



STERLING™

AREA LIGHT





The **STERLING™**
Purposely Different.
Economically Relevant.
Uniquely LSI.

In an industry where the pace of change is approaching the speed of light, new technologies demand **new techniques** to achieve optimum results, and is why purpose-built innovation such as the **LSI Sterling is redefining the way we think about lighting solutions.**

Specifically designed to take full advantage of LED technology, LSI's Sterling area light has enabled us to remove all traditional constraints. To provide an opportunity for us to think outside the box. To introduce entirely new angles that are quite different from anything you've ever been exposed to before. To truly **leverage the science of lighting** to deliver a more aesthetic, more impactful, more effective, more economic way **to deliver and control light.**

The Sterling™ is the **Epitome of** purpose-built **Excellence.**



Purpose Built

The LSI Sterling is designed and built for a particular purpose – *to look great and deliver more light at a better cost in any application*. Built with a die-cast housing; patent-pending optics with angled glass lenses to produce superior light and maximum light output; integrated wireless control and information systems, networked to deliver light where and when needed; and modular componentry and luminaire design to minimize energy consumption, maintenance and installation.



Performance Driven

LED technology combined with the Sterling's unique, patent-pending, angled zonal optical assembly takes full advantage of the science of light to deliver unprecedented light distribution and uniformity. The Sterling delivers the proper balance of efficacy, distribution efficiency and high lumen output to provide evenly distributed illumination – **with the fewest possible number of fixtures**.



Stunningly Attractive

Form and function converge with the Sterling. Rugged die-cast housing ensures functional integrity while providing the most contemporary architectural aesthetic that by any standard shouts spec-grade design.

From the rounded corners to the vertical rib structure, the Sterling claims its position as a specification-grade luminaire offering dynamic architectural appeal day and night.



Built to Deliver *More Light, More Affordably* with **Precision** Lighting Control

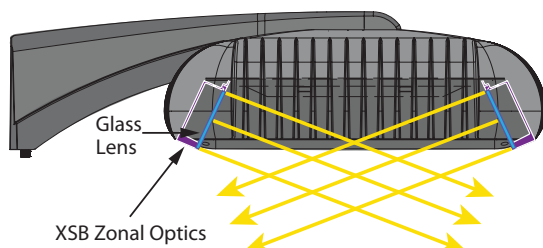
Unique Zonal Optics

Refracting light through a single, flat glass lens can cause light loss and wasted energy as you attempt to illuminate spaces far away from the light fixture. Light transitioning through glass at high angles results in reflection and loss of efficiency. Until now, there were no alternatives. Today, LED technology and patent-pending innovations, such as **LSI's Zonal Optics**, enable us to rethink traditional boundaries, explore new angles to deliver unprecedented light quality, precision light placement, control and significant energy savings for tremendous flexibility in lighting your space. By orienting the multiple independently

positioned optic units within the Sterling we avoid the high angle light loss commonly found in a single lens fixture. With LSI's unique **Zonal Optics**, precisely angled, side mounted LED optical modules place light exactly where you want it. Each module has a glass lens mounted perpendicular to the LEDs and is angled to produce the widest distribution with the highest efficacy possible. The result? Significantly greater lighting impact; gains in efficacy; reduction in energy consumption coupled with a better, more uniform light distribution.

XSB Zonal Optics

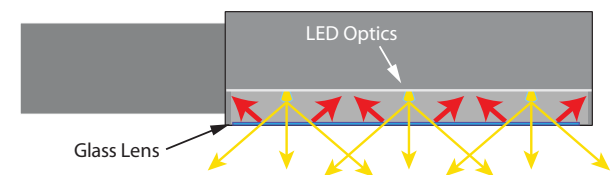
➔ Delivered Light




Industry Standard Typical LED Fixture

➔ Delivered Light

➔ Light Reflected Back Into Fixture = Lost Performance





Put the *light*
where it matters
most **when** it
matters most.

With the Sterling, the design is unconventional.

The use of light is highly scientific.

The end result is you actually get ALL the light you are paying for.



It is a **true axiom** that he who **evolves quickest** succeeds. Unlike static lighting systems designed for a single application in time, the **Sterling** has the ability to be a **dynamic lighting system** that can evolve with you and your site instantaneously as times change or your needs change.

Integrated **Energy Saving** Control Options



The LSI Sterling is built to do more with LSI Virticus wireless controls and information systems. This integrated “plug & play” system comes fully factory equipped and assembled, meaning everything is ready to go, in the fixture to ensure integrity of performance and installation – right from the start.

