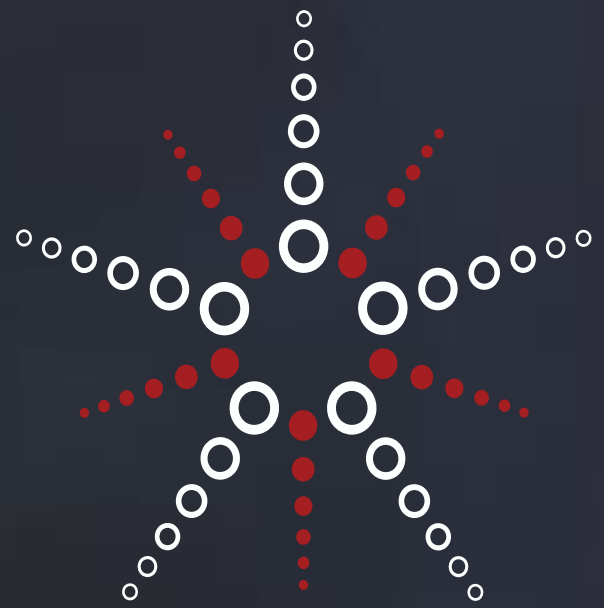


STARFISH™

live life enlightened

THE STORY BEHIND THE STARFISH NAME

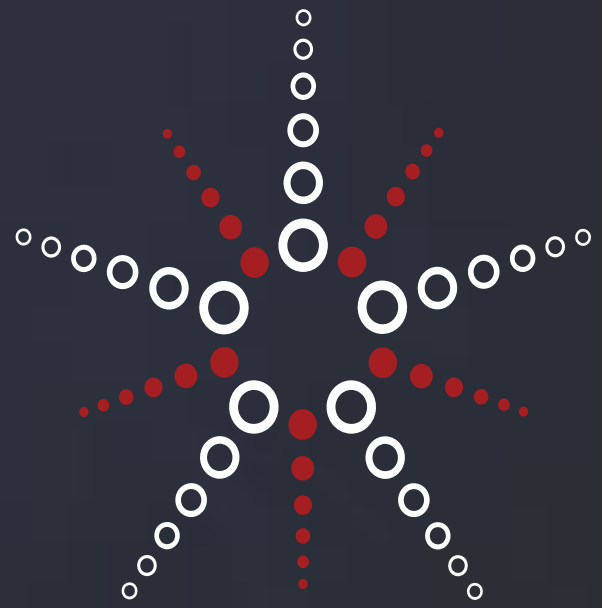
The name STARFISH celebrates the difference one positive decision can make in life; and pays homage to SATCO co-founder Herb Gildin, and perhaps the parable that served as the foundation of his personal code.

In life, every change for the good can be a chance for a change toward a better future.

Herb Gildin spent his career giving many people the chance to do their best, helping them live life better...to live life enlightened!

The STARFISH™ brand honors his memory.

Herb Gildin
1929-2019



SATCO® | NUVO®

STARFISH™

live life enlightened

"The **Starfish** is a universal and celestial symbol of infinite divine love. ... In addition to love, the **Starfish** also emanates the energies of inspiration, guidance, brilliance, intuition, and vigilance, with its connection to the stars."

The meaning of the **Starfish** speaks about guidance and inspiration. When you are at a crossroads, you can find the answers that you need from the meaning of the **Starfish** It symbolizes regeneration, renewal, and self-sustainability.

The appendages, or arms, of a **starfish** give him his **unique** star shape. Most **starfish** have five arms, but some species have more, ranging from 20 to 40.

SATCO® | NUVO®

live life enlightened

“The **Starfish** tagline “live life enlightened” speaks to the products ability to enhance your daily routines by providing convenience, safety, security, dynamic atmospheres and wellness.

SATCO® | NUVO®

STARFISH™ is a simple, scalable, smart lighting solution.

Engineered with SATCO's brand of quality, value and reliability.

Superior lighting products and Wi-fi technology.

SATCO brings the "luxury" of smart lighting home.

