

# MagicLight™

Patent Pending No. US 14,533,512

*Apparatus Intelligent Parallel View LED Light,  
Methods of Configuration and Controls*

Patent Pending No. US 14,590,981

*Apparatus Intelligent Parallel View Illumination Pix-Cell,  
Methods of Configuration and Controls*

## **BUSINESS OFFERINGS**

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## I. Executive Summary

ADVS-Technologies™ (“ADVS”) is specializing in the development of innovative proprietary technologies improving safety and environment.

The ADVS Patented and Patent Pending products of “*Intelligent LED Illuminated Lighting*” (“MagicLight™” and “MagicHouseLight™”) provide environmentally friendly illumination solutions delighted to produce ParallelView™ illumination, which stands for construction of the devices to ensure that the produced illumination is parallel to the eyes of an observer. For indoor installations, as an example, the illumination of the entire area of a residence can be delighted to enhance its esthetics day and night! While during daily hours the lights will complement the esthetics, during evening and/or night hours – the illumination of the entire residence is truly “user-friendly”, i.e. there is no “blinding” effect to the viewer from direct observation of any area in the residence. Looking directly at the source of light is no longer a problem – it is a pleasure!

The MagicLight™ and MagicHouseLight™ are intelligent devices. While the embedded controller comprises the “brain” of each device, the built in sensors in each device provide the controller with valuable information, enabling the “brain” to execute a control algorithm aimed at achieving superior levels of: reliability and efficiency. LED’s are sensitive to power dissipation. The “brains” of each MagicLight™ and MagicHouseLight™ product ensures the LED’s are utilized below 90% of their maximum power ratings, and the level of utilization is adjusted to avoid over-heating regardless of levels of ambient temperature surrounding the product,

The MagicLight™ and MagicHouseLight™ products are truly environmentally friendly, from the point of installation and all the way to daily operation, projected to last for a minimum of 50,000 hours of continuous use. The “brains” of each product optimize power consumption as function of levels of ambient light. For example, the ML-500 series consumes maximum of 3.5 Watts, and for applications including cabinet lighting - produces sufficient amount of lighting using 2.5 Watts. A single standard UL listed class 2 power supply rated at 12VDC and 2A, using Plug-n-Power™ interfaces, can power six ML-500 devices.

The MagicLight™ and MagicHouseLight™ products contribute to safety of the environment surrounding the products. The “brains” of each product monitor in real-time internal temperature, and when its level exceeds the predefined levels, the illumination intensity of LED’s is reduced. In addition, when the internal temperature, which represents the level of ambient temperature of the area surrounding the light, exceeds the pre-set maximum level, the “brains” will flash LED’s to inform of a potential problem in the area. The MagicLight™ and MagicHouseLight™ products are delighted to maximize the use of unique properties of LED devices, incorporating off-the-shelf proven technologies in respect to IR and RF remote controls of color (RGB) LED’s.

The MagicLight™ and MagicHouseLight™ products are delighted for manufacturability. In addition, these products can be installed with high levels of: effectiveness, efficiency and consistence. While considered intrinsically safe due to low DC power ratings, the installation itself can be easily verified in terms of quality. For instance, a track development for each known floor plan can order an illumination kit consisting of MagicLight™, MagicHouseLight™, and Plug-n-Power™ interfaces, which is 100% factory assembled, tested, and then delivered directly to the required construction site. The entire Plug-n-Power™ kit can be installed and 100% tested within hours.

## Business Opportunities

The MagicLight™ and MagicHouseLight™ products offer a number of patented and patent pending features not available in competitor's products. These products are uniquely qualified to succeed due to the number of highly important standard and optional features not available in competitor's products, including the following KEY features:

- Auto-detection of the applied power, allowing the light to be powered from a variety of power sources. The controller of the light auto-detects applied power and makes required adjustments to ensure safe and reliable operation.
- Auto-detection of ambient light, reducing power consumption according to the level of the ambient light, and turning the light OFF when the illumination is not needed.
- Auto-self-diagnostics, including monitoring of internal temperature to ensure reliable operation at all times. During cold outside temperatures, the controller of the light will turn ON illumination and use self-heating generated by LED's to extend the light operation at low temperatures.
- Water-resistant packaging, including IP66 and NEMA 4 ratings, sustaining light operation during adverse weather conditions.

