



Acuity Brands, Inc. Announces Acquisition of ByteLight, Inc.

April 16, 2015



ATLANTA, April 16, 2015 - [Acuity Brands, Inc.](#) (NYSE: AYI) today announced it has acquired for cash certain assets, including the patent portfolio and all other intellectual property rights, of [ByteLight, Inc.](#), a provider of indoor location software for LED lighting. The combination of ByteLight's technology with Acuity Brands' award-winning Visible Light Communication-enabled drivers and LED lighting platforms provides retailers with a method of delivering digital content to shoppers and associates within a retail store in an effort to increase customer loyalty and revenues while also reducing operating expenses.

ByteLight pioneered the use of Visible Light Communication (VLC) and Bluetooth® low energy (BLE) technologies in combination with smart-phone Apps and Cloud services to transform LED lighting into indoor location waypoints. These waypoints provide shoppers with indoor navigation and also allow retailers the capability to create a more connected, personalized, and engaging shopping experience for their customers by communicating specific and targeted digital content to a shopper's smartphone.

"Incorporating ByteLight's indoor positioning technology with Acuity's digital lighting platform is a natural fit as we work closely with leading retailers to help shape retail shopping in a connected world," said Steve Lydecker, Acuity Brands Lighting Senior Vice President of Applied Integrated Solutions. "Combining the ByteLight BLE beacons and platform solution with the existing pinpoint accuracy available with Acuity Brands' indoor positioning technology will allow our customers to quickly recognize the transformational value associated with precise indoor positioning."

About Acuity Brands

Acuity Brands, Inc. is a North American market leader and one of the world's leading providers of lighting solutions for both indoor and outdoor applications. With fiscal year 2014 net sales of \$2.4 billion, Acuity Brands employs approximately 7,000 associates and is headquartered in Atlanta, Georgia with operations throughout North America, and in Europe and Asia. The Company's lighting solutions are sold under various brands, including Lithonia Lighting®, Holophane®, Peerless®, Gotham®, Mark Architectural Lighting(TM), Winona® Lighting, Healthcare Lighting®, Hydrel®, American Electric Lighting®, Carandini®, Antique Street Lamps(TM), Sunoptics®, RELOC® Wiring Solutions, eldoLED® and Acuity Controls.

All trademarks referenced are the property of their respective owners.

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