



LEARNERS LIVE



Expanded from Bill Attardi's EnergyWatch.com

February 2025

<http://attardimarketing.com/>
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**When you talk, you are only repeating what you already know...
but if you listen, you may learn what someone else knows.**

Dalai Lama

Something to Think About... Division Isn't So Bad by Andy Kessler -

American culture is built on division. Left vs. Right, Coke vs. Pepsi, Ohio State vs. flag-planting Michigan, Classico vs. Rao's, Red Sox vs. Yankees. Kanye West vs. Taylor Swift.

Maybe you're tired of it, but you can't get rid of division. Donald Trump has said, "The discord and division in our society must be healed." Good luck with that. Then again, Joe Biden said we have to choose "between unity and division." It never happened because it isn't in any politician's interest to heal divides. So we get "the vast right-wing conspiracy" and "own the libs." Division is here to stay. The rest of us need to learn how to deal with it. The Biden years encouraged division by identity for the pursuit of power. It ended up costing Democrats the election. The Trump 2.0 years will probably be about division by nativism—we were here first. Or we made stuff here first. Yes, "decentering whiteness" vs. tariffs. Voters chose. Hey, you can't have it all. Sadly, anxiety often wins out.

Former comedian Ellen DeGeneres, perhaps stressed by Trump trauma, moved to London. Cheerio. Others have reportedly threatened, in her designed-in-California iPhone. Plus, sprinkled throughout her dialogue were familiar expressions: "Bada boom." including America Ferrera, Sharon Stone, Cher and Sophie Turner (isn't she British?). Fine, they can read daily New York Times tantrums on their iPads from Saskatchewan. I hear it's nice this time of year. Others have retreated to comfortable echo chambers. Former Elon Musk fanboys—now haters—have debarked for Bluesky, a Twitter alternative, which almost advertises in its name: No red rhetoric here. Some simply unplug.

CNN and MSNBC audiences are plummeting. Many will play Wordle for four years. But it's better if everyone stays engaged. Despite, or maybe because of, our differences, America is still the greatest country and pulling away. We're so free we can argue about our differences without the threat of being arrested. Our envious stock market has left the rest of the world in the dust. China seems to be languishing. In the European outdoor museum, few work. They sit at cafes and caffeinate all day. The U.S. sets the tone for the rest of the world. Not only by paying for the North Atlantic Treaty Organization and the United Nations but culturally. Even spiritually. On a visit to Kraków, Poland, my wife and I used the very American Airbnb to book a food tour. Highly recommend. Our guide was an engaging and overcaffeinated 20-something who couldn't let go of "What were you thinking?" "Could I be any more hungry?" It took a few minutes

Consistent Innovation / Steady Progress

before I realized her words and mannerisms were straight from the American TV show “Friends.” It’s the new “Sesame Street” for learning English.

When disagreeing, learn to move on from the argument and think ‘let them.’ Yes, the world devours our culture and incorporates it into their own. Same for the internet. Detractors like to call this “digital colonialism.” (Of course they do— anything to have America as an oppressor.) But no one forced our guide to speak “Friends.” This country is strong precisely because we don’t all think the same way. New ideas come from new ways of thinking. When you vote, you get some of what you want but not everything. Life is about compromises. The extremes of the left and right make the most noise, but we’re still governed from the center. Our political divisions today might seem like the Grand Canyon, but pre-1989 Berlin was about real and quite literal divides. Ours are wafer thin in comparison. For those who don’t like Donald Trump: Get over it. Stop threatening to leave.

Many didn’t like the Obama years. I cringed with every utterance of the socialist concept of equity during the Biden years. People dealt and moved on. You can too. Think of saying to yourself, “Let it be.” Yes, words of wisdom. Or as billion-view podcaster Mel Robbins suggests, say “Let them.” She describes it as a “life-changing mindset hack.” Hey, who doesn’t want that? I watched (briefly), and her theory is best summed as “stop trying to force other people to do what you want them to do, and so much more peace will come into your life.” Peace out.