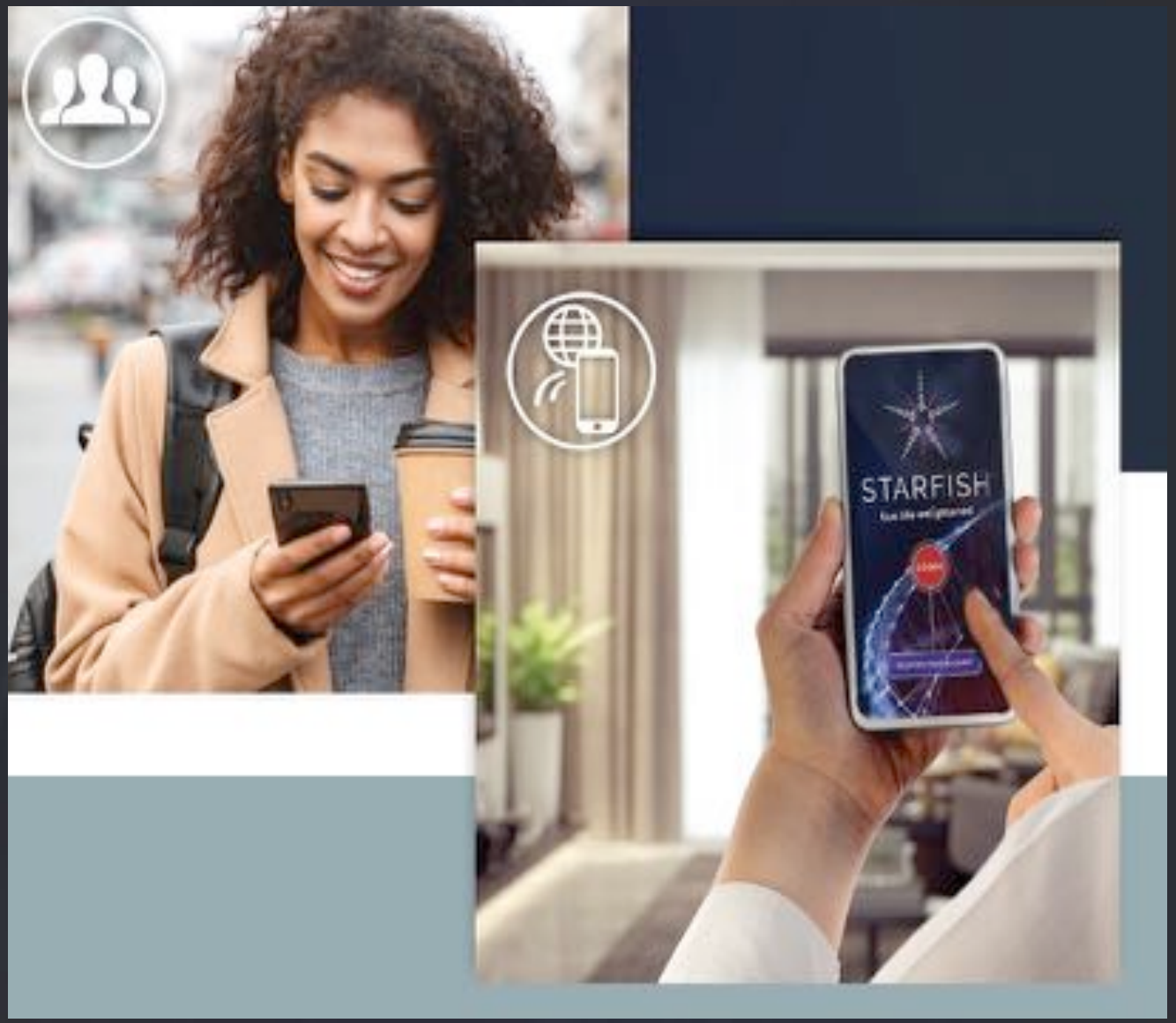
SATCO® | NUVO®

Inside every STARFISH™

product is a Wi-Fi enabled chip that connects to secure cloud platform.

The STARFISH™ app allows for seamless integrations and voice control.

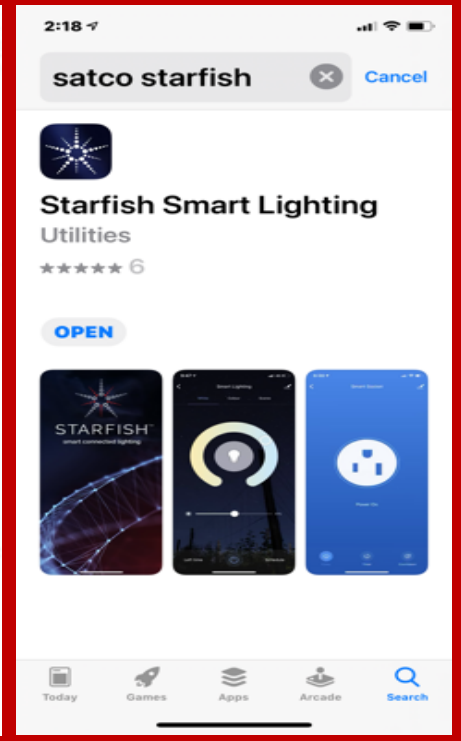
iPhone and Android
No hub required.



STARFISH Setup is fast and simple

Google Play

App Store



iPhone and Android / No hub required.