This unique energy-saving control system increases its investment value through:

- Improved energy savings / reduced energy consumption
- Digital lumen output management – cooler running environment to reduce operating temperatures
- Protection against power surges and lightning strikes
- Zonal control – scheduled light reduction output for unoccupied areas
- Dimming and bi-level switching – to lower light output to reduce trespass and save energy
- Extended LED fixture life cycles
- Enhanced safety & security



Architecturally Appealing – Evolutionary!

The Sterling is quick and easy to install, maintain, upgrade, and can rapidly evolve with you as the world and technology inevitably changes.

The Sterling's die-cast construction expresses smooth, rounded corners juxtaposed against a modern, vertical rib structure that delivers both interesting design appeal and unparalleled thermal management to protect the optics and drive against heat. The end result: the longest LED and component life of any lighting fixture we've ever built.

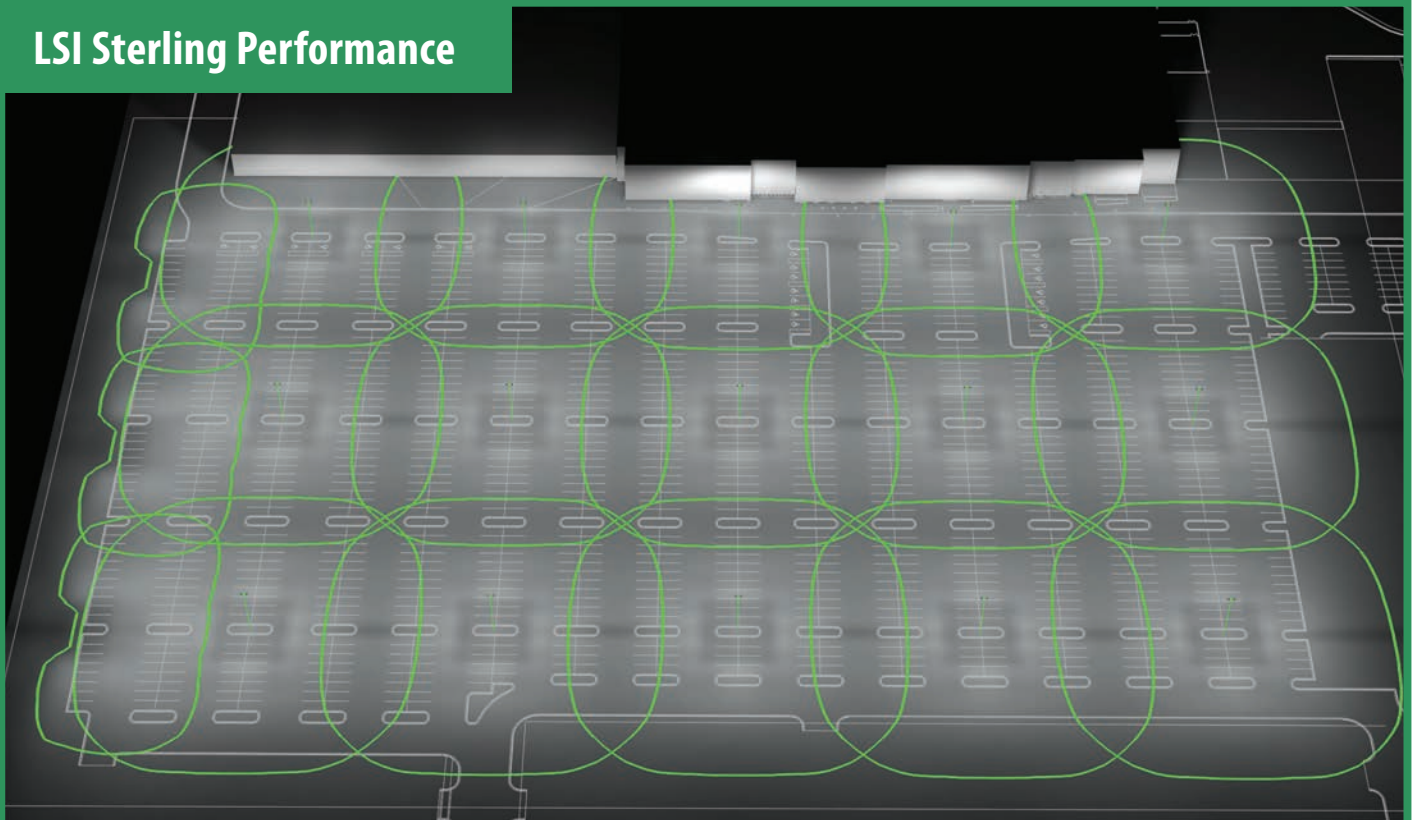
So why add LSI Controls?

Save more than 60% energy and see a radical improvement in the look and feel of the light. "Tune" the environment in ways that were never available before – reduce light after business hours or add motion sensors to control the lights for optimal safety levels.

