



**For Immediate Release**

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**Qnuru and Visible Light Solar Put the Shine on BMW's Ohio Customer Service Facility  
with Energy Saving Vector LED Light Bulbs**

ALBUQUERQUE, New Mexico. July 14, 2010 – Qnuru and Visible Light Solar Technologies, leading providers of LED lighting technologies who recently entered into a merger, today announced that BMW has upgraded the exterior lighting at its Hilliard, Ohio customer service center with Visible Light Solar's energy efficient Vector LED Light Bulbs. BMW used the Vector LED Light Bulbs to retrofit the 4-story office complex's parking lot and flood light fixtures, reducing the facility's exterior lighting energy consumption by over 80% and providing enhanced security for its nearly 800 employees. BMW's local utility, American Electric Power ([www.aep.com](http://www.aep.com)), provided financial rebates as part of its demand-side incentive program that rewards businesses who implement qualified energy efficiency projects.

"Landlords and tenants find themselves on the same side of the table when it comes to saving money in this challenging economy," said Rhonda Dibachi, President and CEO of Qnuru and Visible Light Solar. "Our LED lighting solutions offer owners and facility managers a chance to dramatically cut their energy bills, slash the maintenance costs of changing bulbs and ballasts, while making their buildings safer and more beautifully lit. With LED lighting, everyone in a building—from the basement to the boardroom—is happier because of the cost savings and higher quality illumination."

The BMW customer service center is housed in a 221,000 square foot, Class A office building whose employees provide customer support 15 hours a day, 7 days a week for the automotive manufacturer's financial services division. Because of the extended hours of operation and large number of employees, BMW wanted a solution that would enhance its security lighting as well as reduce its energy costs. The company also was seeking LED lighting solutions that would allow them to retrofit rather than replace their existing light fixtures in order to lower their upfront investment cost, speed the implementation process and honor the company's aggressive efforts to reduce its environmental footprint by minimizing its contributions to the waste stream whenever possible. BMW has been named the most environmentally sustainable automobile company in the world by the Dow Jones Sustainability Index for five consecutive years. In the U.S., two of its regional distribution centers recently received Leadership in Energy and Environmental Design (LEED) certifications from the U.S. Green Building Council and its \$4.4 billion South Carolina manufacturing plant now sources over 60% of its energy from a local landfill in the form of recycled methane gas.

**About Vector LED Light Bulbs**

The Vector product line of 30 ETL Classified, LED Light Bulbs consume 85% less energy, provide daylight-quality illumination, and require one-fifth the maintenance support of conventional metal halide commercial lamps. The Vector Light Bulbs were designed to conform with the efficacy and light distribution thresholds established by ENERGY STAR and to fit over 95% of today's commercial and

industrial light housings, including fixtures offered by popular lighting brands NSi Lighting (NYSE: NSI), Lithonia Lighting (NYSE: AYI) and Cooper Lighting (NYSE: CBE). Sized to retrofit a wide range of fixture styles, the Vector LED Light Bulbs fit high bay and low bay fixtures used in warehouses and production facilities, canopy lights used in gas stations and covered parking garages, ornamental and historic pole-mounted lights for roadways and parks, bollard and pathway fixtures for parks and public spaces, flood lights for security and building illumination, and interior and exterior recessed down lights. The bulbs are assembled and tested in America and installable by a licensed electrician in less than 15 minutes.

**About Qnuru** ([www.qunuru.com](http://www.qunuru.com))

Qnuru (pronounced ka'-nōō'-rōō') manufactures artfully-designed LED commercial lighting applications that can be grid-powered, 100% solar-powered, or a hybrid of solar-and-grid-powered. The company was founded in 2008 to address the timely need for solid-state lighting fixtures that offer businesses, educational institutions and municipalities unmatched energy savings, lower maintenance costs and highly programmable, true-color lighting. Utilizing Visible Light Solar Technologies' product family of Vector LED Light Bulbs and Universal Lighting Control processors, Qnuru's LED light fixtures satisfy the requirements of energy conservation, green building practices and environmental sustainability.

**About Visible Light Solar Technologies** ([www.visiblelightsolar.com](http://www.visiblelightsolar.com))

Visible Light Solar Technologies is an energy technology company providing LED lighting, point of use solar technology and on-and-off-grid energy optimization solutions. Visible Light Solar's flagship LED lighting solutions give public, private, industrial and commercial facilities ways to immediately save money, reduce maintenance costs, and advance their environmental sustainability goals. Products include exterior and interior retrofit as well as new LED lighting solutions, including a patent-pending solar or hybrid powered smart board technology. Visible Light Solar is a member of the Illuminating Engineering Society, U.S. Green Building Council and the International Dark-Sky Association. Based in Albuquerque, New Mexico, the company is backed by the clean technology firm, Noribachi ([www.noribachi.com](http://www.noribachi.com)).

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