



Sole Source Letter -  
Inception Innovations LLC

Inception Innovations LLC (DBA Inception Lighting) was established in 2010 and has developed and filed non-provisional patents for the Inception Lighting System. We are the exclusive manufacturer of the product and have sold the product since 2012 while having successfully licensed rights to resellers for our product, both factors in predicting the eventual success of the patents as they pass through the process with the PTO. No other lighting system offers the advantages of our lighting system in quality, ease of installation, functionality and price that the Inception Lighting System provides. The following is a list of features our lighting system provides that separate us from all other competitors:

- base and lid encapsulating a linear LED light strip that can be removed and replaced without the need to replace the entire fixture
- plastic base and lid extrusion used to house the LED light strips can be cut to custom lengths for any installation location
- the plastic base is designed to be used as a conduit to conceal power extenders for installation purposes
- uses waterproof/weatherproof and UV resistant LED strips with LED sources spaced at 10" in order to mimic the appearance of holiday lighting at night
- uses LED strips with voltage regulators to extend uniform light brightness up to 130 feet for each run from the control system (competitors avg. 16 feet)
- the lid part is co-extruded with a clear stripe positioned to allow the LED lights to shine out which conceals and protects the LED strips
- the lid part is made of a modified acrylic that is nonreactive to UV, will never yellow and is not fragile as acrylic typically is when unmodified (10 year warranty)
- used RGB LED lighting that can change colors
- the LED strips are available in three lengths to ensure there is never a need to cut the LED strips and a waterproof connector is always available to create gaps in lights where required
- uses a cloud-based lighting control system with internal clocks and calendars that can be accessed remotely and can synch multiple locations or adjacent properties
- provides a user interface that allows the user to calendar schedule the lighting for an entire year

The product comes with a 10 year warranty, is a "green" low-voltage product that saves up to 87% electricity compared to C9 holiday lighting and is hardly noticeable during the day. The cost of the system is also unique for the quality and warranty it carries, as it costs around what is typically spent on holiday lighting for just over two years.

Sincerely,  
Scott Eddins - CEO