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THE GOTHAM WAY



From its beginnings at the height of the modernist movement in the late 1930s, Gotham has had a singular raison d'être: to enhance architectural spaces with the industry's most advanced designs in downlighting.

This commitment to product leadership inspired breakthroughs in many areas of recessed down-lighting. The original Gotham “A” series was designed to optimize efficiency and brightness control of the conventional incandescent A-lamp. Today, the Gotham A series features sophisticated reflector optics optimized for a wide range of available lamp types.

Gotham has a long and proud history of developing new products for directional accent and wallwash lighting. We continually strive to advance these essential lighting tools.

All of these and many other innovations over the years have been the result of Gotham’s uncommon problem-solving mentality, nurtured by close collaboration with leading architects, engineers and lighting consultants of the day.



“Gotham’s unwavering devotion to optical performance, aesthetic detail and meticulous quality has endured many challenges and changes over 65 years. The company’s early association with renowned architects and lighting design pioneers in the 30’s and 40’s engrained a love for lighting and a mindset of innovation which continue to shape our mission even today. We seek to partner with lighting professionals across the industry with the goal of rendering today’s architectural spaces in the best possible light.”

**David Ranieri**

VICE PRESIDENT, GROUP MANAGER

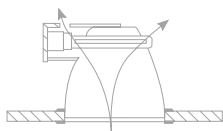
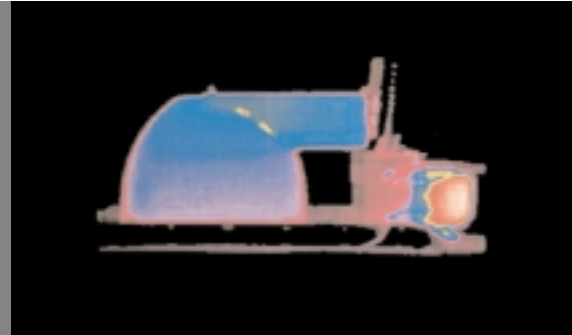
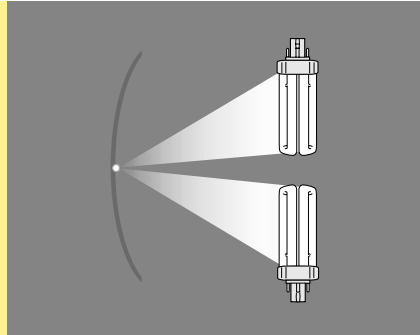
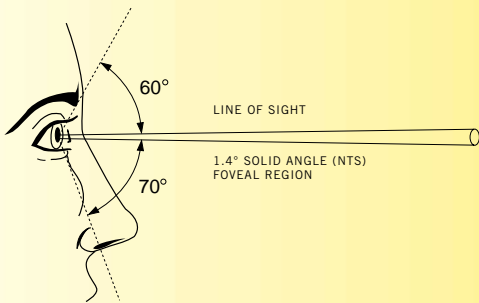
## CONTINUING INNOVATION

We've always believed that downlighting should enhance the architecture of a space while disappearing into it. This presents a significant engineering challenge because the human visual system is physiologically attracted to brightness, and brightness is a necessary element of illumination.

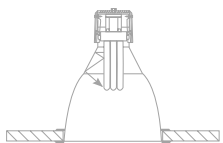
Gotham optical experts are continually focused on minimizing the impact of reflected lamp image, or "flash," visible from downlights. This, in fact, led to our development of the Bounding Ray Optical Principle™, which recognizes the shortcomings of point source optical design and offers a process by which to develop reflector optics around specific lamp types—allowing optimum brightness control, increased efficiency, and uniform aperture appearance.

The Bounding Ray Optical Principle has been used in the design of reflectors for compact fluorescent, incandescent and HID lamp types, so that Gotham products consistently deliver a clear, pristine, low brightness

The peripheral region of the human vision field is extremely sensitive to brightness and motion, an innate physiological response related to our natural survival instinct. Knowing this, Gotham optical engineers invented an advanced approach to reflector contour design that minimizes visual "noise" in overhead downlights.



Poor air circulation can cause heat build-up and reduce light output of compact fluorescent lamps by up to 30%. Gotham's exclusive Ventimax design overcomes the limitation, allowing maximum light output and lamp life.



