

Dealer Update



Brought to you by Ciralight Global Inc.



January 10th, 2012

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Dear Jeff,

Welcome to the New Year, 2012! We hope the first week has treated you well and that the rest of 2012 does the same.

This year we've got some great projects in the works, including new products and more resources to help you make sales.

Below you will find information regarding changes with our SunTracker line of products, as well as other pertinent information from Ciralight.

SunTracker 400 & 800

With the New Year, we are renaming our SunTracker line of products. Now, the Ciralight SunTracker line will go by SunTracker 400 (4' x 4') and SunTracker 800 (8' x 4'). Also, we will be capitalizing the 'S' and 'T' of SunTracker from here on.

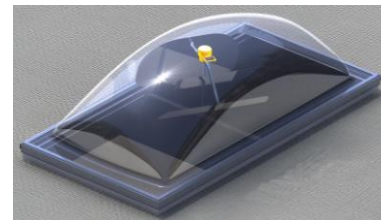
We believe these new designations will help establish a more concrete brand image of the Ciralight SunTracker, while also helping to differentiate the products more easily from one another.

The SunTracker 400 will still be available with the single and triple mirror option and the SunTracker 800 will still come standard with a triple mirror.

Our new marketing materials will reflect these changes and we ask that you begin using the new terminology effective immediately. If you have any questions regarding this change, please feel free to contact us any time.



SunTracker 400 - Triple Mirror



SunTracker 800

[Visit my blog](#)

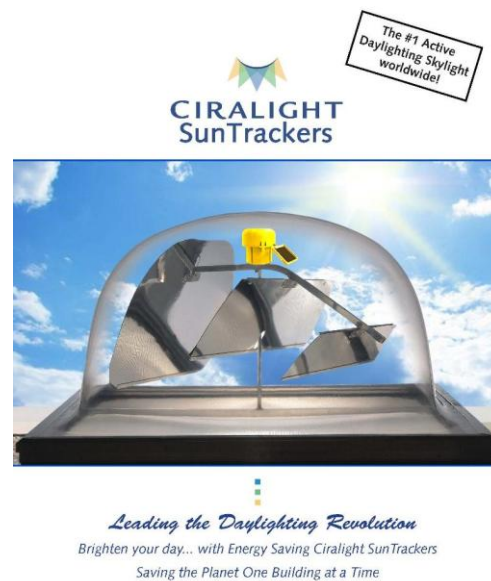
[View my videos on
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Picture: Recent Installation



Jim Witt, of The Energy Solution Group,
with a recently installed SunTracker 800 at GE

New Ciralight SunTracker Brochure



Ciralight SunTracker Brochure 2012

Check it out! We've revised our Ciralight SunTracker brochure, now including updated product images, more installation photos, and our new brand name. Click the following links to download the Brochure in it's various forms:

- ~ [Hi Resolution](#) ~ 14.3mb
- ~ [Hi Resolution, Small](#) ~ 3.6mb
- ~ [Smallest Version \(Email\)](#) ~ 750kb

Technical Alert: Reset Button & Installation

Technical Alert - Do NOT press the reset button on the GPS Controller until the unit is fully charged.

We advise all dealers and installers *not to reset the unit for the first two days after installation.* By pressing the reset button before it is fully charged, you may compromise the GPS's tracking abilities. The GPS Controller will boot up automatically in the sun and resets every day at noon. We advise you and your installers not to press the Reset Button for the first two days after installation.



Important SunTracker Sales Financing Webinar



We will be hosting a Webinar led by Steve Grundon of TIP Capital to discuss the requirements, terms, and specifics of financing the purchase of SunTrackers. The Webinar will be held on January 20th, 10am pst (1pm est). We ask that everyone join the Webinar 10 minutes early to assure we start promptly.

To RSVP for the Webinar, please reply to jasonbrain@ciralight.com for all the necessary information. Space is limited; don't miss this important discussion.

This webinar is sure to help you lock down many more sales in the United States and Canada, and we highly encourage you all to join us Friday, January 20th at 10am pst for this monumental meeting.

