

iLamp Roadmap for The State of **Maryland**

This document covers information required to build a road map to commercial viability for the iLamp territorial license for the state of Maryland.

iLamp



Maryland Population
6.165 Million

GDP
\$368 Billion

Transportation &
Infrastructure Budget
\$59 Billion

Maryland represents a substantial potential market for iLamp, as it continues to ambitiously pursue its environmental, clean air, carbon, and energy objectives, including the Climate Solutions Now Act, which sets some of the most aggressive targets for net-zero carbon by 2045. iLamp fits squarely within Maryland's initiatives to enhance energy efficiency, cost savings, and public safety, all crucial aspects of the state's goals.

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Exclusive License for iLamp in Maryland

Driven by an increasing awareness of energy efficiency, Maryland's local government initiatives are endorsing the use of sustainable technologies and promoting the digital transformation of urban infrastructure. As energy savings, cost reduction, and improved safety and security are prioritised, demand for intelligent lighting solutions like iLamp is set to rise.

iLamp, a smart, modular, and self-powered streetlight system, allows for seamless integration and upgrade of various technologies. Its adaptability ensures the streetlight infrastructure remains current and cost-effective, addressing present needs while also being capable of meeting future requirements. Moreover, iLamp contributes to safer cities, aligning with Maryland's Vision Zero project aimed at minimizing road traffic deaths to zero by 2030 by providing reliable low cost lighting and enabling real-time monitoring and data collection for traffic management and emergency response, iLamp supports Maryland's data-driven approach to achieve zero roadway fatalities and serious injuries.

The ongoing smart city initiatives in Maryland, bolstered by the aggressive climate goals of the Climate Solutions Now Act, create substantial opportunities for iLamp to be integrated into urban planning and infrastructure projects, satisfying the growing demand for interconnected, data-driven systems. By optimizing resources and ensuring public safety, iLamp stands as a significant contributor to Maryland's ambitious decarbonization objectives.

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ILOCX.com/iLamp



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ILOcasestudy.com



Creativity is the power to correct the seemingly unconnected.

- Nikola Tesla

Energy and Sustainability

Maryland's ongoing commitment to sustainability and clean energy is evident in its environmental strategies, including the aggressive goals set out in the Climate Solutions Now Act and the Maryland Healthy Air Act. These policies aim for drastic reductions in greenhouse gas emissions, with a target to reach net-zero emissions by 2045 and a 60% reduction from 2006 levels by 2031.

Integral to achieving these targets is the transition to energy-efficient technologies. Despite lagging in the conversion to LED lighting, Maryland presents an exciting opportunity for a leapfrog in technological advancement - bypassing a simple transition to LED and embracing smart lighting solutions like the iLamp. This streetlighting system is energy-efficient, connected, and modular, allowing for the incorporation of communication modules, public safety features, sensor capabilities, and more.

Noteworthy strides have already been taken in cities such as Baltimore and Seat Pleasant, where the integration of smart lighting has proven successful. In these locales, advanced sensor technologies have allowed for the enhancement of public safety, traffic monitoring, and reduced light pollution, all while conserving energy. Extending such solutions statewide would enable Maryland to progress towards a smarter, more sustainable future, maximizing the benefits of digital innovation.

The intersection of the state's sustainability ambitions and technological innovation positions solutions like iLamp ideally. By fostering partnerships with utilities, municipalities, and other key stakeholders, Maryland can tap into the potential of smart streetlighting systems to meet its environmental targets, drive economic growth, and contribute to job creation. In doing so, Maryland can transform into a state of digitally progressive cities, mirroring the successes of Seat Pleasant and reaping the numerous benefits that such advancements bring.

Public security and health

Road Safety

The iLamp technology can positively impact road safety in Maryland by providing optimal lighting conditions on roads and highways. Its adaptive lighting capabilities can adjust brightness according to traffic conditions, enhancing safety during peak hours and adverse weather conditions. Additionally, modular camera and communications systems can help monitor traffic and detect potential hazards, further improving road safety.

Pedestrian Safety

iLamp can improve pedestrian safety in Maryland by providing adequate lighting in areas such as sidewalks, crosswalks, and public transportation stops. Modular cameras can monitor pedestrian movement and help identify potential hazards, ensuring a safer environment for walking and other outdoor activities.

Weather Monitoring Module

Weather sensors can detect changing weather conditions, such as fog, rain, or snow, and adjust the intensity and distribution of light accordingly. This adaptability enhances visibility for drivers and pedestrians in adverse weather conditions, further improving public safety.

