

# Illuminating the way to a connected world

*Acuity Brands, Inc., a \$3.7 billion legacy lighting and lighting controls company headquartered in Atlanta, Georgia, continues to invest and expand its footprint in the intelligent, connected buildings market through acquisitions and organic product development. In September 2019, Acuity Brands introduced the Silhouette family of decorative luminaires from Winona Lighting, featuring embedded advanced dimming and controls options for use in classroom, commercial and hospitality applications. “As connectivity and expanded functional capabilities become more important to architects and designers, the Silhouette line is well-suited to meet specifiers’ needs,” says Cleveland Blankenship, Business Unit Lead of Winona Lighting with Acuity Brands.*

Acuity Brands drove two major transformations in lighting. The first major transformation began by aggregating the best brands in lighting and luminaires, including some brands that originated more than 100 years ago. The second transformation began over the last two decades, when Acuity Brands entered the technology business and accelerated the market’s conversion to ambient LED lighting. The Company led the industry by implementing a LEAN manufacturing model to enable rapid adoption by the

North American market. The acquisition of eldoLED® in 2013, further enabled the transformation of Acuity Brands from a consumer of conventional lamp and ballast components to a designer and manufacturer of intelligent LED solutions.

Today, Acuity Brands continues its transformation strategy by leveraging the new digital infrastructure to become a provider of Internet of Things (IoT) software solutions and building controls. The company has

confirmed its technological leadership in many ways and is considered to be one of the world’s leading providers of lighting and connected building management solutions and services for commercial, institutional, industrial, infrastructure and residential applications throughout North America, Europe and Asia.

Acuity Brands has been leveraging its lighting-based technology to develop IoT capabilities, both organically and via many acquisitions. It seeks to help its customers reimagine their buildings from a cost center to a strategic asset, delivering immediate value to building operators and business managers. The Company’s Atrius® IoT platform differentiates as an embedded platform that collects data from the building’s digital sensory network, covering indoor and adjacent outdoor space in a grid pattern. The Atrius IoT platform has three elements: the Atrius Ready Sensory network, Atrius Software Services and Atrius Solution Builder. These offerings combine to deliver unified solutions in markets such as retail, office and airport. The convergence of traditional control networks and “Digital Sensory Networks” allows the solutions to expand to more verticals. Its solutions enable indoor positioning, asset tracking, spatial analytics and energy dashboarding.

“Acuity Brands acquired Winona Lighting, a manufacturer of custom luminaires, in 2010. Winona Lighting had a very strong decorative product line, which was specifiable and therefore filled product needs for Acuity Brands customers in the architectural market,” Cleveland comments.

Founded in 1960, Winona Lighting



evolved from its stained glass heritage to become one of the industry leaders in architectural and performance lighting products, which offers customers one of the widest ranges of styles and designs to complement any application—indoor or outdoor. The company has carved a niche in the marketplace for modified standard products, allowing customers to mix and match standard components that meet their lighting and design needs.

In 2019, Acuity Brands introduced the new Silhouette family of decorative luminaires from Winona Lighting featuring superior optical performance and advanced dimming and controls. The Silhouette family includes thin-profile drum luminaires with companion wall sconces and pendants available in a full range of lumen outputs, sizes, patterns and finishes to help create a subtle accent or a dramatic statement in interior spaces.



Lumen output is specifiable within a wide range, independently, between direct and indirect distributions.

“This product line offers a wide range of diameters from 12 inch to 48 inch diameters with a very thin drum profile. It also has exceptional uniformity in its light surface, which reduces glare and increases visual comfort for people within the space,” Cleveland explains. “Winona has fixtures that complement the drums so if you wanted to keep the same styling within your space, you also have wall sconces that perfectly match. It includes an indirect lighting portion so that it lights upwards towards the ceiling, which also increases the perceived volume of a space that makes rooms look bigger, brighter, more friendly and beautiful.” Cleveland adds that the new Silhouette family line is also connected with Acuity Brands’ proprietary digital technologies. “Acuity complements Winona very nicely with the connected controls portion as well as tuneable white light so you can change the color temperatures from 2700 to 5000





Kelvin. It mimicks an incandescent light source due to its warm dimming feature, which ranges from 3000 Kelvin down to 2200 Kelvin.”

The eldoLED® driver from Acuity Brands provides a dual-circuit option for Silhouette luminaires that allow independent control of direct and indirect illumination to create different mood settings in the space. Also, the driver helps deliver a smooth, flicker-free deep dimming experience. Both tuneable white and warm dimming options are available. The nLight® wired or nLight® AIR wireless lighting control systems can be specified with any of the Silhouette luminaires. The nLight wired control system is easy to install and use, while helping to manage efficient energy usage. The system can scale from one room to an entire campus. nLight AIR is a simplified wireless lighting control solution that can be used for renovation projects. All Silhouette luminaires are embedded with a smart sensor that can communicate wirelessly with battery-powered nLight AIR wall switches.

“Architects and designers are now expecting more than just aesthetics from their decorative lighting,” says Cleveland. “We recognized the need for

decorative luminaires to provide enhanced dimming and networked, digital controls as well as the ability to deliver superior optical performance and uniform lighting distribution.”

Innovative lighting control solutions and energy-efficient luminaires are substantial growth drivers for Acuity Brands, as is product innovation. The company keeps on expanding its portfolio of innovative lighting control solutions and energy-efficient luminaires. In 2018, it introduced nearly 100 product families to its industry-leading portfolio. Notably, Acuity Brands’ Atrius-based IoT luminaires and solutions in the retail sector are becoming the industry standard.

The company believes that the lighting and lighting-related industry, and building automation systems have solid growth potential over the next decade, particularly as energy and environmental concerns come to the forefront along with emerging opportunities for low bandwidth networks in building spaces, which are playing a key role in indoor location services. This innovation strategy is significantly boosting the company’s performance and aiding in portfolio expansion. In order to expand geographic borders and product

portfolio, Acuity Brands adds businesses through acquisitions and joint ventures.

Acuity Brands also believes that environmental, social and governance (ESG) factors are important to their long-term success. The Company will continue to focus on ESG initiatives throughout 2019 and beyond, and is highlighting on its website some of its efforts to lighten its impact on the Earth and going forward, to benefit its business, associates, customers and communities.

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