Gotham's Vertisys features a revolutionary optical design paired with the latest lamp and ballast technology. This unprecedented system delivers the efficiency of compact fluorescent and the look of incandescent. In short, elegance without compromise.

aperture regardless of source.

In the late 1980s Gotham addressed the problem of thermal sensitivity common with horizontally-oriented compact fluorescent fixtures. Our advanced vented housing design, called Ventimax®, creates a convective ventilation path to cool the lamps, maximizing compact fluorescent lamp efficiency.

And the 1995 introduction of our innovative Vertisys® system characterized a design philosophy that seeks an optimal balance of efficiency and aperture appearance. For many years compact fluorescent downlighting offered high efficiency but couldn't match the elegant look of incandescent luminaires. Gotham engineers leveraged the technology of triple tube lamps to develop a unique approach to reflector design, "squeezing" lumens from the upper part of the lamp to the lamp tip. This provides a "uniform ball of light" similar to an incandescent A lamp; our Bounding Ray optics subsequently enable the lower reflector to project a uniform source from top to bottom.

With Vertisys, the aperture appearance is similar to that of an incandescent luminaire. High angle brightness and glare are eliminated, and almost no light is directed beyond 45° to one's line of sight.

We've also led the way with improvements in the performance and aesthetic appeal of wallwash fixtures. All such Gotham products—even those with difficult-to-control compact fluorescent lamping—deliver a smooth, uniform scallop free of hot spots and striations on vertical surfaces.

Gotham continually examines leading-edge technologies that offer the potential for enhancing downlighting efficiency and aesthetics. Recently, for example, we've been testing the application of an advanced technology that performs critical optical tasks on a dramatically reduced scale, which could free us to focus design efforts on further improving the physical and aesthetic attributes of our luminaires.

Virtually all these innovations have been driven by our Lighting

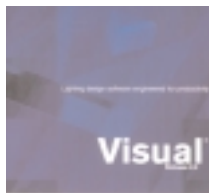


The Lighting Technology Group is an expert team of optical designers and engineers that continually explores new possibilities in architectural lighting. An advanced photometric testing lab supports their efforts and ensures optimal performance of all Gotham products in the field.



Technology Group, a team of specialists focused on optical design and research, technical software development, photometric testing, and lighting education. The group's application engineering service also connects us with independent lighting professionals on an everyday basis to help determine best possible solutions to architectural lighting challenges.

In addition, the Lighting Technology Group authored the industry's most widely-used lighting analysis software. Called Visual™, this collection of lighting calculation tools and powerful 3D modeling assists the design process and provides comprehensive analysis for development and documentation of advanced lighting projects.



"Most everyone at the Lighting Technology Group studied under David DiLaura at CU Boulder. Our respective careers eventually brought us together, and I believe we now have the best collection of lighting minds in the business. The group's combined experience working with many aspects of architectural lighting brings broad-based thinking to Gotham, which has led to some revolutionary approaches and unique application of light sources for improved performance."

**Kevin Leadford,**

THE LIGHTING TECHNOLOGY GROUP



“At our Northbrook manufacturing plant, we’ve fostered a unique blend of art and science in order to achieve “Gotham quality” reflectors. Gotham’s continuing innovation and stringent quality standards have challenged our team to invent new processes and invest in the most advanced equipment available. Nothing is left to chance in our relentless pursuit of the perfect reflector.”

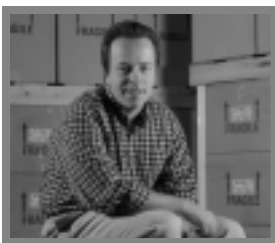
**Bob Blood**, PLANT MANAGER

## HIGHEST MANUFACTURING STANDARDS

No other recessed lighting company has invested so much in the optical and mechanical design of its products. It only makes sense that we also pay close attention to the manufacturing processes that deliver on those designs.

For example, since the shape and finish of a luminaire’s reflector directly affects optical performance, Gotham is one of few companies in the industry that insists on making its own reflectors. Our Northbrook, Illinois plant is admired by many as the most advanced such facility in the world. Gotham’s state-of-the-art M&M automated spinning machines assure highly consistent output of flawless reflector shapes and finishes—all day, every day.

