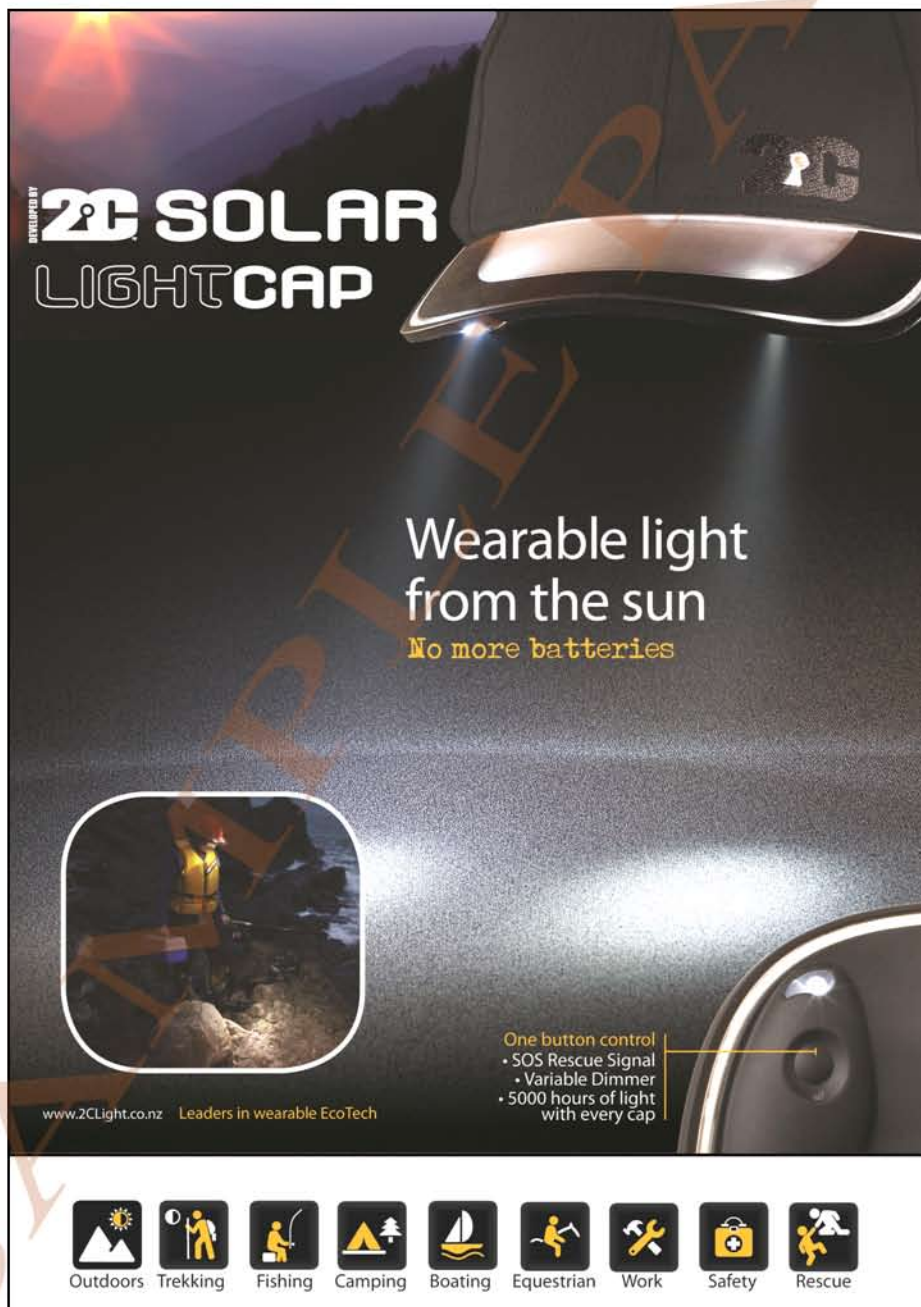


# 2C LIGHT COMPANY

## MANUAL OF SUCCESS



**2C SOLAR LIGHTCAP**

Wearable light from the sun  
No more batteries

One button control  
• SOS Rescue Signal  
• Variable Dimmer  
• 5000 hours of light with every cap

www.2CLight.co.nz Leaders in wearable EcoTech

Outdoors Trekking Fishing Camping Boating Equestrian Work Safety Rescue



## MARKET EXPERIENCE

2C Light Company is the innovator of the 2C Solar Light Cap, a worldwide unique product. Since developing and launching our product we have continued to build exceptional experience in solar powered wearable technology. Our marketing researchers confirm our technological capabilities continue to place the company as the leader in this market.

The Company regularly receives enquiries from international markets including –

- ◆ Outdoor recreation (trekking, hunting, fishing, boating, camping);
- ◆ Promotional product companies;
- ◆ Law enforcement agencies
- ◆ Defense forces;
- ◆ Retail and wholesale giftware;
- ◆ Environmental government bodies;
- ◆ Disaster relief organizations;

## NEW AND EMERGING MARKETS

2C Light Company operates on a global market. It continues to increase its research capabilities and within the near future will be launching further products to complement the 2C Solar Light Cap. This new development utilizes our unique technological solutions.

