



ADG Eco & Energy Advisement Group

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LEED AP

Architectural Detail Group, Inc
a collaborative group enhancing
the built environment's needs
through positive relationships



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www.adgEcoLP.com www.GreenHotelLighting.com

August 5, 2010

Open Letter

Re: interested customer regarding energy reduction in Parking Garage and Parking Lots.

Cage: 59TA1 Duns:198358579 NAICS: 335129, 331724, 541420 FSC: 5975, 6210, 6240

Dear Customer,

Typically, programs to reduce energy with lighting seem to be as archaic as the "F" word, Fluorescent that is. Energy related professionals and technicians seek the easy way to change-out your fluorescent or metal halide with newer fluorescent and fancy systems that seem to be good, but can result in cheap product and poor maintenance curves 2 years down the road.

Our team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 to 10 times life of a product now at the price that is more related to a Yield and Cash Flow rather than expense?

As we look at each similar situation, one constant occurs. Parking facilities do not need the structure lit with high wattages when not in use and need to reduce your maintenance for 10 years . So why does your facility illuminate high wattage consumable lights and ballasts air all day and night long? By now, you need help with the solution.

Our simple GO SMART[®] system reduces overhead lighting waste and places total emphasis within the managers hands and can be enhanced with Motion Management. The quality of our *scotopic* lighting ' [DOE ADG info Sheet] actually allows the people in the lot and security to use 100% of the eyes capacity while maintaining a low wattage.

We look forward to working with your facility management and sustainability professional to review specific areas and needs.

Stay Green and make Savings a real Yield.

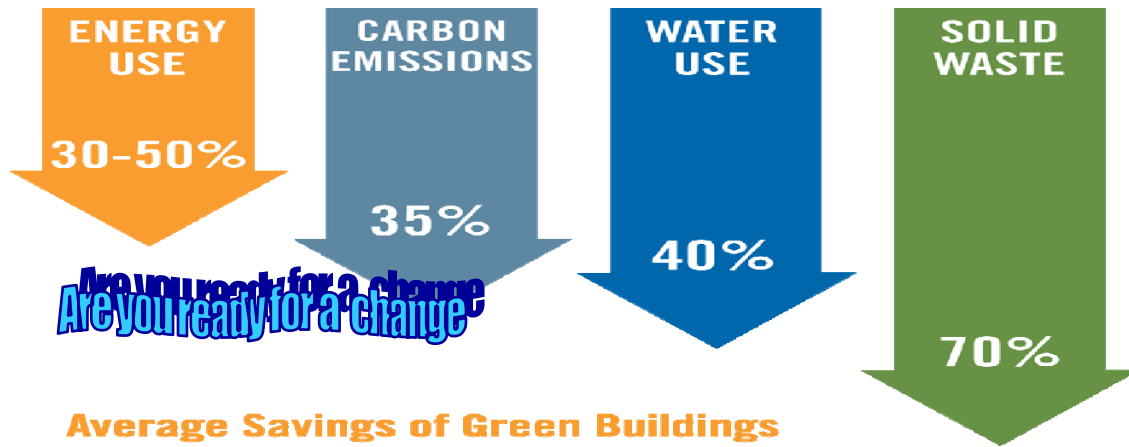
Gerald Olesker

CEO/ Director of Government Procurement



ASK ABOUT
ENERGY STAR

Key Customer Needs & Testimonials



If you own or manage Commercial property like parking structures, parking lots, parks, shopping centers, convention centers or hotels and you need to reduce your operating costs, and in the process reduce your impact on the environment then you need ADG ECO Induction Lighting.

The experts at ADG ECO Lighting Products have a solution to your lighting dilemma, through Induction Technology, we can make your space brighter while saving you money in operating and maintenance costs.

ADG ECO Induction lamps are technologically more advanced than Metal Halide, High Pressure Sodium and Fluorescents and are easy to install or retrofit into existent posts and fixtures. This Energy Star Partnership's Technology also helps reduce the impact on the environment.

Federal Tax incentives are available through the Emergency Economic Stabilization Act of 2008

Induction Lighting Technology:

- * saves you money in utility and bulb replacement costs

- * helps you reduce your carbon footprint
- * increases safety through better visibility
- * qualifies for rebates, tax deductions and other incentives
- * ADG ECO can custom manufacture decorative sustainable lighting

"It was such a pleasure working with Gerald. During the concept phase, he created beautiful sketches to convey his design ideas. During the manufacturing phase, he found alternative materials to meet our budget. And, during and after the installation phase, he went out of his way to make sure the final pieces were just right."

Deirdre Wallace, Hotelier Ambrose Hotel

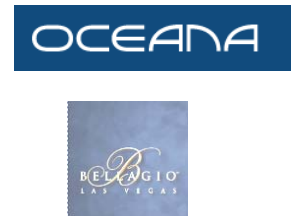
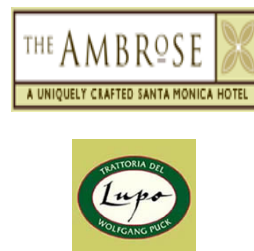


www.GreenHotelLighting.com

www.adgEcoLP.com

Some customers that called our team

Call for a Reseller in your state 818 597 9494



ADG Eco Lighting Products & Architectural Detail Group, Inc

"When we recommend a resource to our clients, it is imperative that we are 100% confident that the highest quality of service and workmanship will be provided. ADG has earned our trust with their comprehensive lighting design services. They are a pleasure to work with, helping to make beautiful spaces yet more beautiful."