When disagreeing, the impulse is to say something else besides “let” before “them.” But as long as you’re not threatened, not competing on a woman’s swim team or being told what to do, let them talk. Let them use up their hot air. Let them wallow in their own BS. If you’re right (of course you are) it will only take time for your brilliance to be exposed. Then you always have the age-old “Toldja!” in your back pocket. You’ll be itching to use it, but don’t. It’s less divisive and way more effective if left unspoken. [NniSiroqyArrvZvRK6Ne-WSJNewsPaper-12-23-2024.pdf](#)
Write to kessler@wsj.com

My Opinion: It’s the venom and hate that’s the problem...just tired of it!

Did you know...

Artificial Intelligence (AI) for Hire - While most of us have heard the term artificial



intelligence, few could predict the explosion of GenAI technologies in the public sphere over the last two years. In the work setting alone, Microsoft and LinkedIn reported that “75% of knowledge workers use AI at work” and “66% of leaders say they wouldn’t hire someone without AI skills”.

So how did this all happen:

1956, August: At the Dartmouth Conference, researchers discuss creating machines capable of intelligent behavior and the term “Artificial Intelligence” is introduced.

2017, June: Google researchers introduce the Transformer architecture, the foundation for generative AI (GenAI) models. (GPT = Generative Pre-trained Transformer)

2022, November: OpenAI unveils ChatGPT, a conversational GenAI model, marking a tipping point in public access and accelerated adoption.

2024 NOW: Commercialization is accelerating. Globally, the GenAI solutions market is expected to exceed \$50 billion by 2028 with over 60,000 GenAI companies already doing business (Horban, 2024). The biggest tech/communications companies are all involved in a very big way to drive and influence our lives now and in the future with their GenAI models:

- OpenAI's ChatGPT
- xAI's Grok
- Google's Gemini
- Microsoft's Copilot
- Anthropic's Claude
- Apple's Apple Intelligence
- Meta's Llama
- Coming: Orion by OpenAI

Plan for your future, because that is where you are going to spend the rest of your life.
Mark Twain

ALERT: E-Learning Showcase on LearnersLive.com is committed to the learning process. An activity that goes on and on and on.....as it should. Every month, my passion as an educator is to contribute to that process with what I have learned over my lifetime. Effective Presentation Skills is posted in three (3) 30-minute virtual sessions. Hope you found it of value. February will post Selling in the Executive Suite video. Selling to a Buyer or Purchasing Agent is one thing, but selling a major project to the executives that run your customer's business takes special skills.



**Selling in the
Executive Suite**
6 steps

- 1. Contacting the Decision-Maker(s)**
- 2. Establish an "Executive Team" Mindset**
- 3. Create Relevancy for the Executive**
- 4. Create the Incentive to Change**
- 5. Create the Confidence to Invest**
- 6. Create Measurable Results**

Improve the business of your customers!

National News

1. ***Why Amazon, Microsoft, Google and Meta are Investing in Nuclear Power*** - Tech leaders are exploring nuclear power as a solution to the massive energy needs of their data centers, sustainability challenges, and the growing demands of their AI initiatives. SMRs, a new type of nuclear reactor, are gaining attention for their ability to provide round-the-clock power with minimal emissions. As some of the largest energy users, major tech companies are investing in these reactors, which could play a key role in global energy transformation. A must watch video: [Why Amazon, Microsoft, Google and Meta are investing in nuclear power | Watch](#)

2. ***Passenger Screening: Reimagining Imaging at the Airport*** - In 2024, TSA screened three million people in a single day for the very first time. With unprecedented numbers of



travelers passing through airports, S&T is focused on improving the airport experience of the future so passengers can move to their destinations with ease. New and retrofitted passenger screening systems are currently being tested at S&T's [Transportation Security Laboratory](#) (TSL) in Atlantic City, New Jersey. The S&T [Screening at Speed Program](#), in collaboration with TSA, is developing new concepts and technologies to help the Department of Homeland Security (DHS)

meet the needs of passengers while also fine-tuning detection performance, so TSA continues to stay ahead of evolving threats and keep the traveling public safe. High Definition-Advanced Imaging Technology (HD-AIT) is the backbone of this development. [Passenger Screening: Reimagining Imaging At The Airport](#)

