

# Lighting for Safety, Security and Profit



**A well-lit business attracts more business.**

The power of light to attract is a fact of nature. Used properly, it can work to your advantage.

**A well-lit business is more approachable.**

Given a choice, customers will be more drawn to an attractive, well-lit business over one that's dark and uninviting.

**A well-lit business helps reduce crime.**

Studies have shown that proper exterior lighting gives customers, employees and residents a greater sense of safety and security.

**A well-lit business has greater visibility.**

Even during off-hours, your business can be seen more clearly, to create a positive impression.

**A well-lit business increases traffic and sales.**

This is a simple fact of business. With greater traffic comes the opportunity for greater sales volume.

**A well-lit business has the power to increase profits.**

Sensible, efficient, cost-effective exterior lighting gives you the power to increase profits and brighten your bottom line.

**For more information, please call your CL&P Account Executive or 1-800-286-2000**

LIGHTCHOICES

The energy of Connecticut  
www.cl-p.com



**Connecticut  
Light & Power**

The Northeast Utilities System

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# Lighting the Way into the 21st Century

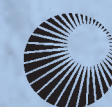
LIGHTCHOICES

DECORATIVE STREET LIGHTING from

Connecticut Light & Power Vol. 1

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Light fixtures in this brochure are representative of the types offered by CL&P. The fixtures and poles provided for customers may vary slightly due to circumstances beyond the control of CL&P, or due to program implementation changes. Customer is responsible for all installation costs not covered by the tariff rate. Consult your CL&P Account Executive for further information.

# Imagine

being able to add a fresh new touch to any community, development or downtown area that adds distinction, elegance and charm. Imagine a service that does all the work, from design assistance to installation and provides you with a convenient monthly billing option, without a large capital investment. Imagine a service that provides a wide selection of high quality products. CL&P's LIGHTCHOICES™ Decorative Outdoor Lighting Program can do all this and more for you.

### Answering your needs

CL&P understands that decorative street lighting is at the very heart of any strategic plan to enhance the beauty of most public outdoor areas such as downtowns, residential developments, greens, commercial/industrial parks and business districts. Decorative street lighting from CL&P can significantly improve the appeal of your outdoor areas with attractive and energy efficient lighting, whether it's a complete streetscape project or a residential street.

### One stop shopping

LIGHTCHOICES™ is an all inclusive outdoor lighting rental service that can be conveniently added to your regular electric bill. The monthly rental fee includes

installation, maintenance, energy costs and also free assistance for equipment selection and a recommended lighting layout for your area.

### A large selection

This brochure shows just a small sampling of the fixtures, poles and options that are available. Certain fixtures may also be customized for your unique project requirements.

### A century of experience

CL&P has over one hundred years of experience providing quality outdoor lighting for our customers.

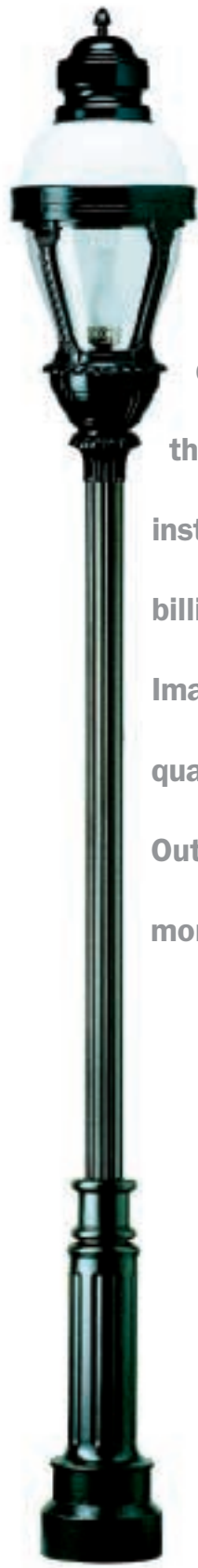
### State-of-the-art products

LIGHTCHOICES™ fixtures incorporate high performance optical systems which

minimize the amount of fixtures required for your project. Internal louvers and cutoff optics can also be provided (on certain fixtures) to minimize glare and control light trespass.

### Metal halide

Most of the decorative lighting fixtures are available in high pressure sodium or metal halide. Metal halide provides a bright white light source with excellent color rendering properties.



Create a Big Impact with a Low Monthly Cost