

## Lighting it up with Ephesus

Of the factors that impact a sporting event, lighting plays a critical role. After all, in addition to allowing indoor and night events to happen at all, lighting often has a more nuanced effect on player performance and, as a result, the fan experience.

In the last few years, an emerging technology has begun to make waves at lighting up sports venues. LEDs (light emitting diodes), a common technology for flat panel televisions and other consumer products, are starting to be installed in arenas nationwide.

At the forefront of that trend is Ephesus Lighting, a Syracuse, N.Y., company that, in the past two years, has installed LED applications across more than a dozen indoor arenas, including the Ricoh Coliseum, home of the AHL Toronto Marlies; Ryan Center at the University of Rhode Island (URI); and Webster Bank Arena in Bridgeport, Conn. In June, Ohio University, Union College, UMass and the University of British Columbia added Ephesus' LED systems to their arenas.

According to Mike Lorenz, Ephesus' president, LEDs create light with a semiconductor chip, which is much different than the traditional metal halide-based lighting systems. Unfortunately, venues continue to install legacy systems that are inefficient and environmentally unfriendly and mean higher costs because of ongoing maintenance and replacement issues.

"As there have been more successes with LEDs in arenas, some of the barriers to entry are coming down," says Lorenz, adding that that Syracuse's War Memorial Arena was the first sporting venue in America to be powered by LED lighting.

In addition to offering a true "green" solution, Ephesus' approach is to offer the lowest life cycle costs in the market via the most efficient LED fixture, simplified installa-



Ephesus' innovative LED technology lights up the BMO Harris Bank Center in Rockford, Ill.

tion, direct and indirect energy savings and the elimination of maintenance costs. For example, an indirect benefit would mean ice stays cooler at rinks. LEDs also offer a high sustainability factor, lasting longer than traditional lighting options. Finally, LEDs offer a fantastic light source from the standpoint of player, fan and HDTV broadcasting needs.

"We offer a much different approach to engineering LED sports solutions," Lorenz says, noting that while the company has had good success with arenas, it is poised to announce some major outdoor installations soon. "We believe our value proposition is the most cost-effective solution in the market."

If you consider that the Syracuse War Memorial Arena experienced an 87 percent decrease in energy costs — from 263,000 to 32,000 kilowatts — Lorenz is not exaggerating. Ephesus' primary market to date has been colleges, universities and large municipal venues, but the company is looking to bring its solutions to major league venues, both indoor and outdoor.

"Our fans and student-athletes deserve the best and, after much research, it became clear to us that the Ephesus LED lighting system is the superior arena-lighting product on the market," said Jim Cordeiro, director of facilities at URI's Ryan Center. "The fact that we can have better lighting quality and substantial energy savings made it the perfect solution for our needs."

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remarkable growth numbers within the past year. The company now reaches 130 million fans representing relationships with more than 140 properties. Most impressively, Experience is averaging almost 500 live events per month with a 90 percent "fan happiness rating" across all events.

A prime example of Experience's focus on innovation is its partnership with teams such as the Orlando Magic, who recently rolled out in-venue iBeacons to improve the fan experience. Now, when Magic fans enter the arena, they can receive tailor-made welcome notifications and special upgrade offers via their smartphones.

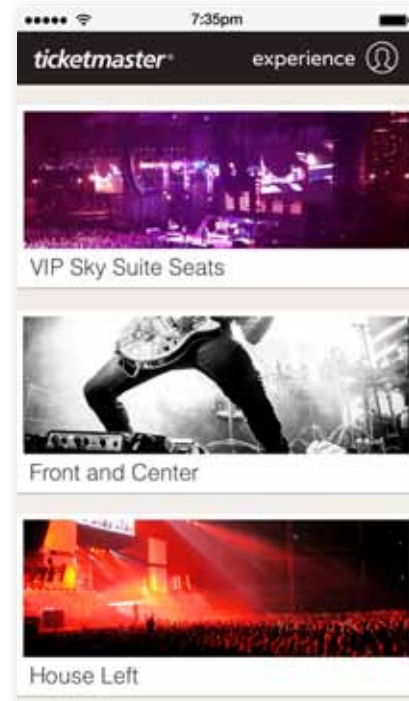
More new initiatives include Experience's Best Available Forever™, launched with the Atlanta Braves for the 2014 MLB season. Delivered through the company's patent-pending technology, Braves season ticket holders now have access to the best available seats at every game. As each season ticket holder moves to a better seat, their original seat is then offered to another season ticket holder, turning one upgrade into multiple upgrades.

Then, there is the Braves Upgrade Pass, which gives fans an extra incentive to purchase tickets through the team website by offering a special, guaranteed complimentary seat upgrade at some point during the game.

Finally, Ackerman cites strategic relationships with MLB Advanced Media (MLBAM), Ticketmaster, Live Nation and the NFL as key success factors in the firm's momentum and growth.

Through MLBAM's At the Ballpark mobile app, Experience offers an extensive menu of ways fans can personalize their day at the ballpark, such as seizing the opportunity to sit in the visitor's dugout during post-game fireworks or purchasing exclusive merchandise and memorabilia.

Additionally, Experience and Ticketmaster, working together since 2013,



have been delivering on the initial promise of their partnership to enable millions of fans to personalize experiences at sporting and live events. The pair recently launched a new type of ticket that enables fans to enjoy a gratis, surprise upgrade while in-venue. Fans can also take advantage of one-of-a-kind experiences for purchase like VIP access at Live Nation owned and operated amphitheaters across the country.

And, through Experience's relationship with the NFL, participating teams will be able to facilitate experiential opportunities for fans and in-venue seat upgrades, including exclusive offerings for season ticket members. The NFL and Experience also will collaborate on future technologies to continue revolutionizing the in-stadium experience for football fans. Ackerman concluded, "By adding new partners and boosting both the number of venues and live events we serve, we are constantly delivering more and better ways of helping fans create memories — which is Experience's sole focus."

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### Discover the new generation of high-performance LED lighting technology from Ephesus.

The new generation of high-performance LED lighting technology, powered by Cree® LEDs, that we created at Ephesus has become a real "game-changer" in the world of sports lighting.

In 2012, we took the arena market by storm with the introduction of the Ephesus Arena Series. It received critical acclaim for its innovative design, enlightened engineering and extraordinary lighting performance. The word spread like wildfire and Ephesus fast became a "must see" brand among arena managers throughout the United States and Canada.

The Arena Series success was proof positive that LED sports lighting had come of age and that promise is being kept by Ephesus.

The new Ephesus Stadium Pro is a masterpiece of LED engineering innovation that far outshines all competitors. The Stadium Pro generates an awesome 115,000 lumens, making Ephesus the single brightest light in sports lighting today... and for the foreseeable future.

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