3. ***Constellation Energy Awarded More Than \$1B in Government Contracts*** - Constellation Energy signed two contracts awarded by the U.S. General Services Administration (GSA) worth more than \$1 billion. The contracts are to supply power to more than 13 government agencies and perform energy savings and conservation measures at five GSA-owned facilities in the Washington, D.C. region. One of them is a 10-year, \$840 million contract, the largest in GSA history. Through this contract, Constellation will supply more than 1 million megawatt hours of nuclear energy annually to various government agencies beginning in 2025. The second is a \$172 million contract to enhance energy efficiency, decrease emissions and save on energy costs at five government facilities through upgrades like LED lighting, electric boilers, heat pumps, upgraded HVAC and building control equipment. [Constellation Energy awarded more than \\$1B in government contracts - Daily Energy Insider](#)

4. ***AI-Driven Electronics Design by N. Mughees*** - The use of generative artificial intelligence



(AI) for designing and manufacturing electronic circuits is changing the game by making it possible to develop modern, high-quality products. Electronics manufacturers are improving efficiency of their products by leveraging AI tools throughout the production process, starting from initial design to final quality checks. Generative AI can quickly do the manual time-consuming work, saving time and money of the clients. AI can detect and fix process irregularities, routing errors, and quality control, which is an essential part of producing electronics.

This AI-integration is crucial for maintaining standards in sectors where traditional quality checks are expensive and time-consuming. [AI-driven electronics design | Electronics360](#)

5. ***Deals on Leases Drive EV Market by Christopher Otts*** - Toyota Motor's only electric vehicle widely on sale in the U.S. starts at about \$37,000. But practically nobody plunks down that much for the mid size SUV, named bZ4X. "Almost everyone leases the car," Toyota U.S. sales chief David Christ said in a recent interview. "You'd be a fool not to." The Japanese-made SUV, which qualifies for a \$7,500 federal subsidy only if it is leased, illustrates a broader shift in the way car companies are marketing electric cars to consumers, with more-affordable monthly payments and no long-term commitment. People who leased the Toyota in 2024 paid \$445 a month on average, compared with \$717 for those who financed the car through a purchase loan, according to credit bureau Experian.

[WQWLtBjXe8K8Ki1Y3MfL-WSJNewsPaper-1-13-2025.pdf](#)

6. ***High-Tech Partnership Invests \$500 Billion in AI*** - President Donald Trump on Tuesday talked up a joint venture investing up to \$500 billion for infrastructure tied to artificial intelligence by a new partnership formed by Sam Altman of OpenAI, Larry Ellison of Oracle, and Masayoshi Son of SoftBank. The new entity, Stargate, will start building out data centers



and the electricity generation needed for the further development of the [fast-evolving AI](#) in Texas, according to the White House. The initial investment is expected to be \$100 billion and could reach five times that sum. "This will be the most important project of this era," said Altman, CEO of OpenAI. The White House has put an emphasis on making it easier to build out new electricity generation in anticipation of AI's expansion, knowing that the United States is in a

competitive race against China to develop a technology increasingly being adopted by businesses. [High-Tech Partnership Invests \\$500 Billion in AI – electrified](#)

Global News

3. ***Ireland Embraced Data Centers That Now Consume Too Much Energy by Matt O'Brien*** - Dozens of massive data centers humming at the outskirts of Dublin are consuming more electricity than all of the urban homes in Ireland and starting to wear out the warm welcome that brought them here. Now, a country that made itself a computing factory for Amazon, Google, Meta, Microsoft and TikTok is wondering whether it was all worth it as tech giants look around the world to build even more data centers to fuel the next wave of artificial intelligence. Fears of rolling blackouts led Ireland's grid operator to halt new data centers near Dublin until 2028. What other countries can learn from Ireland's experience is to carefully manage the effect of data centers on the stability of the electricity system.

[Ireland Embraced Data Centers That Now Consume Too Much Energy – electrified](#)

4. ***2025's Energy Crossroads: 6 Trends Redefining the Global Power Sector*** - The report prominently highlights new uncertainties embedded in volatile shifts in power demand and supply dynamics, an ever-more urgent need for grid modernization, and the growing precariousness of supply chains amid geopolitical tensions.

1. **Electricity Demand Is Set to Skyrocket. Can the Grid Keep Up?**
2. **Energy Security Ever-More Dependent on Electricity.**
3. **Pressure Is Mounting to Sustain Adequate Power Supply.**
4. **Natural Gas Demand Rising, but Long-Term Role Uncertain.**
5. **Supply Chain Risks—the Achilles' Heel of the Clean Energy Transition.**
6. **China Is Now an Undeniable Influential Powerhouse.**

Sonal Patel is a POWER senior editor.

