



FOR IMMEDIATE RELEASE

**LG ELECTRONICS USA MAKES IMPACT IN
UNIVERSITY LIGHTING OVERHAUL**

*Davenport University Achieves Milestone in Long-Term Plan to
Convert Existing Lighting to Industry-Leading LED Technology*

GRAND RAPIDS, Mich., June 10, 2015 – Leading LED lighting manufacturer LG Electronics today announced an important milestone in its collaboration with Davenport University. LG is supplying super-efficient fixtures across all of Davenport’s campuses across the Great Lakes State as part of a multi-year program to convert existing lighting to energy-efficient LED solutions by 2018. Davenport has already installed more than 600 LG LED fixtures as part of this initiative, including troffers, tubes and cans.

Since beginning the LED lighting conversion in 2014, Davenport University already has improved its energy savings by more than 70,000 kilowatt-hours per year at those campuses which have received the LED conversion. As improvements continue across its campuses, energy savings are estimated to increase to more than 1,459,000 kilowatt-hours per year. This will lead to significant monetary savings in addition to the reductions in greenhouse gas emissions as a result of the energy efficiency conversion.

“As a university, we are always seeking ways to improve upon operating efficiencies while creating a better experience for our students, faculty and staff,” said Nathan McCormick, Executive Director of Facility Operations for Davenport University. “We’re working closely with our partners – Brightview Lighting for its lighting and project management expertise, and LG Electronics for its world-class LED lighting technologies.

“The benefits of converting all our campuses to LED fixtures and lighting include contributing to sustainability goals being built into the University’s long-range Vision, to better manage energy



www.Lglightingus.com

costs, to create an optimal learning environment for our students, and ultimately to be better stewards of our planet. Unsolicited comments have also been received from faculty noting reduced eye fatigue and headaches stemming from outdated building lighting. Together we have essentially created a win-win situation,” McCormick said.

Brightview Lighting, a provider of turnkey lighting solutions, was chosen by Davenport to identify and install the best LED lighting products and solutions that would help the university reach its sustainability goals. Brightview was able to do that through a full audit of all facilities, identifying the most urgent lighting issues, and developing a multi-year plan to address those issues.

“For Davenport’s needs, LG’s class-leading lumen-per-watt, uniform light outputs, and customizable warranties made their LED products extremely attractive,” said Brightview President Michael Jasperse. “LG’s lumen-per-watt levels were convincing from an energy savings and increased rebates standpoint. Plus, the availability of cross-purchasing for other Davenport needs like HVAC, video and appliances made LG an attractive partner.”

LG’s LED 2’x4’ retrofit troffers are among the most energy efficient available on the market at over 140 lumens per watt*, optimally designed to deliver energy savings of more than 50 percent compared with traditional fluorescent troffers and maintain at least 85 percent luminance at 50,000 hours. This allows for significant energy savings and short payback. The materials incorporated into the troffer ensure lower glare, better light distribution and efficient transmission.

LG troffers also provide dimming control by ZigBee wireless communication, enabling easy integration with third party controls systems for even further energy savings. The ZigBee feature allows for installation cost savings and is less expensive to maintain over time.



www.Lglightingus.com

Davenport selected LG's LED tube, as it is the ideal replacement for typical fluorescent linear light bulbs. The LED tube provides 106 lumens per watt and uses 44 percent less energy than the traditional 32-Watt fluorescent tube.

“LG's family of high performance LED lighting technologies maximizes energy savings while also providing an aesthetically pleasing lighting design,” said Sean Lafferty, head of LG Electronics USA's LED lighting business. “LG is committed to providing ‘best-in-class’ technology that is 100-percent factory tested for our valued customers like Davenport University.”

Davenport, Brightview and LG are looking forward to new ways to collaborate, including the review of other LG products and technologies, Lafferty said. For more information about LG's LED lighting solutions, please visit www.LGLightingUS.com.

*According to the Design Lights Consortium, the official certifying body for energy efficient fixtures, LG's 4000k 2x4 retrofit troffers are listed at 140 lumens per watt on the Qualified Products List

#

About Davenport University

Founded in 1866, Davenport is a private, non-profit university serving nearly 9,000 students at campuses across Michigan and online. With tuition among the lowest of all private universities in the state, Davenport provides high academic quality, small class sizes, conveniently located campuses, faculty with real-world experience and more than 50 dynamic undergraduate and graduate programs addressing in-demand careers in business, technology, health professions and urban education. More information is available at www.davenport.edu.

About Brightview Lighting

Brightview Lighting is a lighting energy savings company based in West Michigan with coverage around the state, northern Indiana and Illinois. Brightview is a full service lighting company able to perform lighting audits, make lighting recommendations, perform engineering tasks, and assist in planning capital expenditures. Brightview works with several funding and financing organizations including leasing companies and Michigan Saves. Brightview Lighting is also a leader in the conversation about PACE (Property Assessment, Clean Energy) for West Michigan.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems, LED lighting and solar



www.Lglightingus.com

energy solutions, all under LG's "Life's Good" marketing theme. LG Electronics is a 2015 ENERGY STAR Partner of the Year-Sustained Excellence. For more information, please visit www.LG.com.

To learn more, see www.brightviewlighting.com or call them at +1 616 662 7330.

CONTACTS:

LG Electronics USA
Kim Regillio
(847) 941-8184
kim.regillio@lge.com

LG-One
Adam Belmont
(212) 884-4067
adam.belmont@lg-one.com

Robin Luymes
Davenport University
(616) 732-1157
robin.luymes@davenport.edu

Michael Jasperse
Brightview Lighting
(616) 662-7330
mjasperse@brightviewlighting.com