Monique Lafia Lafia / Arvin, A Design Corporation September ____, 2005

"Gerald's the kind of guy who's always thinking of a better way of doing it, no matter what "it" is. That makes for a better result and a much more enjoyable relationship overall."

Rob Frankel, "The best branding expert on the planet." October 27, 2008

"Gerald is that perfect combination of high creativity with heavy attention to detail. I have seen many examples of his designs and was impressed with them all. In addition, having observed him work as a manager, I was also impressed with his skill at meeting deadlines, managing the work of others, and growing his businesses. He has high energy and enthusiasm that he channels into productive outcomes."

Steve Schuster, Adjunct Professor, California State University October 27, 2008

"I have known Gerald for over four years and know him to be honest, ethical and respectful of his clients and their needs. Any interaction with him is a positive one."

Jeff Kleid, Former -President, C.M.Meiers Company/CMM Entertainment February 7, 2008

"Gerald is relentlessly creative and absolutely dedicated to produce a project that will satisfy the most demanding expectations."

Ivan Halperin, Managing Director, The Halperin Companies November 7, 2007

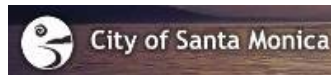
"Gerald designed beautiful lighting fixtures for my last house and my current house. They have always been unique and built to last." Top qualities: Great Results, Personable, Creative

Scott Perren November 7, 2007

"It is crucial for me to be able to trust my suppliers. I can completely depend on ADG to design and deliver the highest end, custom light fixtures. ADG clearly communicates throughout the process, providing well-drawn sketches, mock-ups and sample materials. At delivery, my clients know what to expect and are extremely happy with the outcomes."

Robert Ricker Interior Designer (October 4, 2005)

Some customers that collaborated with our team



Recycle + US Green Building Council + Energy Star + U.L. manufactured products



Parking Garage®

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NOW 50 watts and appropriate Induction Light for each using ADG Consultation and Products

Fluorescent Warriors Exclusive Solution Manufacturing Tailored to each need Induction & LED

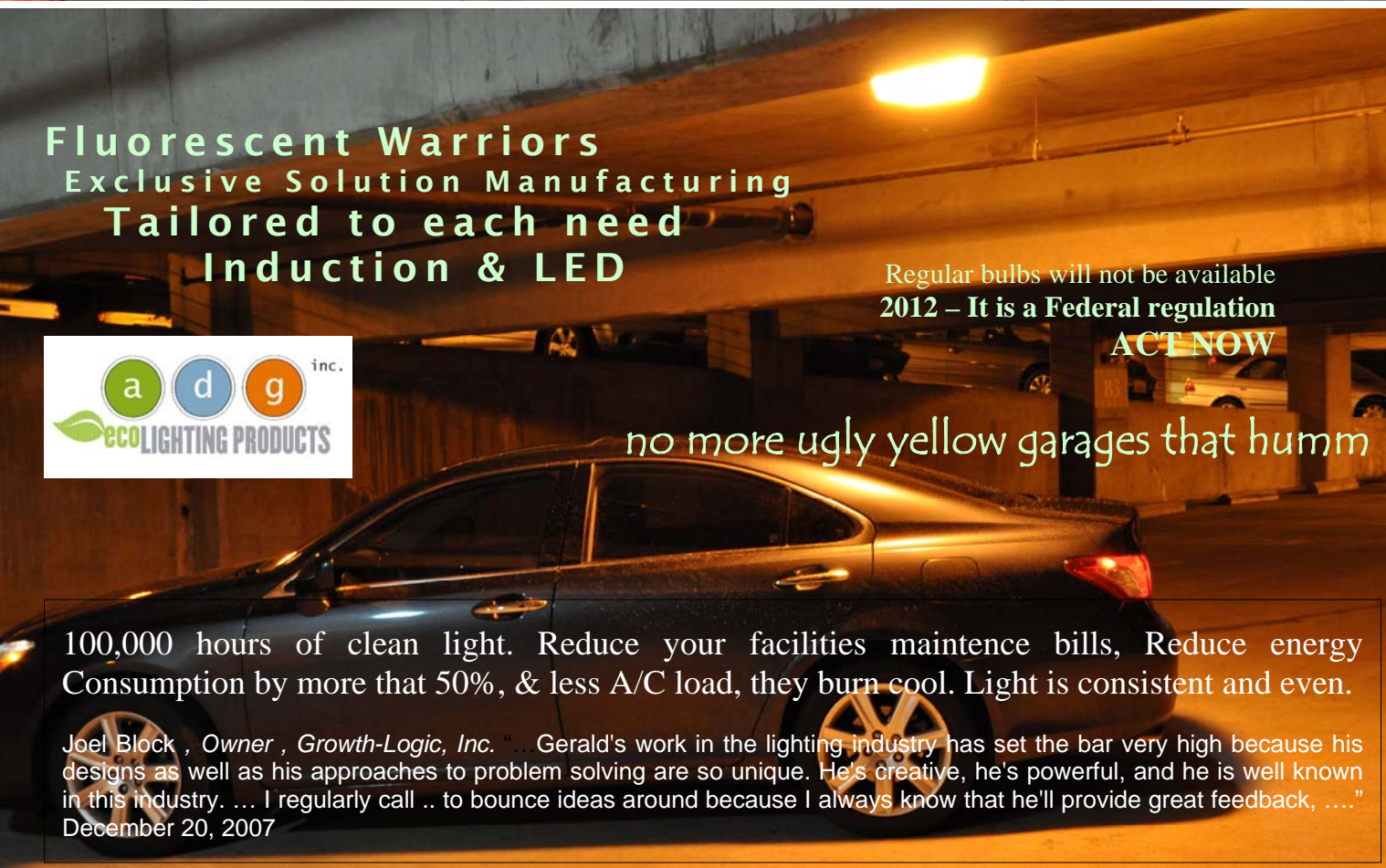
Regular bulbs will not be available
2012 – It is a Federal regulation
ACT NOW



