

Answers to Your Outdoor Lighting Questions

Expert Alexis Deasy Shares Her Knowledge in a Q&A

UNIQUE
LIGHTING SYSTEMS®

Lighting is just one of the many aspects to plan when taking on an outdoor landscaping project. If you're in the beginning stages of the process, you may have a lot of questions. To help alleviate your stress and give you insight, Alexis Deasy, outdoor lighting expert and marketing communications manager for Unique Lighting Systems, answered a few of the most frequently asked questions about outdoor lighting.

What are the benefits of outdoor lighting?

Lighting is a great component to add to outdoor living spaces, providing both function and style. It can increase curb appeal, creating an exciting new design aspect and enhancing your home's beauty. Plus, it may also be used to help add value to your home. If you plan to sell your home, outdoor lighting can give buyers a stronger sense of ownership and connection to your property. Outdoor lighting can extend the use of outdoor space such as a patio, dining area or firepit, and add safety and security to walking areas. Plus, if you have landscaping, lighting will help showcase the beauty of your home and highlight the special features.

How do I know where to place the outdoor lights and what type of fixtures to use?

While planning this outdoor space, let your creativity and individuality shine! Find focal points where adding lighting makes sense. The front entryway, outdoor entertaining area or a unique landscape feature are all great places to start. Within these areas, you can use up lighting to highlight a feature, submersible lighting to make water features come alive at night, wall washing to splash a structure with light or graze lighting to create shadows and textural beauty. To add in more drama and fun, there are numerous stylish fixtures Unique Lighting Systems® offers, many of which can connect with SMRTscape™, a cloud-based app that allows you to customize the color, beam angle and brightness of the lights.



SMRTSCAPE compatible, app controlled

What if I install a small project but decide later that I want more outdoor lighting?

Lighting up your home should be fun! Make it your own with the numerous stylish fixtures Unique Lighting Systems offers, such as Inspira® fixtures, which will give your design a high-end look with their premium grade solid brass and composite material. Plus, the SMRTSCAPE cloud connection allows you to customize the color, beam angle and brightness based on the time of year or for a special occasion. The sky is the limit for lighting options!



Premium grade INSPIRA Fixtures



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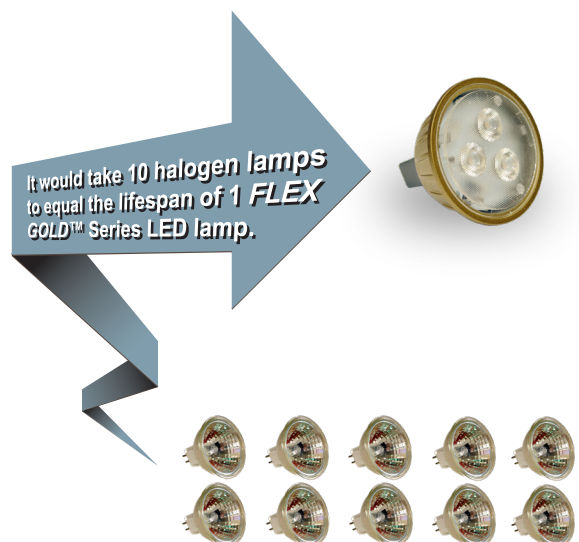
One of the great aspects of working with Unique Lighting Systems is having an innovative yet uncomplicated wiring system. It's called the patented HUB system. Its central location allows for flexibility in location and ease of future expansion without a

hassle. That means you as a homeowner can start working on a project at whatever size is best for you, your space and your budget, and you don't have to worry about whether it will work with future designs. With Unique Lighting's HUB system, you already know it will!



Will the extra light make my energy bill significantly increase?

Many of the lights offered by Unique Lighting Systems are light emitting diode, or LED. These LEDs are much more energy efficient and last longer in comparison to incandescent lights. While the upfront cost may be slightly higher for an LED, the whole life cost will be lower due to their longevity. Plus, with the SMRTscape app, you can decide and plan when and how long your outdoor lights stay illuminated.



Are you ready to get started on your project? To learn more, go to www.uniquelighting.com.