Air Quality Monitoring Module

Air quality monitoring can help track pollution levels in Maryland in real-time, allowing authorities to implement appropriate measures to maintain a healthy environment. By monitoring and addressing air quality concerns, iLamp can contribute to improved public health and well-being.

Communications

Communication modules can both expand telecoms coverage and facilitate the transmission of critical information to the relevant authorities and emergency services in case of accidents or security incidents. This real-time communication can help improve response times and overall public safety.

Light Pollution Reduction

The adaptive lighting capabilities of iLamp can minimize light pollution in Maryland by adjusting brightness levels according to the time of day and surrounding conditions. This can contribute to a better night-time environment, reducing the impact of artificial light on wildlife and human health.

Integration with Existing Infrastructure

iLamp technology can integrate with existing sensors and infrastructure in Maryland, allowing for enhanced data collection and analysis. By connecting iLamp with various sensors and modules across different sectors, such as traffic, air quality, and weather monitoring systems, a comprehensive and

interconnected network can be created.

Communication modules can facilitate real-time data transmission between these sensors, enabling authorities to monitor and manage various aspects of urban living more effectively. This network of sensors, empowered by iLamp's communication modules, can lead to improved decision-making, more efficient use of resources, and a better understanding of the urban environment.

Market Analysis

The interest in smart lighting in Maryland has been substantial over recent years, attributable to a rise in energy conservation awareness, governmental policies favoring green technology adoption, and the progressive digitization of city infrastructure. With organizations and individuals placing an increasing emphasis on energy-saving, cost-cutting, and safety enhancement, the demand for intelligent lighting solutions like iLamp is expected to surge.

Maryland has set bold targets for resource and energy efficiency, aiming to boost clean energy use and diminish carbon emissions in line with the Climate Solutions Now Act of 2022. This dedication to sustainability has stimulated growth in the smart lighting sector, playing a critical role in reducing energy consumption and greenhouse gas emissions.

The emphasis on Vision Zero, Climate Goals and Smart City programs in Maryland, including Baltimore's commitment to becoming a smart city and Seat Pleasant's digital transformation initiative, offer promising opportunities for smart lighting solutions like iLamp to be incorporated into urban planning and infrastructure projects. Baltimore and Seat Pleasant are perfect examples of how smart lighting can contribute to a city's overall transformation. This, along with the broader push for connected, data-driven systems to maximize resource utilization and public safety, further bolsters this market's growth.

The integration of Internet of Things (IoT) technologies and advanced sensors into Maryland's streetlight infrastructure, which would enable real-time monitoring and control, predictive maintenance, and additional features like weather monitoring, air quality assessment, and security enhancements. Smart streetlighting systems like these not only contribute to energy conservation but also generate valuable data for urban planning and development.

The emphasis on sustainable streetlighting in Maryland has garnered inter-

est and investment from both local and international companies. Numerous private sector entities have partaken in retrofitting projects, offering advanced lighting solutions and expertise to help Maryland achieve its sustainability objectives.

With the existing streetlighting infrastructure in Maryland reflecting a deep-seated commitment to sustainability, energy efficiency, and public safety. Leveraging the innovation of iLamp's smart lighting solutions, Maryland has the potential to transform all its towns and cities into digitally progressive landscapes. iLamp's interconnected, modular system enhances streetlights with added functionality, from communication and public safety modules, sensor technologies and more, fortifying Maryland's position as a vibrant hub for smart lighting innovations and a pioneer in smart urban development. Spurred by governmental initiatives and private sector participation, the market is anticipated to continue exponentially as Maryland forges ahead with its ambitious sustainability targets and further cultivates its smart city infrastructure.

Maryland wide lighting

While Maryland has initiated a shift from traditional high-pressure sodium(HPS) and metal-halide lamps to LED lights, it has not been as rapid as seen in some other regions. This slower transition, however, presents Maryland with a unique opportunity. Instead of transitioning to standard LED lighting, the state could leapfrog a generation of infrastructure, moving directly from old-style HPS lamps to smart-enabled lighting solutions.

Such smart lighting systems are not just energy-efficient but also have enhanced functionality, offering a range of benefits from communication modules to public safety features and sensor capabilities. This move aligns with Maryland's ambitious environmental goals and reduces maintenance costs, making smart lighting an attractive, cost-competitive option.

Maryland's government recognizes the potential of these advanced, energy-efficient lighting solutions. This commitment is evident in the initiatives launched by the Maryland Energy Administration (MEA) to increase the use of high-efficiency lighting products via grants and incentives. These programs not only raise awareness about LED and smart lighting technology but also contribute to a supportive environment that encourages their adoption.

