



CLIENT

Lumenergi, Inc., Newark, CA
Innovator/manufacturer of intelligent lighting control systems

PROJECT

“Packaging ‘genius’ so people (read: VCs) can appreciate it.”

CHALLENGE

To brand a company so that it would appear commensurate with its market promise and potential.

SOLUTION

- *Renamed the company (formerly known as Luminoptics) to better reflect its breadth*
- *Created a complete rebranding and initial advertising effort*
- *Oversaw the formal introduction of Lumenergi at a key industry tradeshow*

RESULTS

Lumenergi got noticed, both as a serious player in a space populated by giant corporations and as a company worthy of financing.

“When people told me it would be advantageous to ‘brand’ my technology to convince the venture capital community that I was serious, I wasn’t convinced.

Litos convinced me and it really paid off.”

William “Bill” Alling, President / CEO, Lumenergi



Lighting gets down to business.

COMPONENTS



Lighting gets down to business.



1.

2.



3.



4.



1. Corporate logo / 2. Overview brochure / 3. Website / 4. Trade ads