## SIMON DYER

### CEO and Founder, Director of R&D

At age 25, Simon was managing his first factory manufacturing safety headwear. After studying Robotics in London he transferred to Melbourne and produced numerous Interactive Multimedia titles working for Melbourne House for clients such as Blizzard, Interplay and Electronic Arts. After completing a Bachelor of Computer Science degree and after 15 years abroad he returned to his hometown to develop GPS navigation systems for Trimble Navigation where he held the role of Software Development Manager managing exciting projects such as vehicle guidance systems. In 2006 Simon started his company, the 2C Light Company to develop and market renewable energy and wearable technology products.



## Strata three - Corporate Sales

2C Light products are extremely versatile and adaptable. This means that there are many specific uses for this product at a corporate level. The product can be branded with corporate logos or made in corporate colours or fitted with additional features to distinguish it as corporate.

All of these options create opportunities to sell the product to large corporate bodies and official organisations.

Typical applications are :

- ⇒ Promotional applications
- ⇒ Corporate identity applications
- ⇒ Official identity applications
- ⇒ Security applications

Many larger firms supply uniforms to certain of their workers. Typically such uniforms carry a logo as identification.

The 2C Light product is easily embroidered or silk screened with any device or design required and so becomes proprietary. In this way employed trades people who need both light on demand and to be recognised as who they are, can achieve both aims by using and wearing the 2C Light Product.

Security organisations find the 2C Light product very valuable as it provides patrol people with both identity and light in one device while leaving hands free to hold keys etc.

Similarly many firms give away promotional items such as pens, mugs, drink bottles and so on to certain customers, or sell such items

at sacrificial prices as a way of getting their names seen by the wider public. Obviously the 2C Light product is a very high impact item for such a purpose.

Official organisations such as Police, Customs, Border Guards, Inspectors and such can make very good use of the 2C Light product and their official status is enhanced if their head gear is marked with their function or official identity while serving the double purpose of providing light on demand and leaving hands free to write or carry out other duties.

Distributors should train and encourage sales people to exploit the corporate strata, but it must be clearly understood that while this business is very attractive as it usually produces quite large unit orders, it also takes time and often extensive negotiation before actual business eventuates.

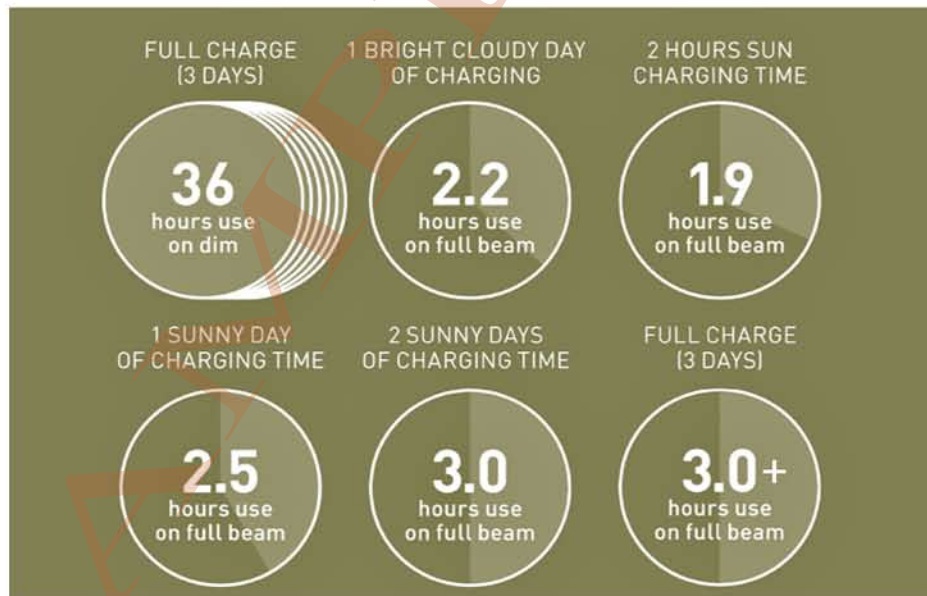
Distributors should not allow sales people to be distracted by the lure of large corporate orders at the cost of neglecting the other two strata. Distributors must also consider the fact that corporate business is often obtained only after producing and submitting many samples which is a cost to be covered in the eventual sale price to a corporate customer who will undoubtedly seek some discount or concession against the rather larger volume of business represented by this strata which may result in distributors being obliged to adjust commissions paid to sales people for corporate sales.



## Energy Available at Various Light Conditions Relative to Full Sun

Condition	Intensity (% of full sun)
Full sun-panel square to sun	100%
Full sun-panel at 45 degree angle to sun	71%
Light overcast	60-80%
Heavy overcast	20-30%
Inside window, single pane, double strength glass, window and module square to sun	91%
Inside window, double pane, double strength glass, window and module square to sun	84%
Inside window, single pane, double strength glass, window module at 45 degree angle to sun	64%
Indoor office light - at desk top	0.4%
Indoor light - store lighting	1.3%
Indoor light - home	0.2%

### Battery Life



- 36 hours on dim, 3+ hours on full from full charge