Seat Pleasant exemplifies this commitment to sustainability and technological innovation. Branded as a 'smart city', Seat Pleasant has incorporated technological innovations into its urban infrastructure, including smart lighting solutions.

The warning signs

With these successful initiatives as a blueprint, Maryland is poised to further the development and implementation of smart streetlighting projects across the state. This potential leap from traditional lighting straight to smart-enabled lamps could revolutionize urban infrastructure in Maryland and contribute significantly to the state's sustainability, and public safety goals.

Maryland has been witnessing an increase in extreme weather events and environmental challenges over the last few decades, with issues such as hurricanes, flooding, heatwaves, and air pollution becoming more prominent. In recent years, several hurricanes and tropical storms have swept across the state, causing significant damage to infrastructure, transportation, and public health. These events pose risks to public health, infrastructure, and the economy, making early detection and preparedness crucial.

The Maryland government has recognized the importance of addressing these environmental challenges and has invested in various initiatives for environmental sustainability and public safety. The Maryland Commission on Climate Change emphasizes the need for a sustainable environment and infrastructure, with air quality being a key performance indicator.

Air pollution in Maryland primarily stems from industrial activities, vehicular emissions, and power plants. Fine particle air pollution resulting from human activities has been linked to premature deaths and significant economic costs. Recognizing these risks, Maryland has taken steps to reduce air pollution, such as implementing stricter vehicle emissions standards and investing in renewable energy sources.

The state's meteorological authorities closely monitor weather patterns to provide early warnings and guidance on hurricanes, tropical storms, and other extreme weather events. Advanced weather forecasting systems and satellite-based monitoring help improve the accuracy and timeliness of these warnings, allowing for better preparedness and response.

In recent years, Maryland has also focused on enhancing its infrastructure resilience to withstand extreme weather events. Initiatives such as the Maryland Climate Change Adaptation Plan and the state's efforts to promote sustainable development emphasize the importance of building a smart and sustainable state that can adapt to and mitigate the impacts of environmental challenges.

Potential partners

In Maryland, there is a growing emphasis on advancing energy efficiency, sustainability, and smart infrastructure solutions. To support the successful implementation of iLamp's innovative streetlighting technology in the state, we have compiled a comprehensive list of valuable contacts in the construction, utility, transportation, infrastructure, and media sectors. These contacts are instrumental in driving collaborations and partnerships that will facilitate the widespread adoption of iLamp's solutions throughout Maryland.

Baltimore Gas and Electric

<https://www.bge.com/>

BGE is the largest utility company in Maryland, serving customers in central Maryland.

Pepco

<https://www.pepco.com/>

Pepco is a major electric utility serving customers in Montgomery County and Prince George's County. Engaging with their energy efficiency or sustainability teams could help explore partnerships and initiatives related to iLamp.

Potomac Edison

https://www.firstenergycorp.com/potomac_edison.html

Potomac Edison provides electric services to customers in western Maryland, including Frederick County. Connecting with their utility owned streetlighting departments about potential projects.

Delmarva Power

<https://www.delmarva.com>

Delmarva Power serves customers in the Eastern Shore region of Maryland

Engaging with their energy efficiency or sustainability departments can provide insights into the opportunities for iLamp in their service area.

Maryland Department of Transportation

<https://mdot.maryland.gov/>

MDOT plays a significant role in transportation infrastructure across the state.

Maryland Energy Administration

<https://energy.maryland.gov>

The Maryland Energy Administration (MEA) promotes clean energy adoption and sustainability in the state.

Maryland Municipal League

<https://www.mdmunicipal.org/>

Maryland Municipal League (MML) represents municipal governments and officials in Maryland. Reaching out to the MML can help connect with various municipalities and explore partnerships or opportunities for iLamp implementation.

Maryland Smart Energy Communities

<https://energy.maryland.gov/govt/Pages/smartenergycommunities.aspx>

This initiative promotes smart and sustainable energy solutions in Maryland. Contacting them could provide insights into existing smart city projects and potential collaboration opportunities for iLamp.

Clark Construction Group

[+971 4 307 3707](tel:+97143073707)

Clark Construction Group is one of the largest construction firms in Maryland, specializing in commercial, institutional, and infrastructure projects.