[2025's Energy Crossroads: 6 Trends Redefining the Global Power Sector](#)

5. ***Global Electric Vehicle Sales Up 25% in Record 2024 by Alessandro Parodib*** - Global sales of electric and plug-in hybrid vehicles were up 25% to more than 17 million units in 2024, driven by strong performance in China and a stabilized European market, according to research outfit Rho Motion. China saw a 36.5% increase in EV sales, while the US and Canada reported an 8.8% rise. [Global electric vehicle sales up 25% in record 2024 | Reuters](#)

6. ***EXKA Selects Sollum's Dynamic LED Grow Light Solution for Enhanced Cannabis***



Production - Sollum Technologies is pleased to announce that EXKA, a leading cannabis producer in Québec, Canada, has chosen Sollum's cutting-edge dynamic LED grow light solution as part of the expansion of their state-of-the-art greenhouse facilities in Mirabel. This partnership marks a significant milestone in EXKA's production capabilities, with the company increasing its greenhouse footprint by 50%. This decision reflects EXKA's commitment to leveraging advanced and sustainable lighting strategies to boost production efficiency and crop quality. [\[News\] EXKA Selects Sollum's Dynamic LED](#)

[Grow Light Solution for Enhanced Cannabis Production - LEDinside](#)

E-Learning Showcase

7. Effective Sales Presentation Skills Zoom Learning Sessions by Bill Attardi –

All three recorded sessions below:

[Effective Sales Presentation Skills by Bill Attardi – YouTube](#)

[Bill Attardi's Effective Sales Presentations #2](#)

[Effective Sales Presentations with Bill Attardi, #3 – YouTube](#)

You owe your audience a good performance! This is about giving an effective sales presentation to a group of customers and closing that sale. Not as easy as it sounds. Had the great pleasure to be a speaker at a recent Amerlux sales meeting here in New Jersey when I presented this topic. Went well and now we are offering it to the general public.

First 30-minute session covered:

1. **Preparation Strategy – *The Will to Prepare to Win***
 - Selling is simply communicating effectively and it's always a Selling Situation
 - *The Platinum Rule*...treat customers the way they want to be treated
 - Preparation is everything...internal & external research
 - Always start with knowing your audience / the customer
 - What is your Call to Action
 - Rationale to take that action

Second 30-minute session covered:

2. **Presentation Strategy – *Bring to the meeting something no one else knows...***
 - What is Your Objective – TO SELL!
 - Connect with your audience – interactive questions
 - The Power of PowerPoint: Verbal & Visuals working together
 - Create closing slide first – all roads then lead to your destination

Third 30-minute session covered:

3. **Organizing the Presentation – *FFAB (Features / Functions / Advantages / Benefits)***
 - Create clear / thought starter slides – six by six rule
 - Creative Opening – your first impression
 - Meaningful Content – relevant to your audience
 - Compelling Close – lasting impression
 - Create a climate for learning
4. **Techniques in Presenting – *When you stop getting better, you stop being good***
 - Plan & Promote Interaction
 - Eye contact – *you are talking to individuals that happen to be in a group*
 - Confirm understanding on a continuing basis
 - Project Acceptance and Handle Resistance
 - Never close on someone else's question – before I close are there any questions?
5. **Personal Delivery – *Mechanics of Communicating Effectively Orally***
 - The Audience – Your Body – Your Voice – The Room set-up.....
 - Audience reads left to right – you stand on their left; slides on their right
 - Commit yourself to improve...

Commitment: you will confirm some of what you already know and you will learn something new about giving an effective sales presentation to close those sales that are so important that you are asked to address a group of customers.