Our dedicated facility in Vermilion, Ohio has manufactured, assembled and shipped Gotham’s complete line of downlighting products for over 30 years. At Vermilion the entire management team including



“We’ve manufactured Gotham downlighting in Vermilion for decades, so there’s a proud tradition here. Our quality procedures are affirmed by auditing 100% of the products before they go into a container. Of course the technology has advanced in recent years, and we’re continually documenting and improving our processes, but one thing has never changed: Our mission is to deliver the very best downlighting products in the industry.”

**Dave Treace**, PLANT MANAGER

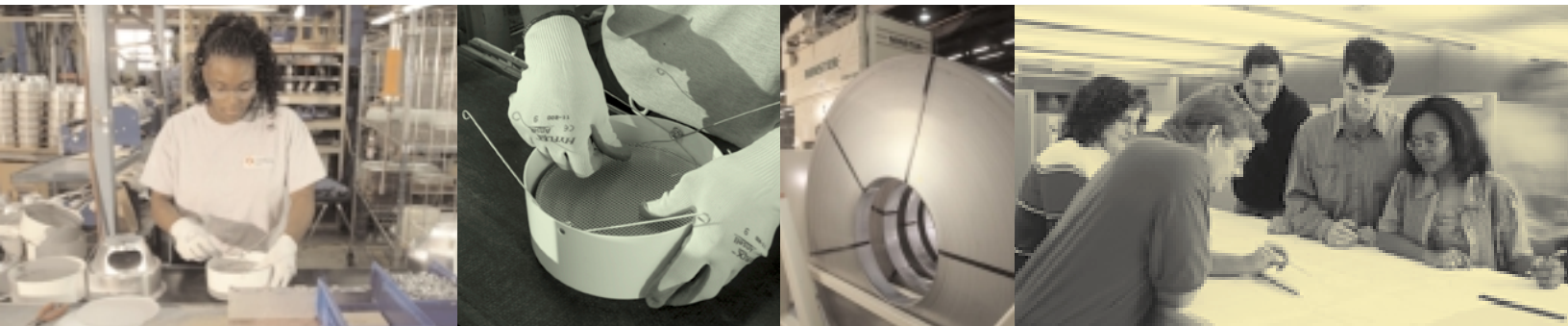
production engineering, quality managers and line supervisors understands how Gotham downlighting is installed by contractors and why it is chosen by specifiers. Across the Gotham organization, a “Six Sigma” quality initiative combines state-of-the-art equipment and processes with the cultural discipline of continuous improvement to ensure the highest possible production standards and process consistency.

## A COMMITMENT TO LIGHTING LEADERSHIP

Gotham has been on the forefront of lighting since 1938. However our recent association with Acuity Brands has greatly advanced that leadership position, as we now share in the resources and influence of our parent and sister companies within the Acuity Lighting Group.

The benefit of this association is apparent, for example, in the expertise of The Lighting Technology Group—and in cross-company transfer of new ideas and approaches—assuring that Gotham will remain on the leading edge of lighting design and technology development. Vertical integration of our world-class reflector manufacturing facility in Northbrook, Illinois is another clear advantage made possible by Acuity's financial leverage.

What is not so apparent is our combined commitment to the lighting industry and lighting education. We share widespread involvement in industry groups and associations, allowing us to better support and



contribute to the development of lighting standards of the day—and of the future. And all Acuity Lighting Group companies share a common bond with the architectural and design community, encouraging the frequent exchange of ideas and a daily diet of new challenges from lighting professionals.

Gotham also supports lighting education and research through the Besal Fund and the Jim H. McClung Research Foundation. The Besal Fund provides financial support to university lighting programs as well as scholarships for illumination design and engineering students. The McClung Foundation funds industry research to advance the art and science of quality illumination.

We believe that, as a collaborative member of the Acuity Lighting Group, Gotham is well positioned to continue putting architectural spaces in the best possible light.

That's the heritage of Gotham.

That's the Gotham Way.



Gotham's wide range of downlighting products serve as tools to achieve a variety of lighting effects. Just as important to architects and lighting designers, those tools can be specified in a consistent range of apertures and finishes for aesthetic continuity throughout a space.

gotham®

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