



DIGITAL
LUMENS

Thought Leadership and Brand Awareness



Digital Lumens is a global supplier of enterprise-scale intelligent LED lighting to commercial and industrial customers, delivering 90 percent energy savings and unprecedented facility intelligence to customers across 35 countries.

While this Boston-based company has grown steadily since its inception in 2008, the category has been evolving rapidly. Based on the company's unique offering, Digital Lumens needed to position itself as more than a lighting option and instead, as a building intelligence solution and a key piece of the Internet of Things (IoT) puzzle.

To elevate awareness of Digital Lumens as a provider of intelligent lighting that delivers not only massive gains in energy efficiency but also significant opportunities for facility management, Digital Lumens turned to Version 2.0 Communications. Version 2.0 was tasked with establishing brand awareness for Digital Lumens, communicating a compelling vision for the future of lighting and providing air cover for the sales organization to develop new prospects and secure repeat business through business, trade and vertical industry press coverage.

To paint a big picture of a company focused on more than lighting, Version 2.0 engaged with business press and analysts in discussions about lighting's role in the IoT and the company as a software provider to pre-condition the market in advance of a Series C fundraising announcement. Version 2.0 took Tom Pincince, the Digital Lumens CEO, on the road, where he met with key reporters from the **New York Times**, **Bloomberg**, **Dow Jones**, **TIME** and more, exploring how intelligent lighting not only creates efficiency but also helps industrial organizations usher in the IoT. The Version 2.0 team also secured an opportunity for Tom to contribute an article to

Version 2.0's strategy centered on establishing credibility via aggressive thought leadership platforms, building and leveraging relationships with key industry influencers, creating a healthy news pipeline and pursuing awards that would shine a spotlight on the company and its offerings.



The New York Times
WALL STREET JOURNAL
Bloomberg BusinessWeek
DOW JONES
TIME
WIRED

WIRED's Innovation Insights on lighting's role in the IoT.

Following this media tour that laid the groundwork for Digital Lumens as a source of facility intelligence, Version 2.0 supported the company's announcement of \$23 million in Series C funding with an exclusive story in **Dow Jones/The Wall Street Journal** and followed up with 23 other features in leading sites including **TechCrunch, GigaOM, Xconomy, Fortune, VentureBeat** and many more, totaling 69 million impressions.

Additionally, knowing the need to drive sales leads was crucial for the growth of Digital Lumens, the Version 2.0 team focused on lighting and vertical trade press that are widely read by potential buyers. The team secured case studies and contributed articles on the future of controls in **LEDs Magazine, Construction Today, Modern Materials Handling, Refrigerated & Frozen Foods** and more – content that Digital Lumens Director of Marketing Allison Parker calls “pure gold” for the sales team.

The 2014 programs generated more than 240 pieces of unique, meaningful coverage – up 130 percent from the previous year. Additionally,

- Digital Lumens won two **Environmental Leader Awards** for its work with Creed Monarch (Project) and for innovation on its LightRules Power (Product)
- Digital Lumens receives top recognition in the **Fierce innovation Awards: Energy Edition**
- Digital Lumens executive Aaron Kless was named a 2014 Pros to Know by **Supply & Demand Chain Executive**