



The McGraw-Edison Talon CD-ROM Creates Custom Light Fixtures from Thousands of Possible Configurations

Cooper Lighting provides lighting specifiers the never-before-seen ability to configure error-free light fixtures, right at their own desktops.

Situation

Cooper Lighting recently added the Talon collection of products to their McGraw-Edison line. Talon is a universally-adaptable outdoor luminaire used on walkways, parking lots, roadways, building areas and security lighting applications. The target market for the Talon CD is product specifiers -- a diversified group of potential Cooper Lighting customers which could include salesmen, architects and city planners as well as similarly-tasked individuals.

The difficulty Cooper Lighting had marketing the Talon line was due to its best feature: adaptability. Thousands of different configurations can be made from one basic light fixture. Configurations possible include non-visible choices, such as voltage, wattage or lamp type. Fixture builds also include choices that change the appearance of the fixture, such as color, lenses, photoelectric controls, vandal shields and mounts. Cooper wanted their product specifiers to be able to build a fixture; see what the final product should look like; and save specification sheets, images and virtual tour files for user manipulation. The solution Cooper



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needed was the ability to reduce the amount of Cooper sales representative hours fielding requests over the phone or in person by providing users with a desktop tool that would allow them to create error-free specification sheets for custom fixtures.

Action

Through the use of the Visual Configurator, the user can build a specific light fixture in a step-by-step process. Each step in the Configurator has coded dependencies, so that incompatible features cannot be added. For example, if a Wall Mount option is selected, the Pole Mount option is grayed out. As the build process is completed, a specification number appears above the configured image on the screen. This number is useful to Cooper Lighting for when the user wishes to have the configured fixture physically constructed.

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Once the fixture is built using the Configurator, the user can save a high resolution .TIF image that shows the chosen visible features, build a spec sheet on-the-fly that includes fixture data and the populated specification number and configured product image, or, create virtual tours (QTVR files) for the user to manipulate the fixture from various angles.

Also contained in the McGraw-Edison Talon CD are product brochures, PowerPoint presentation files, light fixture photometric files and the application needed to view the files, as well as logos, photos and virtual tours (QTVR files) for download. These files can then be downloaded and integrated into the user's own sales presentations.

Result

With the Talon CD in hand, a specifier can create the exact product desired, export the appropriate files and create a custom marketing presentation for their potential contracts. High-resolution images can be Photoshopped into photographs and renderings to show what the fixtures would look like in context (for example, in a parking lot). Specification sheets can be given to Cooper Lighting so the company can build the exact product needed. Photometrics can be viewed to determine the number of fixtures necessary to create the desired amount of light per application. And, all of these features are available in one graphically-based CD so the user can build the products at their own desktop, without any interaction from a Cooper sales representative.

Showing how universally-adaptable the Talon outdoor luminaire is proved to be difficult for Cooper Lighting. However, with the McGraw-Edison Talon Configurator, even a novice user can configure error-free products with a few mouse-clicks. The other features available on the disc allow specifiers to create a complete marketing plan which adds considerable value for the specifiers. The McGraw-Edison Talon CD helps Cooper Lighting continue its role as a technology and market leader by putting the tools needed to create custom fixtures and marketing presentations directly into the hands of their customers.

The McGraw-Edison Talon CD won a Bronze Horizon Interactive Award in 2009.

About Echo Visualization

Echo Visualization, LLC, (EchoViz) is a boutique interaction design & user experience consultancy with a strong background in industrial design, user-centered design, research, and brand management. We provide a wide spectrum of services including business analysis, digital strategy, user research, information architecture, interactive media, graphic design, data visualization, early stage concepting, interactive prototyping, animation, software development, implementation and QA testing. Throughout our work, we use established design strategies and advanced visualization techniques to engage customers and build brands. We are big thinkers and talented designers who strive to make an emotional connection with users by eliciting desire and delight with the interfaces we design.

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