Further potential contacts

Whiting-Turner

1425 Liberty Rd, Sykesville, MD
21784, United States

+14439203153

<https://www.whiting-turner.com/>

Gilbane

1215 E Fort Ave #100, Baltimore,
MD 21230, United States

+14106491750

<http://www.gilbaneco.com/>

Hensel Phelps

3333 Pennsy Dr, Landover, MD
20785, United States

<https://www.henselphelps.com/>

H&C Construction

<https://hcconstructionllc.com/en-ties.com/en>

Maryland Solar Energy

11436 Cronridge Dr Owings
Mills, MD 21117

marylandsolarsolutions.com

Maryland State Solar

+13018124786

14405 Laurel Pl Suite 203, Laurel
MD 20707, United States

<https://alshirawisolar.com/>

Street Lighters Electric

701 Stemmers Run Rd, Essex,
MD 21221, United States

+14103914111

<http://www.streetlighters.com>

INRG Solar

10300 Little Patuxent Pkwy,
Columbia, MD 21044, United
States

<https://www.inrg.solar/>

KW Solar Solutions

94 Childs Rd, Elkton, MD 21921,
United States

<https://www.kwsolar.net/>

City & County Councils

<https://msa.maryland.gov/msa/mdmanual/01glance/html/cocoun.html>

Newspapers:

- **The Baltimore Sun** (Baltimore)
- **The Daily Record** (Baltimore)
- **The Capital Gazette** (Annapolis)
- **The Frederick News-Post** (Frederick)
- **The Washington Post** (covers the Maryland region as well)
- **The Cumberland Times-News** (Cumberland)
- **Maryland Independent** (Waldorf)
- **The Aegis** (Bel Air)
- **The Bay Times and Record Observer** (Kent Island)
- **The Calvert Recorder** (Prince Frederick)
- **The Carroll County Times** (Westminster)
- **The Cecil Whig** (Elkton)
- **The Enterprise** (Lexington Park)
- **The Hagerstown Herald-Mail** (Hagerstown)
- **The Kent County News** (Chestertown)
- **The Star Democrat** (Easton)
- **Ocean City Today** (Ocean City)
- **The Sentinel** (Montgomery County)
- **Times-News** (Cumberland)
- **The Avenue News** (Essex)
- **The Capital Gazette** (Annapolis)
- **The Dundalk Eagle** (Dundalk)
- **The Maryland Independent** (Waldorf)
- **The Mountain Messenger** (Mountain Lake Park)
- **Southern Maryland News Net** (Mechanicsville)
- **The Talbot Spy** (Easton)
- **The Town Courier** (Gaithersburg)

Online & Community

- **Bethesda Magazine** (Bethesda)
- **Baltimore Fishbowl** (Baltimore)
- **Baltimore Brew** (Baltimore)
- **Baltimore Post-Examiner** (Baltimore)
- **My Eastern Shore MD** (Eastern Shore)
- **Towson Flyer** (Towson)
- **Columbia Patch** (Columbia)
- **Rockville Patch** (Rockville)
- **Southern Maryland Online** (Southern Maryland)

TV Stations:

