Controls Product Vision

LED Integration

Smart-phone interface for dimming of LED lights?

What should our arena control offering include?
- Any "theatrical" control?
- Individual fixture control?
- Color?

What operating information should be available to customers?

Functional Enhancements (HID and LED)

Should video be part of the product offering?
- Free or paid service? If paid, how is it metered and billed?
- What are the technical requirements? (resolution, frame rates, etc.)

Photocell integration to allow customers to qualify for lower energy rates?

Built-in time delays for egress and similar applications?

Expanded I/O for additional zones per control system?

Swipe-card or keypad interface for local on/off control?

Local weather / lightning alerts?

Leakage current monitoring? Ground-fault circuit interrupt?

Ground monitoring? Wire theft detection?

Sales / Marketing Strategy

Do we continue to offer "one size fits all" or are there tiers of products and services?
Possibilities include:
- Monitoring only for small customers / facilities where scheduling is not perceived to offer significant value? Could be done at a lower cost.
- 25-year warranty without any control or monitoring for small facilities where any outage would be quickly noticed by the end user and monitoring is of minimal value.

Should Control-Link always remain "free" to the customer? Perhaps free scheduling up to a certain number of schedules per year, with additional schedules at some additional cost to the customer?