8. **ALERT: E-Learning Showcase on LearnersLive.com is committed to the learning process. An activity that goes on and on and on.....as it should. Every month, my passion as an educator is to contribute to that process with what I have learned over my lifetime. Effective Presentation Skills is posted in three (3) 30-minute virtual sessions. Hope you found it of value. February will post Selling in the Executive Suite video. Selling to a Buyer or Purchasing Agent is one thing, but selling a major project to the executives that run your customer's business takes special skills. Stay tuned.....**

9. ***Artificial intelligence: Tools & Tips for Lighting Professionals*** - Thursday, February 27,



12:00pm (ET) | [Register here](#) Speaker: Mark Lien Sponsored by ALUZ Artificial Intelligence (AI) is growing in its power over our lives and accelerating into the marketplace at unprecedented speed. It can suck us into endless YouTube videos and social media engagement, often with nothing of value to show for our time. The lighting community needs to use AI for good while minimizing its negative impact on us. Hundreds of new tools are available to us for marketing, design, manufacturing, collaboration, developing AI agents, consumer education and more. Attend this session to identify the best of them, what is coming and how we can help to safeguard ourselves and our businesses while utilizing these helpful new tools. [Educational Webinars - Illuminating Engineering Society](#)

10. ***Lessons Learned in Problem Solving, Historic Renovation, Office Design, and Neuroarchitecture*** by **Jeanette Fitzgerald Pitts** - Innovative materials, unique circumstances, new design approaches, and the demand for people-first workspaces are pushing architects into new frontiers. In many cases, completed projects can serve as excellent teaching tools for demonstrating what can be accomplished architecturally in a space and how to best accomplish it. This course explores some of the lessons learned during the recent completion of several different types of projects and includes tips for creating workspaces that boost wellbeing by applying the principles of neuroarchitecture through the use of art, color, lighting and design. AIA CES Provider statement: Endeavor Business Media is a registered provider of AIA-approved continuing education under Provider Number 10084542. **Credits:** 1.0 AIA LU/HSW [Lessons Learned in Problem Solving, Historic Renovation, Office Design, and Neuroarchitecture - Architecture & Design Master Continuing Education](#)

11. ***University of Colorado Boulder – Professional Lighting Education*** - The University of Colorado Boulder is pleased to announce that registration is now open for the 2025 Rocky Mountain Lighting Academy (RMLA) Short Course. This four-day course will be held on the beautiful CU campus in Boulder from May 29 through June 1, 2025. General sessions cover lighting and design fundamentals along with the latest developments in technology, color, and health. Technical Track students dive deeper into photometry, optics, and luminaire design while Design Track students gain practical experience with the early stages of the design process, including developing design concepts and goals. The course emphasizes hands-on learning experiences, and the class size is limited to ensure a fun, interactive experience. Further details and registration information can be found [on the program's website](#). For more information, please contact Bob Davis, Scholar in Residence and Director of Professional Lighting Education, davisrg@colorado.edu

Education Resources

12. *Commercial Lighting Market to Reach \$56 Billion by 2030 -*

Research and Markets has published a new analysis, *Commercial Lighting Market...Forecast 2025-2030*. The 187-page document covers key factors driving the growth of the commercial lighting market sector (including fixtures for hospitality, retail, workspaces, and more applications), which reached over \$17 billion in 2024 and is expected to grow at a CAGR of more than 20% in the coming years. The analysis forecasts that the market will reach over \$56 billion by 2030 due to increased sustainability efforts, including a focus on human-centric adaptive lighting, adoption of smart lighting and retrofitting infrastructure, as well as the acceleration of urbanization. The analysis provides information on market restraints, such as the maintenance of fixtures, as well as market opportunities, such as solar lighting solutions, in addition to the PESTLE (political, economic, social, technological, legal and environmental) factors that influence market data. To find the full report: [Commercial Lighting Market by Offering, Installation Type, Communication Technology, End-use Application, End-User - Global Forecast 2025-2030](https://www.researchandmarkets.com/reports/5336874)



13. *Lighting Revolution in Two Graphs: LED Distribution in Residential and Commercial Applications by Craig DiLouie -*

As the LED revolution achieves increasing adoption, a recent report by the Department of Energy illuminates the growth. Published in April 2024, the “2020 U.S. Lighting Market Characterization” <https://tinyurl.com/3fczwe9s> estimates technology distribution among the U.S. installed base of units (lamps/luminaires), along with energy consumption. **Residential sector:** Let’s start with the residential lighting sector, where an estimated 6.5 billion units are installed, accounting for 80% of lighting installations. LED was the most popular light source in 2020 with 3.1 billion units installed or 48% of the total, nearly 50% less energy than in 2015 **Commercial buildings:** In the commercial building sector, with its estimated 1.6 billion installed units, we see a similarly striking snapshot of LED earning virtual parity with other light sources. In 2020, LED reached an overall share of 48% of the installed base and a rough parity with fluorescent, nearly 30% less energy than 2015 and 57% less than 2001. Again, LED adoption is today the majority light source in commercial buildings. [Lighting Revolution in Two Graphs: LED distribution in residential and commercial applications - Electrical Contractor Magazine](#)

