



TO: Leviton Lighting Management Systems Division Agents
FROM: LEO Development Team
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SUBJECT: LEO Ellipsoidal Launch
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Announcing the immediate availability for order and shipment of the new LEO™ ellipsoidal product line

It is our great pleasure to announce the newest addition to the Leviton fixture line: LEO. This product is the result of a collaborative effort among Product Management, Engineering and Operations. All are to be congratulated in helping bring the LEO fixture to completion.

This new ellipsoidal spotlight, utilizing Leviton's Enhanced Optics, works with the industry standard "HX" (ANSI codes GLx) series of lamps, at wattages up to 750W. LEO is available in 50°, 36°, 26°, 19°, and the industry's only 15° fixed field angle ellipsoidal fixture. All fixtures include the color frame, c-clamp, and choice of plug: Parallel blade "Edison", locking, grounded stage pin or bare leads.

Launch Materials

The launch package for this product includes the following items:

- Fixture Data Sheets
- CSI Formatted Specification
- LEO Selling Point guide
- Price list

Pricing

The fixture is offered at an introductory price of \$199 dealer or distributor net. This price is guaranteed on individual sales or quoted projects. No additional discounts below this \$199 price will be offered. The introductory period for the LEO fixture starts immediately and will continue through the end of the year.

Accessories

As noted in the data sheets, LEO fixtures also offer a number of accessories. As a competitive advantage, LEO fixtures accept the same accessories as competing products, and are interchangeable. We are building accessory inventories, and there may be a lead time on certain items. Please let your customer service person know your delivery requirements so we may support your needs.

Demonstration Cases

Demonstration sample cases are also available for purchase, which include an attractive rolling case, one 26 degree fixture with parallel blade plug, and one each of a 575W & 750W lamp. These demo fixtures can be purchased for \$199 each.

Please take time to review the attached materials and learn more about LEO. The launch of this fixture is an important addition to the Leviton entertainment product offering, and a benefit to your selling and specifying efforts.