



# Lighting Manufacturer

## Challenge – Proving your products value

### Situation:

You are at an exhibition and want to engage with the customer, instantly showing the quality of your luminaire? Or simply walking around a customer's building, and wanting to prove that the currently installed luminaires are poor quality compared to the ones you manufacture?

### Wave Solution:

By actively showing the customer, or even letting the customer measure the lights themselves with the WaveGo, they can immediately appreciate your products value in the moment. The proof is in their hands and is displayed simply and elegantly for easy discussion. You're able to switch between CCT, CRI, absolute irradiance spectra and more, explaining the value of each parameter.

At the end of the meeting you simply email/share the data with them. In addition, when on a customer site and showing them why the current lighting isn't as they would like and/or of lesser quality than your own, that data is then saved to your cloud service for your own future reference.

You are now able to discuss and demonstrate the value of your products with data evidence, with the added benefit of having that data easily stored for future discussion.