With LSI Virticus, take control of your light – put it where you want it, when you want it.

Uniform, Even Illumination Unlike *with* **48% Fewer Fixtures**

LSI Sterling Performance



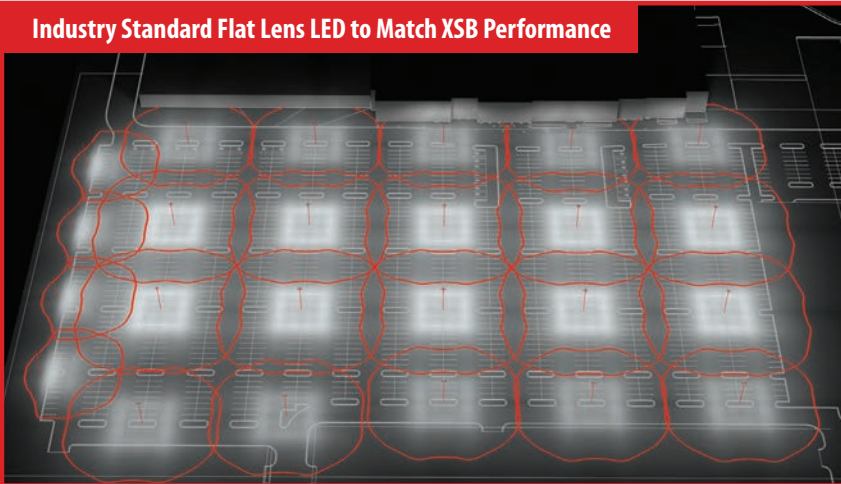
- Extremely High Uniformity
- 48% Fewer Fixtures
- 25% Fewer Poles

Distribution **Efficiency**

The **unique angled Zonal Optics** of the Sterling is actually the consolidation of a wide range of optics and controls into one fixture to provide superior lighting and impressive efficiencies and control:

Any Other...

Industry Standard Flat Lens LED to Match XSB Performance



Performance Comparison

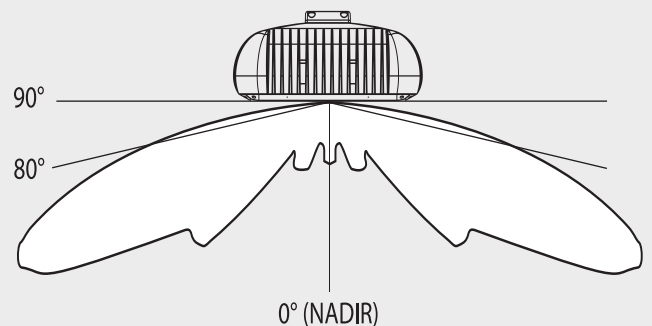
Sterling XSB:
18 Poles *with* **33 Fixtures**

as compared to:

Industry Standard:
24 Poles *with* **64 Fixtures**



Built to Provide *the*
Optimum Balance
of *Efficacy, Distribution*
Efficiency & *Lumen* Output




It is not the intensity of light that matters, but rather the density of light that defines its true quality. Saturated, uniform light is the best light. It is fully saturated, evenly distributed illumination like you find with daylight. This is the essence and concept behind the Sterling.

- Five distribution options
- Precise illumination control – greater uniformity with increased distances between poles. Consolidate and reduce number of fixtures per site while improving light distribution.
- Increase in illumination - real and perceived
- Reduced number of poles required – do more with less!
- Up to 105 lumens per watt – more than 42,000 lumens with an offering that includes 5000° and 4000° K color temperature

Built to be *Stunningly* Attractive

As functional as it is stunning, the Sterling boasts style and performance in one consolidated housing that no other fixture in its class can deliver. Top it off with an attractive, integral mounting arm design, and the Sterling makes a design statement in the daytime, while illumination and energy-saving features produce results like no other at night.





Aesthetically, the
Sterling™
expresses a refined,
modern, specification-
grade appearance
in a beautiful
die-cast form.

Leadership. Strength. Innovation.

Those are the key values behind the vision upon which LSI Industries Inc. was founded in 1976. Through a course of strategic development we have built a unique company dedicated to delivering high performance graphics, lighting and technology solutions that bring value to our customers.



Indoor & Outdoor Lighting Solutions



Indoor & Outdoor Graphic Solutions



Wireless Controls



International Sales



Electronics Manufacturing



LED Video Displays



Project Management



Fluorescent Indoor Lighting



Interior & Exterior Graphics



LSI MIDWEST LIGHTING

Fluorescent Indoor Lighting



International Sales



Interior & Exterior Graphics



RLM & Designer Lighting



Integrated Graphic Systems

Interior & Exterior Graphics



Metal Fabrication



Landscape and Architectural
Feature Lighting

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