

**BEST ENERGY EFFICIENCY / MANAGEMENT / STORAGE**



# Adura's technology saves clients on lighting costs

**BY RENEE FROJO**  
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**W**ith millions in funding, a new product on the way and international expansion in its sights, Adura Technologies is poised for a bright future.

The San Francisco-based startup is one of the leading companies in the intelligent wireless lighting market — managing smart lighting for more than six million square feet of commercial and government property.

**WINNER**

Unlike other commercial lighting technology, which requires switches or sensors for large areas, Adura's intelligent system, operated through wireless mesh technology, allows for precision lighting, meaning each light can be configured to be controlled separately. Wirelessly controlled thermostats and standard occupancy sensors that connect to Adura's lighting networks enable the system's energy-saving features, such as setting the lights to respond only when occupants are in a room, or allowing lights to be dimmed by 15 percent when there's natural light coming in from the outside.

The idea for the mesh networking technology first came to light at University of California, Berkeley's Center for the Built Environment. Charlie Huizenga, now Adura's chief technology officer, realized the possibility for wireless technology to be used on lighting controls.

"Since lighting represents about 40 percent of electricity use in commercial buildings, I saw a huge opportunity to improve the situation," he said.

After founding Adura, it didn't take much for investors to jump on board with Huizenga and his team.

"When we first saw the company, it was three guys right out of the university with a bunch of parts in a shoe box," said Nat Goldhaber, a managing director at Claremont Creek Ventures, one of the company's earliest investors. "They told me that lighting is the second biggest demand on energy and that there was an easy solution — and I believed their story."

With additional backing from Bay Area venture capital firms NGEN Partners and VantagePoint Capital Partners, Adura raised \$34 million in funding over the past four years, including \$8.5 million in early

**ADURA TECHNOLOGIES**

**HQ:** San Francisco.

**Employees:** 40.

**What it does:** Provider of wireless lighting controls and energy management systems.

**CEO:** Mark Golan.

**Founded:** 2005.

**Funding:** \$34 million in venture capital.

**Growth:** Revenue jumped 273 percent in 2011 and average deployment of lighting grew to 107,000 square feet in 2011 from 18,000 in 2008.

May. The company then sold its lighting technology to several large clients such as Google, city governments including Berkeley and Pleasanton, and big universities including Huizenga's alma mater.

On average, Adura's clients see a 40 percent to 70 percent reduction in their lighting energy costs, which translates into big savings on their energy bills.

But even better than the savings is the fact that Adura's clients see no degradation of service, said CEO Mark Golan. "Our system allows people to continue to be in attractive lighting environments."

Adura's systems are compatible with multiple types of light fixtures, including LED and fluorescent lights.

Another key feature of Adura's technology, Golan said, is that its low-power wireless mesh networking system is easy to install and can be reconfigured and expanded as needed, making it ideal for both new construction projects and retrofitting. And unlike some other intelligent lighting systems, Adura's network is decentralized.

"Having a non-centralized network makes the whole system more robust," Golan said. "If there was failure of a gateway, you wouldn't lose functionality of the whole system."

Adura was "one of the first companies out of the box with a wireless control system," said Golan, who joined the company last year after more than 20 years at tech companies such as Cisco, Sun Microsystems and Hewlett-Packard. And the company hasn't stopped innovating.

Adura is currently working on a new product, available later this year, that will add flexibility to Adura's system.

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