

iLamp

Hotels, Resorts &
Branded Residences





Hotels and Resorts Globally

656,994

Hotel Outdoor Lighting Market

> \$40 Billion

Required Lamps

> \$4.5 Million

Bespoke co-developed designs enable iLamp to fit into any setting.

Hotel specific sensor stack enables advanced functionality tailored to hotels unique requirements.

High quality, well established solution for a large untapped global market.

iLamp Hotels, Resorts & Branded Residences License

The iLamp license opens the door to transforming the hospitality sector by enabling global hotel groups to integrate customizable, branded lighting solutions that provide advanced functionalities and services.

The market for iLamp in the hospitality and branded residences industry is vast. A successful partnership **with just one of the many large hotel chains can unlock major revenue streams**. Some of the leading hotel groups and their properties include: Marriott: 8,700 hotels, Hilton: 7,530 hotels, Accor: 5,584 hotels, IHG (InterContinental Hotels Group): 6,000 hotels, Wyndham Hotels & Resorts: 9,280 hotels, Choice Hotels International: 7,100 hotels, Best Western: 4,700 hotels, among others.

With estimations that each hotel could require anywhere from 10 to 100 iLamps, covering outdoor areas, parking, hotel fronts, and staff areas. If we conservatively average 25 lights per hotel, a sale to a large hotel group with 5,000 properties gives 125,000 iLamps. At a retail price of \$9,000 per unit, this amounts to a total of **\$1,125,000,000**. This market of 5,000 properties represents less than 1% of the global hotel properties and forms the basis for the valuation of this license at \$100 million.

iLamp offers tailored solutions and modules designed to enhance the guest experience and create new revenue streams. **Hotels can co-develop bespoke iLamp designs** that align with their aesthetic. Examples of hotel specific modules include: Swimming pool drowning detection, emergency response, occupancy and crowd sensors, access control, virtual concierge, interactive maps, ticketing/payment kiosks, WiFi hotspot, augmented reality experiences, advertising, smart light navigation, environmental monitors, charging stations, energy management systems, among others.

iLamp's adaptable platform, combined with its vast market potential and customizable solutions, positions it as a game changer for international hotel chains and branded residences, promising enhanced guest experiences and multiple revenue streams.

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Creativity is the power to connect the seemingly unconnected.

- William Plomer



iLamp

iLamp is more than a lighting solution. It's a groundbreaking strategy engineered to **benefit communities**, drive **high margin sales** and **generate persistent revenue** streams.

This system not only facilitates **constant upsells** through a dynamic add-on ecosystem available via the iLamp Add Store, but it also **continuously enhances its functionality** by incorporating sensors and software tailored to local needs and distributed globally, such as gas leak detectors, wildfire alerts, seismic monitors, and gunshot detection.

Each iLamp is able to bill for power, data and rackspace, making each iLamp a **micro data center, micro utility** and **micro telco** capable of delivering advanced services anywhere it is installed.

Beyond its technological edge, the iLamp fosters community development, catalyzing local microfactories, assembly lines, and installation services that **create jobs, boost property values, reduce crime, and decrease road fatalities** for both pedestrians and drivers.

Its modular, always on power, communications, and rack space ensure that the iLamp remains an adaptive, reliable, indispensable asset, unlocking new and as yet undefined benefits as it evolves within its community.

iLamp stands out as the **most cost effective solution for addressing various urban, suburban, rural, public and private sector challenges**.



Tailored to Local Needs

Each iLamp can be customized to its specific environment and local requirements. Features include:

- **Customizable Lighting:** Adjusted based on location specific needs.
- **Modular Add-Ons:** Options such as cameras, gunshot detection, wildfire detection, communication systems, and localized data centers.

iLamp actively improves public safety by:

- **Integrating with Existing Infrastructure:** Seamlessly connects with current systems.
- **Providing Strategic Viewpoints:** Utilizes streetlights' positions to enhance surveillance and monitoring.
- **Improving Communications:** Facilitates emergency communications and strategic location data integration.

Monetization Opportunities

iLamp offers multiple revenue streams for license holders:

- **Developer Pack:** Enables third parties to create addons that can **quickly integrate into any iLamp**.
- **Add Store:** Allows the sale of these addons to the broader global iLamp network, promoting **local development** and **global distribution**.
- **Recurring Revenue:** Data and energy charges generate ongoing income from existing installations.

Durability and Resilience

iLamp devices are built to withstand harsh conditions, including sand, dust, hurricanes, storms, and flooding. Key features include:

- **Grid Independence:** Keeps lights operational even during grid failures.
- **Emergency Capabilities:** Provides critical communications, monitoring, and alert systems during emergencies.

Safety and Economic Impact

- **Optimized Lighting:** Reduces road fatalities and improves emergency response times.



- **Crime Reduction:** Studies show iLamp can decrease crime by 20-40%. For instance:
 - A UK Home Office study reported a **20% reduction in crime**.
 - A U.S. study published in Criminology & Public Policy found a **45% reduction in nighttime index crime** and a **39% reduction in daytime index crime**.
- **Property Value Increase:** Each **1% reduction in crime** can lead to a **0.5-1% increase in property values**, making iLamp a highly cost effective method for enhancing community safety and real estate values.

Economic Benefits for License Holders

- **High Margins:** With a base model RRP of \$9,000 and costs of \$3,000 per lamp, license holders can achieve significant profits.
- **Local Manufacturing:** Parts and add-ons can be produced locally, supporting and boosting the local economy.
- **Easy Installation:** No trenching required, allowing for quick and efficient deployment by small teams.

Meeting Goals and Accessing Funding

iLamp addresses multiple local objectives, including:

- **Vision Zero and Road Safety Goals**
- **Crime Reduction Goals**
- **Sustainability and Resilience Goals**

With a cost benefit ratio exceeding 1:40, iLamp is the single most effective purchase for communities worldwide, gaining access to various grant opportunities and financing options, covering up to **100% of purchase, installation and maintainance costs**.

Learn More

For more information, please view our documents on:

- **Neighbourhoods** • **Crime** • **Safety** • **Power** • **Grants** • **Data Centres**
- **Microfactories** • **Health & Security**