If you have any questions, please do not hesitate to write (jasonbrain@ciralight.com) or call (877-520-5005 x131).

December 2011 Sales Contest Winner is...

Congratulations Sam Cremin of Green Tree Products & Technology for winning our December Sales Contest. Sam has been working hard to introduce Ciralight SunTrackers to his region and should be giving everyone a run for their money in 2012. Thank you for your continued hard work Sam; look forward to another year working with you and your team.



For the details regarding our Sales Contests:

[Monthly Contest Rules & Quarterly Contest Rules](#)

Recent Shipments



**Hawker Center,
Singapore**

Howell Creek Shoe Factory

A Greener NJ

West Plains, MO

Hawker Centers

Green Tree Products Asia, PTE

Singapore

Tootem Totem

McCrackin Electric, Inc.

Amarillo, TX

General Electric *The Energy Solution Group*

LaFayette, PA

Wako Denki

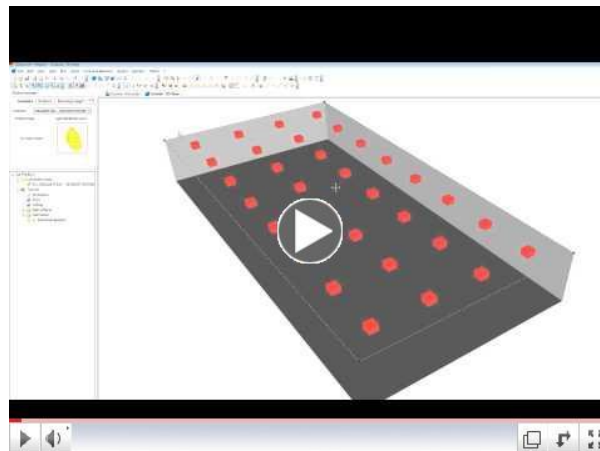
Tokyo, Japan



Amsterdam Airport

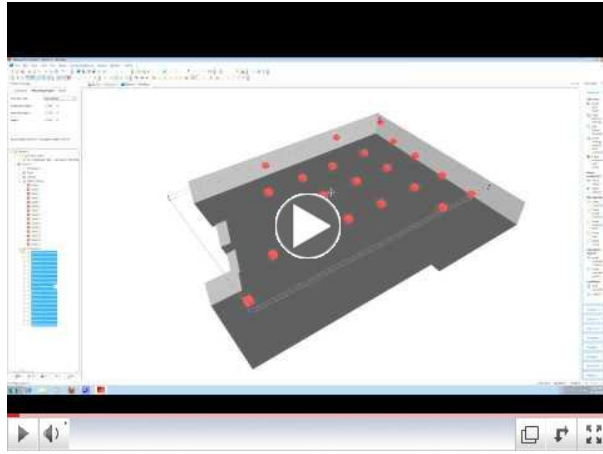
Learn How To Layout Ciralight SunTrackers Using DIALux

Interested in showing your customer what light levels they can expect by installing Ciralight SunTrackers into their space? Now you can!



Basic DIALux Layout Instruction ~ Ciralight Global

DIALux is a Lighting Design program that allows you to design a building interior and illuminate the space with real-life light levels. You can arrange your light fixtures, create multicolored results pages, and show your client the footcandles a SunTracker will provide. Make your presentations even more powerful and professional with this key sales tool.



Advanced DIALux Layout Instructions w/ CAD Drawing ~ Ciralight Global Inc.

Thomas DeVoss, Ciralight Architect, leads you through these two videos and shows you how to design the room, create the Suntracker luminaire, import CAD drawings, and Export all the data to a pdf. Sure to help you in the sales process, DIALux is used worldwide as a leading digital illumination software.

**For a free copy of the DIALux software go to DIAL.de
For a copy of the Ciralight Suntracker IES file, [Click Here](#)**

Find more videos of Ciralight SunTrackers on [YouTube](https://www.youtube.com).

And that's just the beginning. This year is sure to be a great one with Ciralight and we look forward to enjoying it with you.

Keep in touch so that we may know what projects you're working on and if we may be able to help you lock down those deals.

Talk to you soon!

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