14. *2024 State of the Cannabis Lighting Market by Jolene Hansen -*



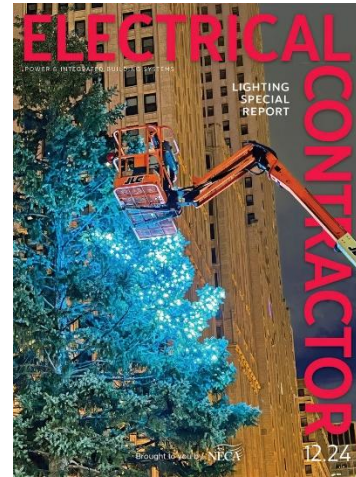
There’s no doubt that the relationship between cannabis and light is one of the most crucial aspects of cannabis cultivation and ultimate success. From light intensity to spectral properties, to light uniformity, to dimming technology and much more, every new discovery in the cannabis industry opens another door for growers, researchers, and lighting manufacturers to explore. In this 2024 “State of the Cannabis Lighting Market” report, you’ll find exclusive data revealing practices of your cannabis cultivation peers, with valuable insights into the evolution of cannabis lighting trends through the years. The study behind this report was made possible with support from Fluence and was conducted by third-party research organization Readex Research on behalf of *Cannabis*

Business Times. Click [here](#) for a PDF of the full report. [2024 State of the Cannabis Lighting Market report on lighting trends and benchmarks among commercial cultivators | Cannabis Business Times](#)

Publications of Learning

15. *In This Month's Issue of Electrical Contractor's Lighting Special Report (Digital Edition)*

- Light a Bridge Over Shreveport Waters: Feazel Electrical Contracting
- Designing for End-of-Life: What to do with LEDs when the light goes out
- 'Tis the Season! McWilliams Electric
- Watt Comes Next? A roundtable discussion on LED lighting
- Lights, Prefab, Installation! Assembling and wiring lighting off-site eases pressures
- The Power of Workplace Lighting: Harnessing circadian and natural light for well-being
- Featured Products: Luminaires
- Fiber Optics: Jumping Through Hoops
- Cool Tools: Working Lights for Electricians
- Service/Maintenance: A Great Holiday Gift
- Code Applications: Emergency and Critical Power Systems



https://www.ecmagdigital.com/ecmag/library/item/electrical_contractor_december_2024/4239628/

16. *The Value of Dimming by Levin Nock* - It's easy to see the energy benefits of dimming: the more an LED fixture is dimmed, the less electricity it uses. In terms of future-proofing the energy savings of lighting projects, the longevity of LED products makes it paramount to strengthen requirements for dimmability and other lighting control strategies now, since LEDs installed today are expected to work for a decade or more. The latest version of the DesignLights Consortium's (DLC) [Solid-State Lighting \(SSL\) Technical Requirements](#) stresses the [importance of dimming](#) as a way to increase energy savings, while allowing occupants of offices, conference rooms and other spaces to adjust light levels to their comfort or needs. All LEDs are inherently able to dim and nearly 100% of [DLC-listed](#) fixtures are dimmable. Expanded adoption is the necessary next step to capturing the benefits of dimming. [The Value of Dimming | EC&M](#)

17. *The Lagging Transition to LEDs in Schools — Part 3 by Jessica Kelly, Andrea Wilkerson, Dan Blitzer* - *Parts 1 and 2 of this series discussed the sluggish adoption of LED technology in schools and the dim prospects for fluorescent lighting. This final part addresses the LED choices school facility personnel are considering and the new tradeoffs they face.* Based on PNNL's conversations with schools, the change to LEDs is underway. Upgrading lighting can reduce energy consumption and operating costs and refresh the look and feel of the school. Fluorescent lighting has served schools for a long time. What does maintaining an LED system look like for the next 30 or 40 years? While TLEDs seem like an easy solution today, relying on fluorescent luminaires and other components will become more challenging in the future. Compare the up front and ongoing costs for each LED option and consider developing a "standard" lighting solution that can be repeated over time, space by space, or school by school. [The Lagging Transition to LEDs in Schools — Part 3 | EC&M](#)

