



**R**ecently, Whitehead Energy Solutions has begun work on a project with the famed J. Paul Getty Museum in California. The company has a long history of working with specialty lighting, particularly in museum and art installations, and its last, and most recent, project was with the Liberty Science Center in New Jersey.

It's no accident that Whitehead Energy Solutions is called upon to provide a solution in these situations because unlike commercial installations, art lighting is in itself an art. Similar to some retail applications where the amount and direction of light is fundamental—in art applications, the quality and amount of light are essential not only to showcase the works of art but also to preserve them. Yes, some lighting can damage artwork. It is imperative that the right solution not only address aesthetics but preservation as well.

Richard Greene from Whitehead Energy Solutions says this expertise was definitely a factor in specifying the

Getty's lighting solution. "The Director was very concerned about degradation, even going so far as to study the effects of lighting on the artwork. Our experience, combined with our partner's helped assure him the solution we provided would not cause any damage."

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## The Art of Lighting



# Thought Leadership Makes Us “Intentionally Different”

Whitehead Energy Solutions’ **Richard Greene** is featured in the June issue of Commercial Building Products magazine as a lead source in an article discussing new lighting trends.

In it he is quoted, “Lighting technology has come a long way. Where LED’s main selling point used to be simply in energy efficiency and longevity, manufacturers have researched and developed new solutions that also meet aesthetic needs, too. The biggest hurdle LEDs faced and conquered was achieving the same warm feel

of an incandescent bulb. There are products available now that can guarantee color quality and consistency designers need and the maintenance and longevity engineers are most interested in. In a hotel there are many different areas in which light is used—the lobby and common areas are most obvious but the bedrooms, bathrooms and employee offices and lounges are also important. The engineers or property managers are maintaining those in the same way and they, too, contribute to the cost effectiveness of a hotel’s lighting solution.”

Please view the entire article at: <http://www.cbpmagazine.com/article.php?articleid=493>

**Scott Whitehead** was also featured in the cover story of the first 2011 issue of Distributed Energy, which highlighted Whitehead Energy Solutions’ success with Applebee’s in New York City as an example of “Distributed Efficiencies”. Please read the article by visiting the magazine’s online version: <http://digital.distributedenergy.com/publication/?i=59064>



## You Don’t Have to Have Millions to Use Solar Energy

Solar can be a cost-effective alternative to traditional electricity sources, and panels can be installed on rooftops, in the parking lot or any other sturdy, flat surface. Installation is relatively easy, and an energy consultant can map out how and where to use solar power most efficiently.

Not unlike other energy-saving equipment they can expose users to cost-saving rebates and incentives. To find out if there are any programs in your area, visit <http://www.dsireusa.org/index.cfm?EE=1&RE=1> the Database of State Incentives for Renewables and Efficiency (DSIRE).

Whitehead Energy Solutions recently worked with Prefer Solar to specify and install solar panels at a customer site. Prefer Solar is a California-based manufacturer of photovoltaic modules.

### ● Grants Shine a Light on Solar Technology

On May 19, 2011, the Obama administration offered a Santa Monica-based solar start-up a \$737 million loan to build a 110-megawatt solar thermal power plant in Nevada. The loan is expected to boost investments in solar power; being that the loan program expires in September 2011, there is a rush to approve similar projects.

# Landmark **Energy Savings** of More Than **\$200K** for Historic Building on New York's Park Ave.

The backdrop for this success story is a commercial property located along Manhattan's storied Park Avenue. A historic building housing retail stores and eateries, the owners' most significant challenge was to preserve and enhance the quality and quantity of light—no small feat given that the property spanned two city blocks. For years, the grand Atrium of the building was illuminated with 300 PAR 56, 400-watt Metal Halide and

500-watt PAR 56 halogen lamps that hung at various heights, from 30-50 feet. Additionally, many of these lamps were part of a large 9-cell suspended parabolic fixture that was open on the top. These challenges made finding a retrofit solution difficult—but the tremendous operational and utility costs of the existing lighting system drove the owners' agent and a national retrofit company to look for less costly alternatives.

Turning to the Janmar Logic6™ System, we installed 39-, 70-, and 150-watt, T-based electronic metal halide lamps with multiple beam spreads helped Whitehead Energy Solutions meet the project goals. With an average rated life of 15,000 hours and a per-fixture wattage reduction of more than 3,500 watts, the lamps provided optimal light quality and quantity, satisfying operational and architectural requirements—and saving the customer \$225,000 per year.

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## PRODUCT SPOTLIGHT: **Janmar Logic6™ Architectural Lighting System**

The Logic6™ system includes PAR16, PAR20 and PAR30 sized matching dedicated T CMH optics with 3 standard beams: spot, flood, and wide flood; and 2 specialty beams: Clean Beam and DiamondBright™. Designed for retail and commercial applications, the Logic6™ line of products affords users flexibility and longevity.

By using 3 different dedicated bases, up to 3 different wattages can be utilized in the same project without the potential of installing the wrong

lamp in a fixture with the wrong ballast. The combination of five interchangeable, dedicated optics and three dedicated wattage bases allows for unlimited creativity while guaranteeing that the original design intent of the space is maintained.

Whitehead Energy Solutions used this product in the Park Avenue retail building. Using this solution, among many other energy-efficient choices in lighting, can help you qualify for a tax deduction or local rebate and savings plans.



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## PRODUCT SPOTLIGHT: **TCP LED PAR38**

TCP's new n:fusion™ LED lamps include PAR20, PAR30, PAR38 applications, and are all available in either narrow flood (25 degree) and flood (40 degree) beam spreads. These lamps are perfect for a wide variety of general lighting applications including track and recessed lighting.

TCP's n:fusion™ LED lamps dim uniformly down to 0%, with no color-shifting, hum or "flicker". Also, the

center-beam candlepower (CBCP) performance exceeds halogen and LED competition for similar beam angles, while providing very uniform beam patterns.

TCP utilizes a 3-step color binning process, which provides uniform color from lamp to lamp while maintaining efficacy levels of more than 60 lumens-per-watt, to ensure consistency within installations.



These new LED lamps exceed the ENERGY STAR lumen requirements for 90W PAR38, 75W PAR30, and 45W PAR20 applications.



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Their expertise yielded fabulous results at a similar application completed last year at the Liberty Science Center in Jersey City, New Jersey.

The CREE LRP-38™ was selected for the J. Paul Getty Museum due to its increase in the quality and quantity of light maintaining safe lighting for sensitive artifacts. This was achieved as a result of the LRP-38™'s ultra low emission of heat, ultra-violet rays and infrared rays. The CREE LRP-38™ is perfect for museum settings as well as for retail operations due to its high CRI rating of 94 to render colors accurately, focused beam angle of 20° to highlight, and its ability to replace 50W-90W halogen PAR38 halogen lamps. The input power is only 11 watts and is designed to last 50K hours in open-track fixtures. Greene says they chose Cree's LRP38™ because of its performance and ability to both showcase and protect the exhibits while at the same time reducing energy costs.

Greene says considering cost-effective LED lighting solutions allow for easier upgrades and maintenance moving forward. "LEDs and controls can't be ignored. The technology is getting to the point where they will render more traditional solutions obsolete, even in museum applications where energy efficiency comes second to color. By investing in these solutions, you are ensuring that future changes are scalable and do not require additional investments."

Please look for more on Whitehead Energy Solutions' project with the J. Paul Getty museum in our news alerts. To sign-up, please visit our website.