

# The HUB™

## National Retailer Parking Lot Light Pole Case Study



Existing Outdated Parking  
Lot Light Pole



New Light Pole with  
HUB and LED Fixtures

### Current Situation

The upgrade of parking lot and street light poles to high efficiency LED lighting is well underway across the world. However, with IoT at the forefront of smart cities discussions, commercial customers and government agencies are also looking for cost-effective ways to future-proof their light poles for smart technologies at the same time that they are upgrading to LED lighting.

### Customer Needs

A major US retailer wanted to upgrade the lighting infrastructure in their parking lots with new LED fixtures. In addition, the retailer challenged their supplier, an LED installer, to satisfy their desire to be able to add future technologies on their light poles.

Further, the installer wanted to reduce installation costs by decreasing LED retrofit times.

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*We wanted to reduce our installation times with a cost-effective product that would future-proof the parking lot pole for the new Internet of Things (IoT) technologies to be added later such as 5G, security cameras and environmental sensors. The HUB™ was the solution that met our customer's needs and guaranteed return business for us with the customer. A win-win for all!*

— Mike Widmer, L & S Enterprises

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### The HUB™ Solution

The installer selected L70's HUB™, a universal light pole mounting platform, that converts existing light poles into low cost smart poles. The HUB™ has the added benefits of: (1) being adjustable to fit 3 inch to 6 inch round, square or hexagon poles and (2) reducing installation time for LED fixtures by up to 50%.

### Results

Twenty-four HUB's were ordered with custom paint to match the retailer's light fixtures, a special order. The HUB's standard adjustable mounting brackets were specified because the parking lot contained poles of various diameters.

Because the HUB™ can be preset on the ground to the specific dimensions of a pole, the installer was able to minimize adjustments and save time when working from a "bucket" at the top of a pole. The installer was thrilled that the LED installation time per pole could be reduced by as much as 50% when using the HUB™.

As a result, the installer was able to carry out a very efficient LED installation on a site containing poles of varying sizes, in addition to providing the customer with poles configured to conveniently accept future smart technology upgrades.



The HUB™ Solution