New Technologies

18. SATCO|NUVO's SMART WIRELESS VIDEO DOORBELL WITH REMOTE CHIME -

Easily expand home security with SATCO|NUVO's Smart Wireless Doorbell with Remote Chime. This complete doorbell system comes with rechargeable battery so that the unit can be installed with no electrical work. Motion detection sends alerts directly to your mobile device allowing you to view historical events and live events in real time, from anywhere. The included chime plugs into standard 120V outlets, making the doorbell audible, even if your mobile is on silent.

- Complete doorbell system
- Simple wireless installation
- Rechargeable battery
- Remote viewing and two-way talk
- Live and event history monitoring
- Expandable micro SD card storage



[SN1640_SmartVideoDoorbell_PI_7-1-24\(1\).pdf](#) [SATCO/NUVO > New Products](#)

19. Post Top Area Light Z10 Ready CCT3 PST by naturaLED -



naturaLED® has designed a sleek, contemporary post top fixture with three vertical arm that creates a clean look. Easy installation to retrofit on standard 2-3/8" tenons, 3" Pole. Saving time and money by upgrading to LED. Our DLC premium open round post top light fixture replaces up to 250 watt metal halide fixtures and produces up to 12,000 lumens. The preinstalled Z10 Receptacle allows easy plug-and-play control upgrades during installation or at a later time. Applications: Corporate Campus, Education, Healthcare, Parking Structure, Parks, Hospitalities, Walkways, Commercial office buildings, Landscape lighting.

[POST TOP AREA LIGHT Z10 – naturaLED](#)

Spec Sheet: https://naturaled.com/assets-led/flyer/PST_Z10_CCT3_9726_9728_9730.pdf

20. 77 Inch Class LG SIGNATURE OLED T: World's first Transparent 4K Smart TV 2024 -



The groundbreaking OLED T is the World's first Transparent 4K Smart TV 2024 with True Wireless Video & Audio Transfer. What looks like a standard OLED TV transforms into a high resolution, transparent display with a retractable black shade behind the screen. Visually expand your space with a one-of-a-kind transparent screen that blends into your home environment. Specialized transparent screen savers and other content allows the OLED T to behave like a window while app icons take on a remarkable dimensionality. Packed with the latest cutting-edge picture tech including the all AI processor, the OLED T is straight from the future. Only \$60K Video:

<https://www.youtube.com/watch?v=6z6eSCicmWE>

21. Hyundai Mobis Unveils Holographic HUD - Hyundai Mobis unveiled its ‘holographic windshield display’ technology, which transforms the vehicle’s front windshield into a



transparent display, at the world’s largest tech event, CES 2025. The key feature of Hyundai Mobis’s new holographic windshield display technology is that it transforms the vehicle’s front window into a transparent screen, without additional device. That means, there will not be any display devices placed in the driver’s and passenger’s seats, but instead, all kinds of content, including driving

information, navigation and music playlists, will be vividly displayed at the bottom of the front windshield. From the outside, it looks like a transparent glass window, but it presents a clear display for the driver and passengers even in bright outdoor environments through high brightness and color reproduction. https://www.ledinside.com/news/2025/1/2025_01_09_07

22. Samsung Unveils a New Vision for Displays at First Look Event - Ahead of the opening of CES 2025, Samsung Electronics showcased a range of new products at First Look 2025 — underscoring its technological leadership:

- The Vision AI Zone provided an overview of Samsung’s signature AI features, presenting technologies that transcend the traditional role of TVs to now deliver personalized experiences tailored to users’ preferences and different environments.
- The HoloDisplay employs Samsung’s anti-distortion and anti-reflective technologies to produce screens that appear to float, unlocking new possibilities for display applications.
- Analyzing skin conditions and receiving personalized beauty solutions through the MICRO LED Beauty Mirror. Developed in collaboration with Amorepacific, the display analyzed skin types and provided recommendations.
- The Frame and The Frame Pro, which transform everyday spaces into personal art galleries, and The Premiere 5, which sets a new standard for home cinema.
- The Premiere 5, the industry’s first interactive triple-laser ultra-short-throw (UST) projector, offers touch interaction functionality on the display it projects.
- The Odyssey 3D (model G90SF) utilizes lenticular lenses and AI technology to transform 2D content into 3D, delivering new levels of immersion.