no more ugly yellow garages that hum

100,000 hours of clean light. Reduce your facilities maintenance bills, Reduce energy Consumption by more that 50%, & less A/C load, they burn cool. Light is consistent and even.

Joel Block , Owner , Growth-Logic, Inc. " . . . Gerald's work in the lighting industry has set the bar very high because his designs as well as his approaches to problem solving are so unique. He's creative, he's powerful, and he is well known in this industry. . . . I regularly call .. to bounce ideas around because I always know that he'll provide great feedback, . . . " December 20, 2007





Shoe Box Induction Lamp ADG Eco Lighting Products

Available through
Factory Programs & Authorized Resellers

Why our customers choose
ADG Eco Lighting

ADG is a full service Lighting Collaborative.

Specifications, EPA 100mi/hr rating

Watts (W)	Input Voltage (V)	Average Rated Life (Hrs)	Lumens (Lm)	Color Temp Kelvin (K)	CRI
40	120 - 277	100,000	2,800	5000	80
70	120 - 277	100,000	5,250	5000	80
100	120 - 277	100,000	7,500	5000	80
150	120 - 277	100,000	11,250	5000	80
200	120 - 277	100,000	15,000	5000	80
250	120 - 277	100,000	18,750	5000	80

This fixture throws 90 feet with a 150w induction lamp inside and color correct lens

Description	Luminous Flux (Lm)	Luminous Efficacy (Lm/W) (Calculated Value)	Luminous Efficacy (Lm/W) (Tested Value)	Operating Temp	MOL (in) Lamp Height [mm]	MOL (in) Heat Sink Height [mm]
40W	2,400	<70	63~64	Less than 60°C	152	min 15
70W	4,900	<75	70~72	Less than 60°C	180	min 15
100W	7,500	<75	72~74	Less than 60°C	207	min 20
150W	10,500	<75	72~74	Less than 60°C	230	min 30
200W	14,000	<80		Less than 60°C	330	min 40
250W	17,500	<80		Less than 60°C	330	TBD

Fixtures Made in America

Consulting Design, Engineering and Energy Audits

Your fixture performed at 2 FC at 30' pole height. Congrats...I had my doubts. This project is going to come down to the installed cost per fixture. There are pros and cons to both LED and induction. Our asset manager was very impressed with our demo pole we set up. It looks like to me that a 150w Induction fixture is about right.

Bruce C. Manning Director of Engineering Able Engineering Services



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Induction Light Replacement Exclusive Solution Manufacturing

ADG Eco Lighting Products Tailored to each need 400w MH reduced to 150w Induction Parking lot and Property needs

Features

- **Very long life** – 100,000 hours rated life translates to significant savings in maintenance costs
- **High lumen output** – 2,800 initial lumens (40W lamp) to 18,750 initial lumens (250W lamp)
- **Range of input voltage** – each lamp has the ability to operate on voltages ranging from 120 to 277
- **Gradual, minimal lumen depreciation** – still at 70% luminosity at end of life means fewer replacements, more efficient lighting
- **Outstanding color rendering** – CRI of 80 provides for vivid, natural colors
- **Range of color temperatures** – choice of warm or cool light for desired effect and particular applications

Benefits

- **Stable output** – relatively unaffected by fluctuations in line voltage, the Induction lamp output remains constant over wide ranges of inputs
- **Instant-ON capability** – because it does not require warm-up time to come to full luminescence, it can be controlled by occupancy sensors to provide further energy savings
- **Hot and cold operation** – performs on a wide range of environments --from -20° to 60°
- **No flickering or noise** – a distraction-free option for indoor or outdoor applications
- **Low mercury** – uses only 6 mgs of mercury, a much more environmentally-friendly product than other alternatives
- **Deferred Maintenance and Less Power** to pay for generates a better NOI.



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