MagicLight™ offers additional application-specific optional features, not available in competitor's products:

- External sensor interface, including sensors for detecting presence of an object (vehicle, etc.) occupying a specific parking space location, and controller adjusting status of the light.
- Wireless network interface, connecting the light to a wireless LAN (WiFi, etc.), including mobile devices, and controller providing real-time navigation to a "linked" parking space
- Esthetics: MagicLight™ provides ParallelView™ illumination, which is evenly distributed, and is pleasant to an observing eye. The enclosure of the MagicLight™ can be configured to provide illumination by a single LED source of both the front and the back panels, enabling the light identifying street addresses of residential complexes and private residencies in rural areas, while consuming the same amount of electrical energy as the standard configuration.

MagicLight™ is engineered to highest quality standards, including: compliance to NEC and UL requirements; and compliance to Green Technology of environmentally friendly products in terms of materials and energy efficiency. Each configuration of the MagicLight™ product line complies with respective specifications, including operating temperature range from -20 to 50°C. MagicLight™ comes with *One Year Warranty*, but is expected to operate for at least 5 years of continuous use. When controlled based on Ambient Light, the operating longevity will exceed 7 years of continuous use.

## II. Business Offerings

### Intelligent LED Illuminated House Lights.

#### MagicLight™ ML-1XX series [4]



**FIG. 1**

Standard configuration includes [1]:

- Soft white color, w/remote, as shown
- Water-resistant IP63 rating
- Industry standard 2.1mm 12VDC power interface cable
- Controller auto-detect of applied power
- Controls per ambient light
- Ambient temperature safety indicator
- Self-diagnostics
- Mechanical interface for a mounting bracket
- 12VDC 0.5A UL class 2 power supply
- One year warranty

Optional components [2]:

- Mounting kit

REF. No.	Product Configuration	Description	Price [3] (\$,1K+)	Price [3] (\$,10K)	Notes
1	Plastic enclosure, 5.25" Diameter, 1" High. Weight: 0.3 Lbs. [5]	Kit: LED Illuminated Light: under cabinet, wall and/or ceiling mount.	\$29	\$18	[1]
2	RF remote, single color	Power OFF memory, 10 levels of light intensity. Operating distance – 50' minimum.	Included	Included	[1]
3	Mounting kit	Hardware required to attach the LIGHT indoors to a wall or a ceiling [7]	\$3	\$2	[2]

**TABLE 1.**

**NOTES:**

- [1] Standard features include: programmable auto-ON-OFF-intensity based on ambient light. Internal Temperature Sensor auto-adjusting light Intensity to extend longevity of LED devices. Safety indicator - visual warning (blinking) when ambient above maximum temperature. Can be configured per BUSINESS specifications.
- [2] Optional components (kits) are ordered or made available as a separate item. Each kit will have installations instructions on how to use it.
- [3] The PRICE is the BUSINESS purchase price from ADVS for respective item in quantity of over 1K and over 10K respectively, and includes S&H charges when shipped in bulk quantities of at least 1K units.
- [4] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$100K.
- [5] The colors available for standard enclosure include: almond, white and black.

## MagicLight™ ML-2XX series [4]



FIG. 2

Standard configuration includes [1]:

- RGB color, w/remote, as shown
- Water-resistant IP63 rating
- Industry standard 2.1mm 12VDC power interface cable
- Controller auto-detect of applied power
- Controls per ambient light
- Ambient temperature safety indicator
- Self-diagnostics
- Mechanical interface for a mounting bracket
- 12VDC 0.5A UL class 2 power supply
- One year warranty

Optional components [2]:

- Mounting kit

REF. No.	Product Configuration	Description	Price [3] (\$,1K+)	Price [3] (\$,10K)	Notes
1	Plastic enclosure, 5.25" Diameter, 1" High. Weight: 0.3 Lbs. [5]	Kit: LED Illuminated Light: under cabinet, wall and/or ceiling mount.	\$35	\$22	[1]
2	RF remote, RGB color	Power OFF memory, 20 static colors, 19 dynamic modes, 5 levels of light intensity. Operating distance – 50' minimum.	Included	Included	[1]
3	Mounting kit	Hardware required to attach the LIGHT indoors to a wall or a ceiling [7]	\$3	\$2	[2]

TABLE 2.