https://www.ledinside.com/news/2025/1/2025_01_09_05

23. WAGO PoE Injectors - WAGO introduced four new communication products to their network lineup. With a 60W and 90W version available, their PoE injectors supply power and communications over a single RJ45 cable. These devices are based on the IEEE 802.3bt standard for 4PPoE that uses all eight wires in an Ethernet cable. The WAGO’s media converter provides extended Ethernet communication as it changes data transmission from copper to fiber optic. Installers can choose from either a non-PoE converter or a PoE version that comes equipped with 30W of PoE. Pair these with WAGO’s SFP fiber optic modules for support of both fast and gigabit speeds. <https://www.wago.com/us/search?text=PoE>



LearnersLive Special Feature

[Bill Attardi Launches LearnersLive.com as Lighting Industry Training Resource | Electrical Wholesaling](#)

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Facility solutions made simple since 1982. 1080P HD CAMERA WITH NIGHT VISION SATCO NUVO LEARN MORE

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BLOG

Launch of LearnersLive.com in 2025 - A Passion for Learning by Bill Attardi
December 31, 2024

Live as if you were to die tomorrow. Learn as if you were to live forever. Mahatma Gandhi In every environment, in every company, in every department, in every office, in every classroom, on every team, there are inequities.

High-quality, affordable, LED solutions

E-LEARNING SHOWCASE

Lessons Learned in Problem Solving, Historic Renovation, Office Design, and Neuroarchitecture by Jeanette Fitzgerald Pitts
January 14, 2025

Innovative materials, unique circumstances, new design approaches, and the demand for people-first workspaces are pushing architects into new frontiers. In many cases, completed projects can serve as excellent teaching tools for demonstrating what can be accomplished

Bill Attardi Launches LearnersLive.com as Lighting Industry Training Resource

LearnersLive.com will draw from Attardi's 60 years of lighting industry experience, Q&As with lighting experts and other lighting market training resources.

Spend a few minutes with Bill Attardi and you will learn a few things about him real fast. He's a 60-year veteran of the lighting market who quite possibly loves learning about the lighting business more today than when he started in the business as a sales rep for Westinghouse Lamp/Philips (now part of Signify) selling lamps in the Big Apple in 1965. You can also sense his passion for learning and teaching in the services he provides lighting and electrical professionals through Attardi Marketing, and through the *Energy Watch News* blog.

When you talk with Bill, you will also quickly find out he is a lifetime learner who not only enjoys learning something new every day about the latest in lighting, but also loves teaching others about lighting, sales, marketing, management and life. This passion for teaching fuels the works he does as an adjunct professor teaching strategic marketing and management courses at Monmouth University since 2000.

His background as a lifetime learner and teacher inspired a new venture: www.learnerslive.com. In describing the launch of LearnersLive.com, Attardi says it will be a learning experience where lighting professionals will have the opportunity to learn something every day, through virtual courses that will

include marketing and management sessions developed through the courses he teaches at Monmouth University; interviews with lighting experts including Jim Benya, Deb Burnett, Mark Rea, Chris Brown and Bernie Erickson; and other lighting industry training websites and videos.

“Learning Showcase on [LearnersLive.com](https://www.learnerslive.com) is committed to the learning process,” he says in a [LearnersLive.com](https://www.learnerslive.com) post. “An activity that goes on and on and on, as it should. Every month, my passion as an educator is to contribute to that process with what I have learned over my lifetime.”

[Effective Presentation Skills](https://www.learnerslive.com) is currently posted at [LearnersLive.com](https://www.learnerslive.com) in three 30-minute virtual sessions, and in February Attardi will post his “Selling in the Executive Suite” video. He says the video will teach the special skills required to sell a major project to the executives that run a customer’s business.

“I have a passion for teaching and learning and have been doing it most of my life and for the past 20-plus years at Monmouth University,” Attardi says. “I want to continue doing it as long as God allows.”