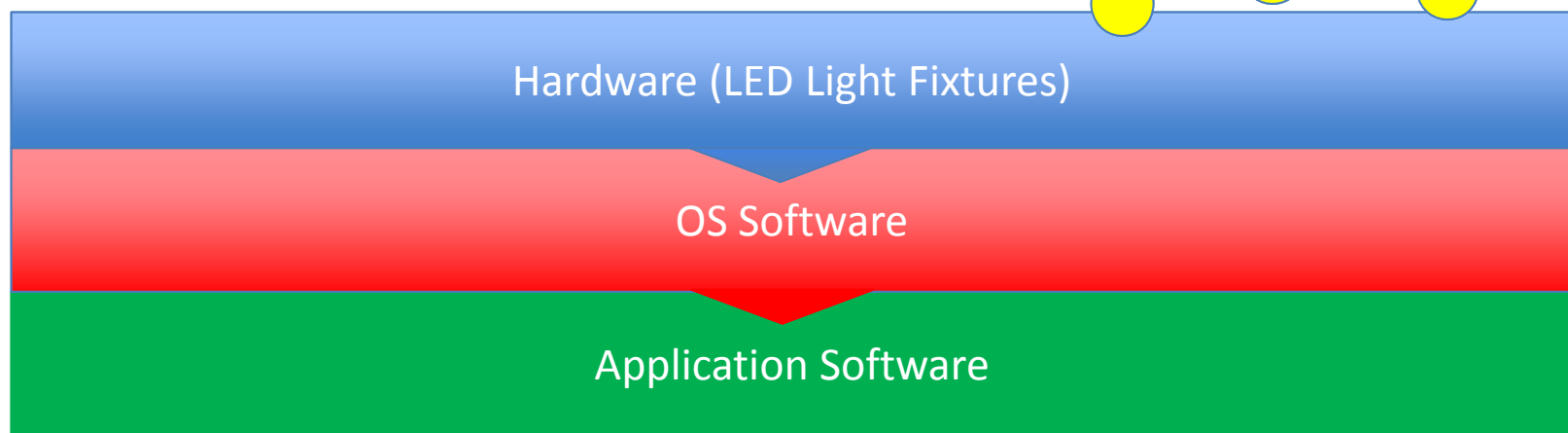
# Applications



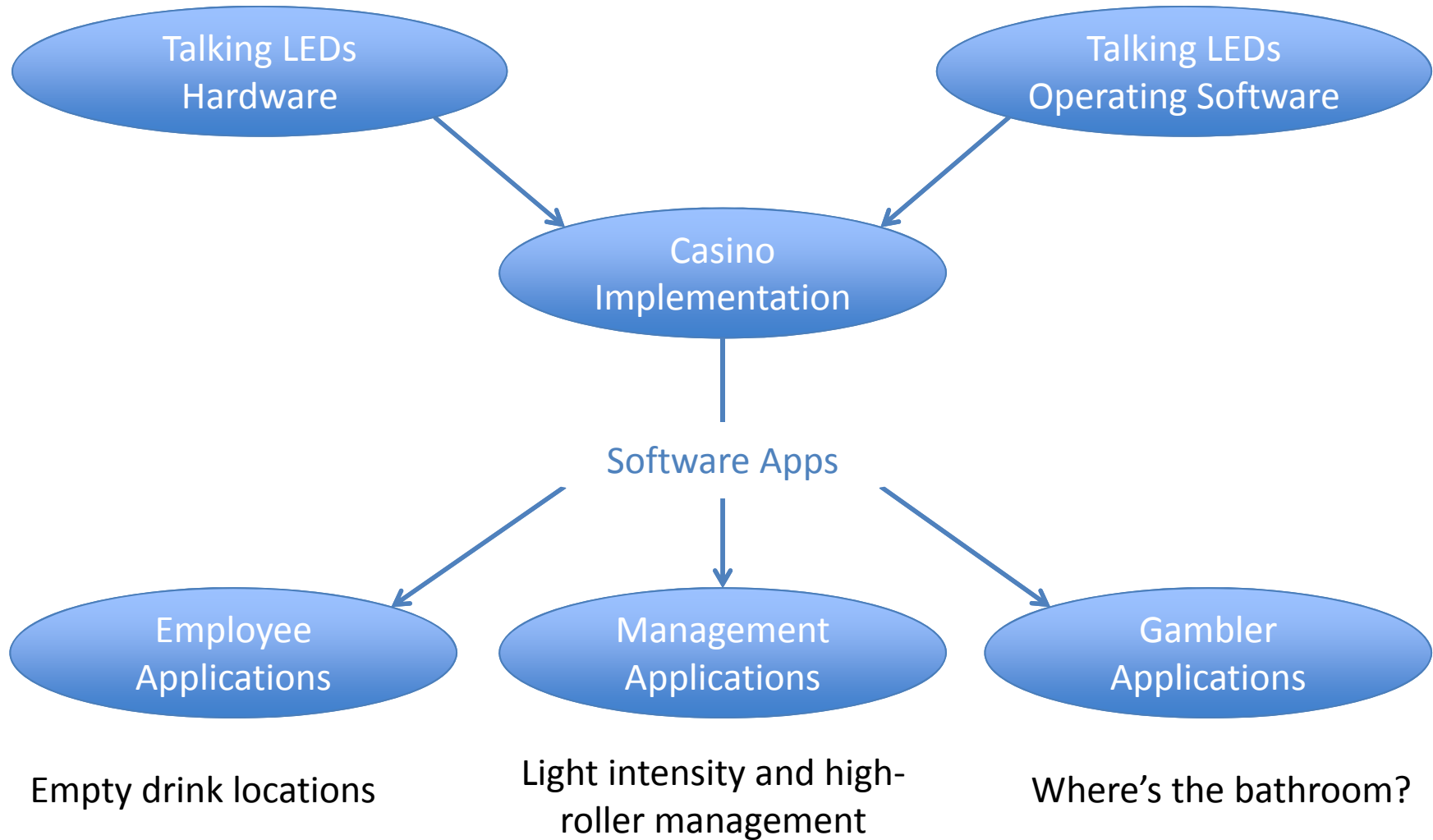
# Product



- Plug-and-play light fixtures
- Host controller (command center)
- Ethernet-connected light (one per room)
- Addresses plug-and-play nodes
- Data routing
- Command Center
- Provides library for application software



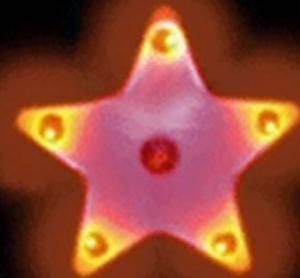
# Implementation Strategy





# Novelty

It's not that new of an idea.



# Summary

## Market

- Profit: \$1.2B (Las Vegas 2007)
- Construction cost: \$0.5 – \$9B per casino
- Decorations/equipment: ~30% of construction costs
- High construction and turnover rate of casinos

## The Pros

- Secure
- Cost-efficient lighting
- Novelty



## Applications

- Security
- Personnel/asset tracking
- Lighting!
- Hospitality

## The Cons

- Line-of-sight data transmission
- Existing solutions in place





Questions?

