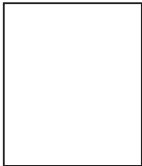
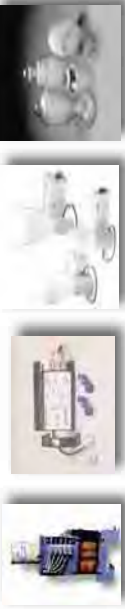


**WORLD WIDE WEB**  
 Because we're committed to keeping our clients informed on our newest products and services, we've made numerous updates to our website. Take a few minutes to see the changes for yourself.

Visit us at  
[www.sequoialighting.com](http://www.sequoialighting.com)  
 or call 877-888-7880



Also inquire about our huge inventory of replacement **Ballasts Kits, Starters** and other **Lighting Equipment**



# SEQUOIA LIGHTING

C O R P O R A T I O N  
 N E W S L E T T E R

www.sequoialighting.com

Feature Story:

Winter/Spring Issue 2008

## SEQUOIA LIGHTING COMPLETES LITTLE TOKYO PROJECT

The Sequoia Lighting Corporation recently completed an extensive street lighting project in the Little Tokyo area of downtown Los Angeles.

Little Tokyo was founded around the beginning of the 20th century. At its peak, approximately 30,000 Japanese immigrants no longer live in the immediate area. Most have migrated to other suburbs located in the greater Los Angeles

Over the past several years, the Sequoia Lighting Corporation has cultivated a close relationship with the Los Angeles Bureau of Street Lighting. As a result, City officials asked Sequoia Lighting's design and engineering staff to carefully replicate the exact design motif found on Little Tokyo's aging street lights. At the request of City officials, the replica pendant street lights received significant upgrades to their light source.

The fabrication and installation of Sequoia Lighting's products is one of many upgrades Little Tokyo has received in recent months. Future redevelopment plans include the refurbishing of several historic buildings and the renovation of the existing cultural center.

Other cities throughout the State of California have specified products from Sequoia Lighting for use in their outdoor lighting projects. Among the most recent include The City of Glendale, The City of Beverly Hills, The City of Santa Barbara, The City of Pasadena and The City of Newport Beach.



basin. Even with this exodus, Little Tokyo maintains its cultural identity. The Japanese American Cultural Center and the Japanese National Museum are located within the area's one square mile radius. The streets are dotted with numerous public sculptures and artwork. Two Japanese gardens are open to the public. One is located next to the Japanese American Cultural Center and the other can be found on the rooftop of the New Otani Hotel.

Because of its central location, Little Tokyo serves as an important business center for many international corporations.

LA city officials are focusing their efforts on the preservation of Little Tokyo's rich cultural history and unique architectural aesthetics. To this end, the area is receiving numerous upgrades to its streetscapes.



For more detailed information on the complete line of Sequoia Lighting products, call 877/888-7880 or visit Sequoia Lighting's web site at [sequoialighting.com](http://sequoialighting.com).

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C O R P O R A T I O N  
**SEQUOIA LIGHTING**

## MITCH'S CORNER



Hello again and Happy New Year! In this issue, we're featuring a sampling of our newest products and detailed information on three of our most recent product installations.

We're proud to announce our participation in the redevelopment of Downtown Los Angeles and the nearby district of Little Tokyo. For these projects, the LA Bureau of Street Lighting asked us to replicate several unique design motifs found in the area's existing street light fixtures. You'll find detailed information on these projects in this issue.

We also completed our second Outdoor Lighting project in the City of Orange. Our QL Induction Post Top Luminaires have been installed on Chapman University's new Law

School campus and its' main campus.

And finally, because our business has grown at such an accelerated rate, we are in the process of relocating to larger facilities. We'll be giving you more details on our new state of the art facilities in the next issue of our newsletter.

So until next time, we hope you'll enjoy our latest newsletter and wish you a prosperous New Year!

Be sure to visit our website at [www.sequoialighting.com](http://www.sequoialighting.com) or give us a call at 877-888-7880. See you at Lightfair!

Mitch Klasna  
President



In conjunction with the City of Orange, Chapman University has specified our Nostalgic Post Top Street Lights for its ongoing campus

upgrades. The new luminaires feature energy efficient QL Induction Lighting technology.

Chapman University and its sister campus, the Chapman University School of Law are undergoing extensive renovations to their common areas and sport facilities. The renovations are designed to accommodate the recent and significant increase in the student population.

The university's football stadium is the most complex project to date. It has been totally leveled and replaced by a new, state of the art sports facility. The new stadium features expanded seating capacity and subterranean parking. Our

Nostalgic Post Top fixtures will illuminate the stadium's Walnut Street entrance. Common areas located throughout the Chapman Campuses have also been updated. The major changes feature the expansion of campus sidewalks and the installation of our Post Top luminaires.

Light sources for both installations feature the latest in QL Induction Lighting Technology. The life expectancy of QL Induction Lighting exceeds 80,000 hours and is virtually maintenance free.

Another recently completed project of note, Chapman University's newly built 76,000 square foot film school - The Marion Knott Studios. Future projects slated for construction include a new Olympic sized Aquatic Center and the addition of several new education centers.

Today, efficient light sources are considered mandatory in all luminaires. Our Engineering staff understands the importance of this requirement, and subsequently, focuses its efforts on finding better ways to improve our products.

Our products are subjected to rigorous scientific tests including photometric analysis. The findings from these tests have guided us in incorporating new, innovative components in our products that meet or exceed strict IES requirements for lighting efficiency.

Take for instance QL Induction.

This energy efficient light source is known for delivering years of trouble-free, bright white light. Select products of our Street

Lighting luminaires have incorporated QL Induction for the past four years. Few of our competitors can make such a claim.

Another overlooked light source for outdoor applications is LED lighting. LED lighting emits a bright white light and consumes low volumes of electricity. Our Engineering Staff recently incorporated LED light sources in one of our latest and most innovative products - Marine Dock and Area Lighting. Check our website for detailed information on this unique product.

What does all of this mean? It means that after thorough scientific analysis, we are proud to offer lighting products that are energy efficient, require low maintenance, and add up to a smart buy for our customers. Contact us for more information on how we can help you save on your next product purchase.