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THE POWER OF INNOVATION

# Valuing Darkness Minimizing Light Pollution

20<sup>th</sup> March 2025 – Melbourne

[felicitysi.com](https://felicitysi.com)



MADE IN  
DENMARK



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**“The future is already here  
- it’s just not evenly distributed”**

**- William Gibson, The Economist**

MAIN ROAD STREET LIGHTING

# DIMMING POLICY

What is the reduction potential for light pollution, energy costs and CO2 emissions with intelligent dimming?

Are your streetlights dimmed, when there is less traffic on the road?



Do you have a plan for more and better traffic data collection?

When you dim your streetlights, are you sure that Lighting Levels are according to standards/ guidelines?

PowerAID EXPLAINER

# REDUCTION POTENTIAL



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On The Edge Of Sustainability

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DRIVING SAFER ROADS

# CONCEPT OVERVIEW

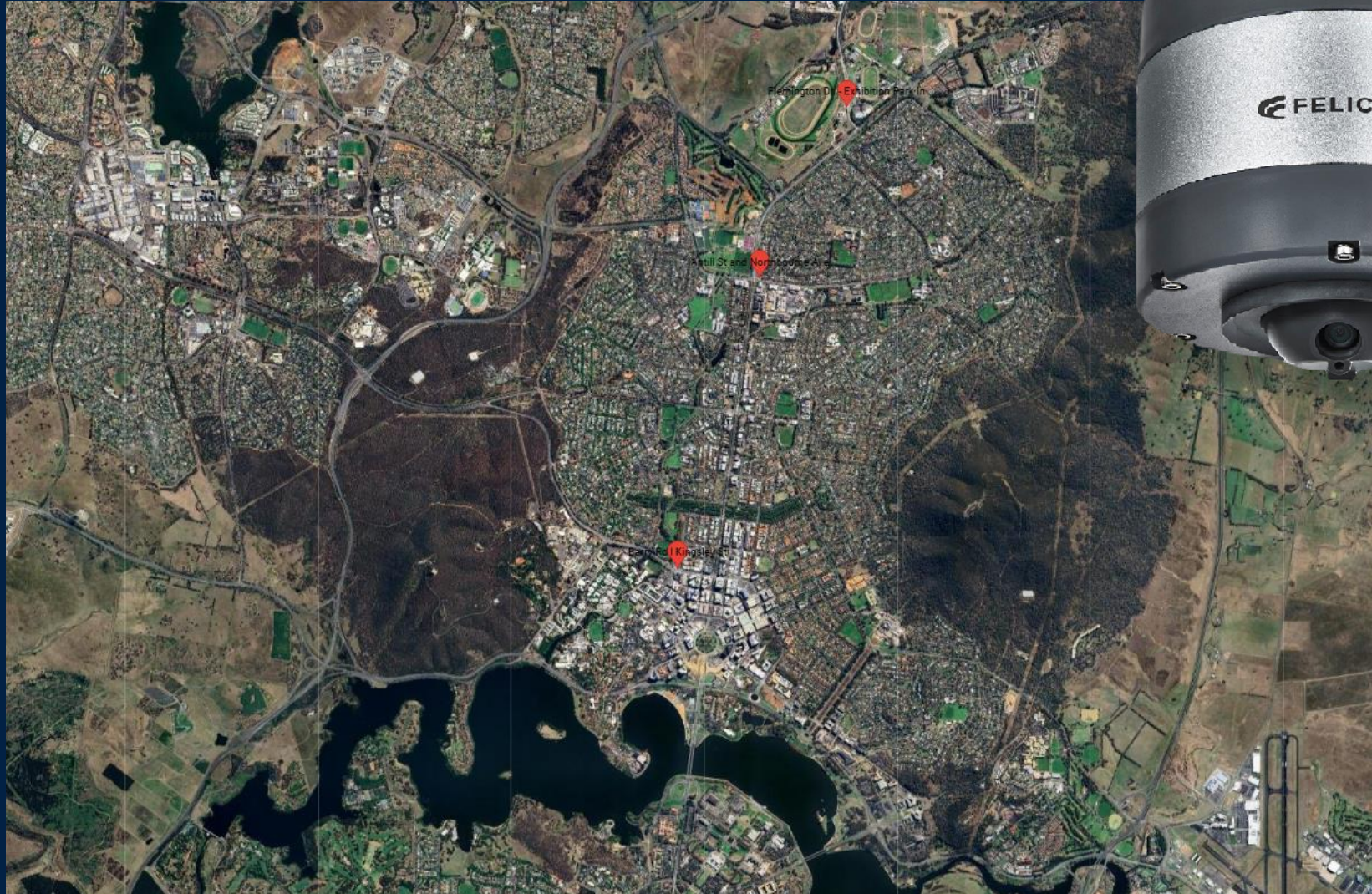
# BASE LINE





IN REALITY

# CANBERRA DEPLOYMENT



# DAILY REPORT - SAVINGS

# PowerAID™

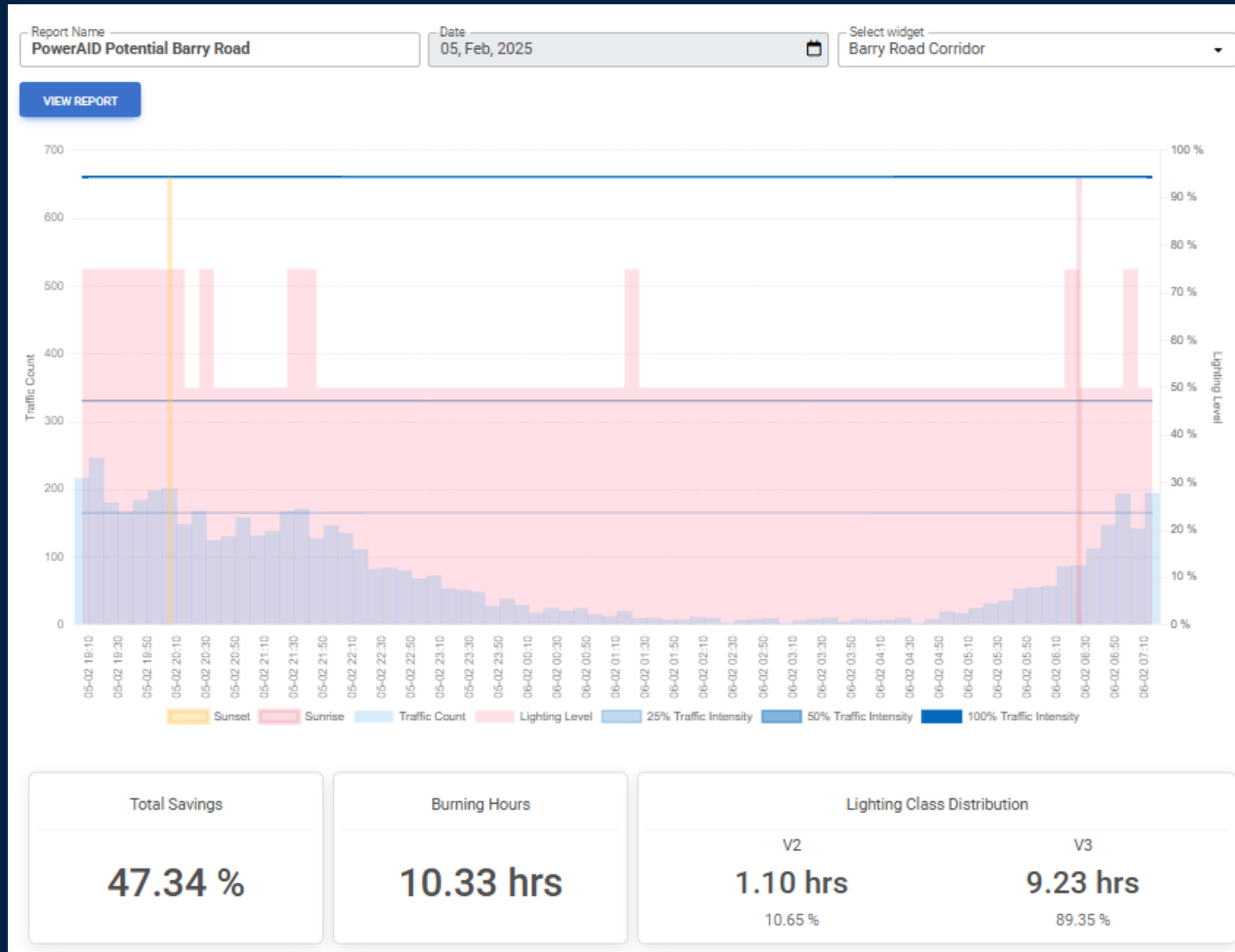
Sensor Location: Flemington Dr Corridor  
 Time Period: 12<sup>th</sup> February 2025



# DAILY REPORT - SAVINGS

## PowerAID™

Sensor Location: Barry Road Corridor  
Time Period: 7<sup>th</sup> February 2025





# YOUR NETWORK WIDE PowerAID™ POTENTIAL



YOUR SAVINGS POTENTIAL IS CASH FLOW POSITIVE WITH AN ESTIMATED AUD 2,6M OVER TEN YEARS THROUGH THE DEPLOYMENT OF 208 POWERAID SENSORS. THESE SAVINGS CAN BE HARVESTED RIGHT AWAY TO THE BENEFIT OF LOCAL CITIZENS, THE ENVIRONMENT AND TRAFFIC SAFETY

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TrafficAID EXPLAINER

# UTILITY & MOBILITY



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NEXT STEPS  
START NOW



Join with us today and take  
your leadership position in  
power, CO2 and light  
pollution reduction.