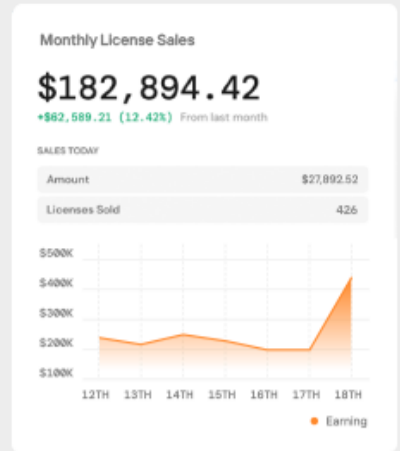
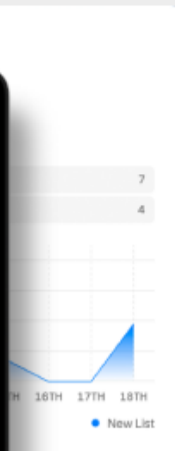
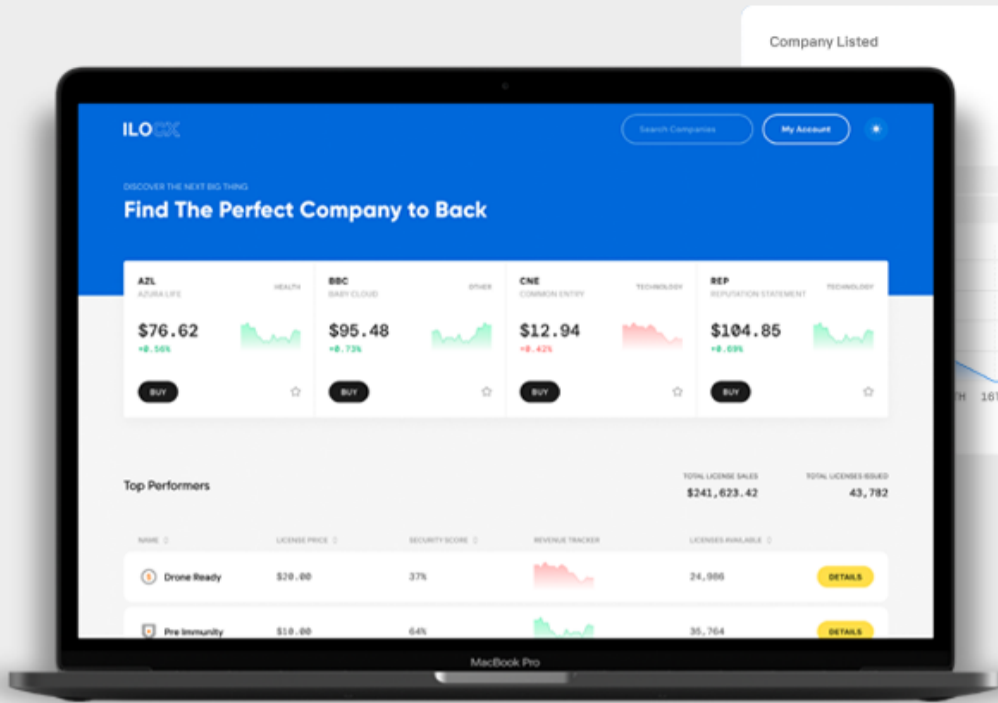
- **WJZ-TV** (CBS - Baltimore)
- **WBAL-TV** (NBC - Baltimore)
- **WMAR-TV** (ABC - Baltimore)
- **WBFF** (FOX - Baltimore)
- **WMDT** (ABC/CW - Salisbury)
- **WHAG-TV** (Hagerstown)
- **WDVM-TV** (Hagerstown)
- **WGPT** (PBS - Oakland)
- **WBOC-TV** (CBS/FOX - Salisbury)
- **WEAA** (Baltimore)
- **WHCP** (101.5 FM - Cambridge)
- **WRYR** (97.5 FM - Sherwood)
- **WTMD** (89.7 FM - Towson)
- **WESM** (91.3 FM - Princess Anne)

Community TV:

- **Montgomery Community Media** (Montgomery County)
- **Bowie Community Television** (Bowie)
- **The City of Frederick - City Cable Channel 99** (Frederick)
- **City of Rockville Channel 11** (Rockville)
- **Charles County Government Television (CCGTV) - Channel 95** (La Plata)

Radio Stations:

- **WBAL 1090 AM** (Baltimore)
- **WYPR 88.1 FM** (Baltimore)
- **WTOP 103.5 FM** (Covers the Maryland region)
- **WFMD 930 AM** (Frederick)
- **WNAV 1430 AM** (Annapolis)
- **WCEI 96.7 FM** (Easton)
- **WRNR 103.1 FM** (Annapolis)
- **WFRE 99.9 FM** (Frederick)
- **WCTR 1530 AM** (Chestertown)
- **WPOC 93.1 FM** (Baltimore)
- **WQZQ 103.9 FM** (Cumberland)
- **WTTR 1470 AM** (Westminster)
- **WJMA 103.1 FM** (Orange, Culpeper)
- **WWEG 106.9 FM** (Hagerstown)
- **WBEY 97.9 FM** (Crisfield)



Your ILOCX listing

List using the ILOCX Framework to raise money to finance your exclusive iLamp license while building local support and an online sales team to drive pre-sales.



RAISE MONEY AS YOU NEED IT

Get access to the funds you need, as you need them, smoothing your fundraising process.



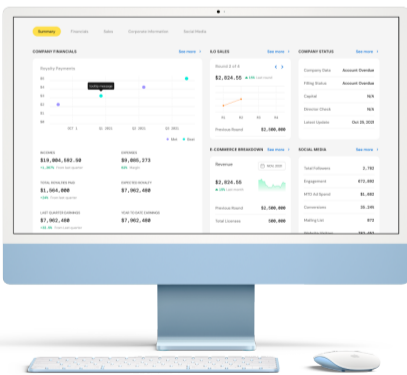
BUILD A TEAM

ILOCX framework helps companies to build effective teams that are properly rewarded.



REWARD PARTICIPATION

Incentivize buyers with ILOCX rewards, your own affiliate program, and license classes.



Listing Requirements

iLamp licenses are prequalified to list and receive an ILO instance and will be priority listed through our streamlined process with a dedicated listing manager.

Listing fees for iLamp licenses are waived for the first year, then only \$25,000 per year.

Listings with over \$1 million in sales are listed on the board at ILOCX.com.

<p>100+ Total companies listed</p>	<p>Millions Total licenses issued</p>	<p>10X Returns already booked</p>
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