### NOTES:

- [1] Standard features include: programmable auto-ON-OFF-intensity based on ambient light. Internal Temperature Sensor auto-adjusting light Intensity to extend longevity of LED devices. Safety indicator - visual warning (blinking, and/or color change) when ambient above maximum temperature. Can be configured per BUSINESS specifications.
- [2] Optional components (kits) are ordered or made available as a separate item. Each kit will have installations instructions on how to use it.
- [3] The PRICE is the BUSINESS purchase price from ADVS for respective item in quantity of over 1K and over 10K respectively, and includes S&H charges when shipped in bulk quantities of at least 1K units.
- [4] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$100K.
- [5] The colors available for standard enclosure include: almond, white and black.

## MagicLight™ MLK-1 kit [4]



**FIG. 3**

Standard configuration includes [1]:

- 3 soft white color, w/remote, as shown
- Water-resistant IP63 rating
- 2 industry standard 2.1mm 12VDC power interface cable
- Industry standard splitter from 2.1mm male to 2 2.1mm females
- Mechanical interface for a mounting bracket, each light
- 12VDC 1A UL class 2 power supply
- One year warranty

Optional components [2]:

- Mounting kit

REF. No.	Product Configuration	Description	Price [3] (\$,1K+)	Price [3] (\$,10K)	Notes
1	Plastic enclosure (each), 5.25" Diameter, 1" High. Weight: 0.3 Lbs. [5]	Kit: LED Illuminated Light: under cabinet, wall and/or ceiling mount.	\$70	\$52	[1]
2	RF remote, single color	Power OFF memory, 10 levels of light intensity. Operating distance – 50' minimum.	Included	Included	[1]
3	Mounting kit	Hardware required to attach the LIGHT indoors to a wall or a ceiling [7]	\$8	\$5	[2]

**TABLE 3.**

### NOTES:

- [1] Standard options can be configured per BUSINESS specifications.
- [2] Optional components (kits) are ordered or made available as a separate item. Each kit will have installations instructions on how to use it.
- [3] The PRICE is the BUSINESS purchase price from ADVS for respective item in quantity of over 1K and over 10K respectively, and includes S&H charges when shipped in bulk quantities of at least 1K units.
- [4] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$100K.
- [5] The colors available for standard enclosure include: almond, white and black.

## MagicLight™ MLK-2 kit [4]



FIG. 4

Standard configuration includes [1]:

- 2 soft white color, w/remote
- 1 RGB color w/remote
- Water-resistant IP63 rating
- Industry standard 2.1mm 12VDC power interface cable
- Industry standard splitter from 2.1mm male to 2 2.1mm females
- Mechanical interface for a mounting bracket, each light
- 12VDC 1A UL class 2 power supply
- One year warranty

Optional components [2]:

- Mounting kit

REF. No.	Product Configuration	Description	Price [3] (\$,1K+)	Price [3] (\$,10K)	Notes
1	Plastic enclosure (each), 5.25" Diameter, 1" High. Weight: 0.3 Lbs. [5]	LED Illuminated Light: under cabinet, wall and/or ceiling mount.	\$75	\$55	[1]
2	RF remote, single color	Power OFF memory, 10 levels of light intensity. Operating distance – 50' minimum.	Included	Included	[1]
3	RF remote, RGB color	Power OFF memory, 20 static colors, 19 dynamic modes, 5 levels of light intensity. Operating distance – 50' minimum.	Included	Included	[1]
4	Mounting kit	Hardware required to attach the LIGHT indoors to a wall or a ceiling [7]	\$8	\$5	[2]

TABLE 4.

### NOTES:

- [1] Standard options can be configured per BUSINESS specifications.
- [2] Optional components (kits) are ordered or made available as a separate item. Each kit will have installations instructions on how to use it.
- [3] The PRICE is the BUSINESS purchase price from ADVS for respective item in quantity of over 1K and over 10K respectively, and includes S&H charges when shipped in bulk quantities of at least 1K units.
- [4] The EXCLUSIVITY rights for a period of 3 years can be purchased for \$100K.
- [5] The colors available for standard enclosure include: almond, white and black.