



Auto Dealerships

Wireless mesh controls enhance marketing while ensuring security

Auto dealerships are typically located in high-traffic areas with bright lighting both to ensure visibility for potential buyers and to maximize security for high-cost inventory. Because these specialty retail operations function at some of the tightest profit margins possible, often averaging under 3%, bundling merchandising and security capabilities with LED lighting and networked controls offers much-needed cost effectiveness.

Intuitive, flexible controls facilitate on-the-spot customization that staff can easily manage to maximize both marketing and security needs. Management appreciates the equilibrium between attractive, secure, neighbor-friendly illumination and reduced energy costs that boost the bottom line.



Security

McWong's Bluetooth mesh solutions offer robust, motion- and schedule-based lighting for display lots, showrooms, waiting areas, service bays, and inventory storage lots.



Marketing

Special schedules and scenes can highlight specific display rows and showcase inventory from an easy smartphone interface.



Cost-Effective Installation

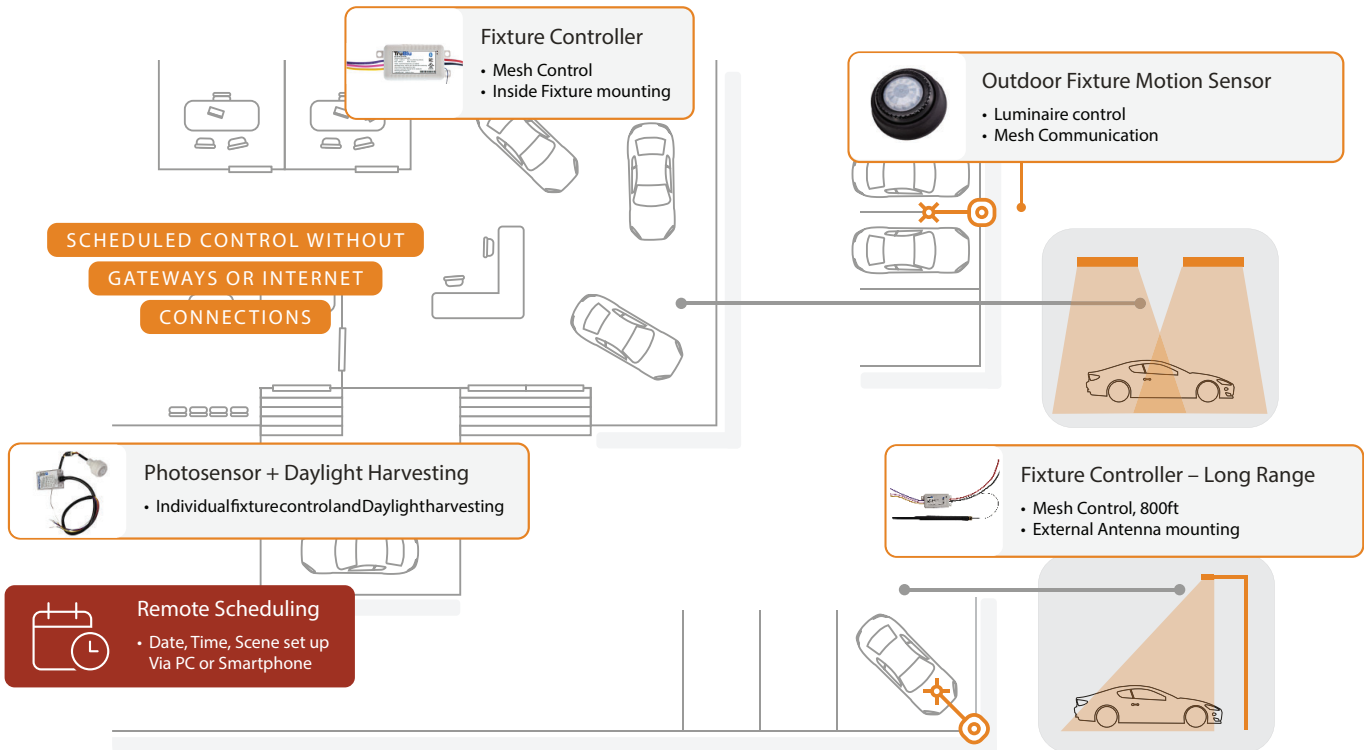
By eliminating costly hardwiring and offering individual and zone flexibility, typical installation and set up are simplified. Costs often average less than half of conventional control installations.



App-based Design & Control

User-friendly control from smartphone apps streamlines design, startup, and future network adjustments.

Maximize Sales, Operations and Security with Smart Lighting



TYPICAL CONTROL PROFILES

Area	Scenario	Description
Show / display lots	Motion Sensors	100% ON with occupancy detect on, 30-50% with vacancy
	Scheduled or Astronomical	ON to 100% at dusk, reduced to 50% 12 midnight —4 am, off at dawn; if occupancy detected, sensor control overrides scheduled / Astro
		Special schedules for Holiday/Weekend/Sales Events
Inventory storage lots	Motion Sensors	100% ON with detection, 30-50% with vacancy
	Scheduled or Astronomical	ON to 100% at dusk reduced to 50% 12 midnight —4 am, off, at dawn; if occupancy detected, sensor control overrides scheduled / Astro
Service Drive Thru	Motion Sensors IP65	100% ON with occupancy detect on, 30-50% with vacancy
Office/ Showroom	Zone Control	100% ON during customer hours reduced to 50% at showroom after close; Turn OFF office lighting 2 hours after customer close



READ CASE STUDY

Wellington Motors Innovates Outdoor Lighting Control with Bluetooth® Mesh Network

The Ontario Canada based dealership upgraded its LED parking lot lighting to include intelligent, wireless mesh with McWong sensors and controllers and Casambi's smartphone app control platform. From concept to complete installation, the project spanned only 30 days.