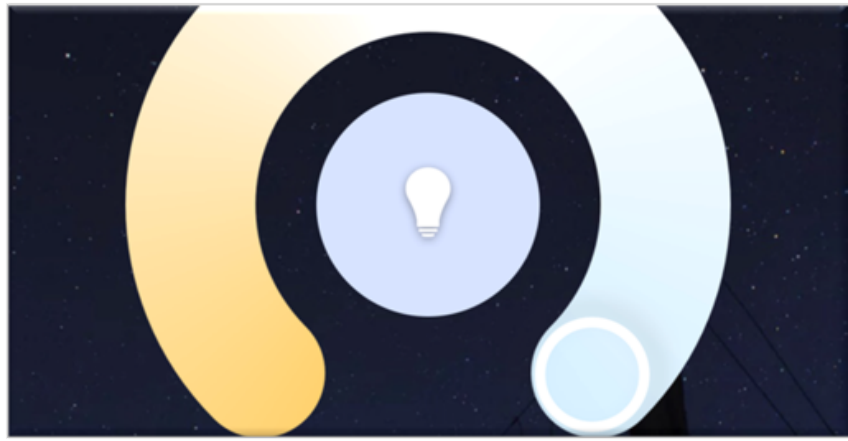
Group Products

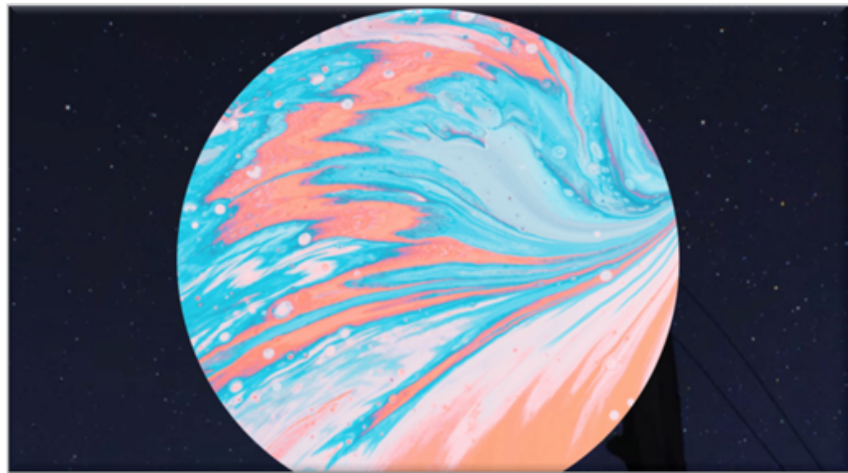
Create Scenes

Set Automations

Schedule Routines

Add Users and more!



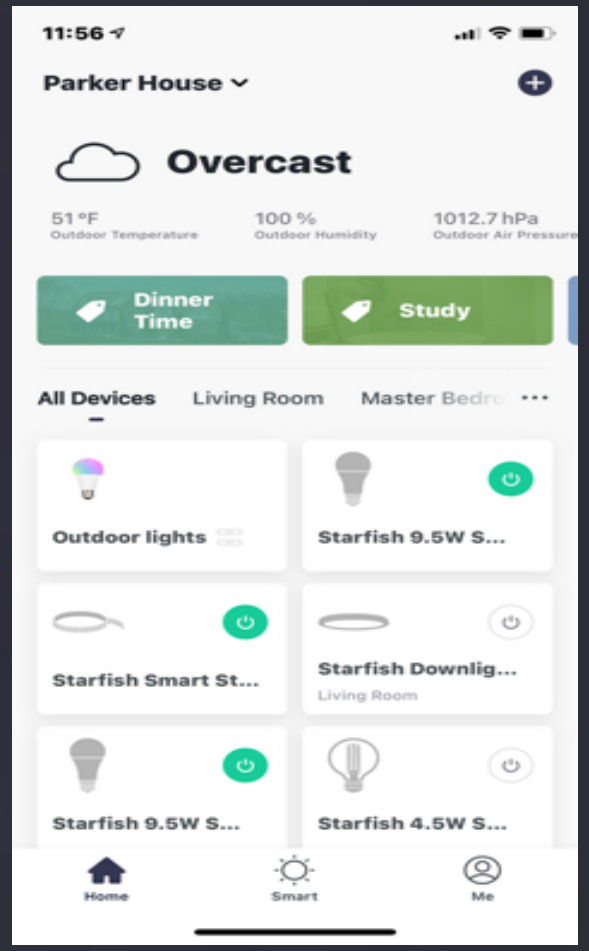


Home Screen View

Tap on “+” to quickly add products.

Use- one touch buttons to access individual products, groups and scenes.

App function buttons located at bottom of screen



SATCO | NUVO

Millions of Color Options through the Starfish Smart Lighting App!

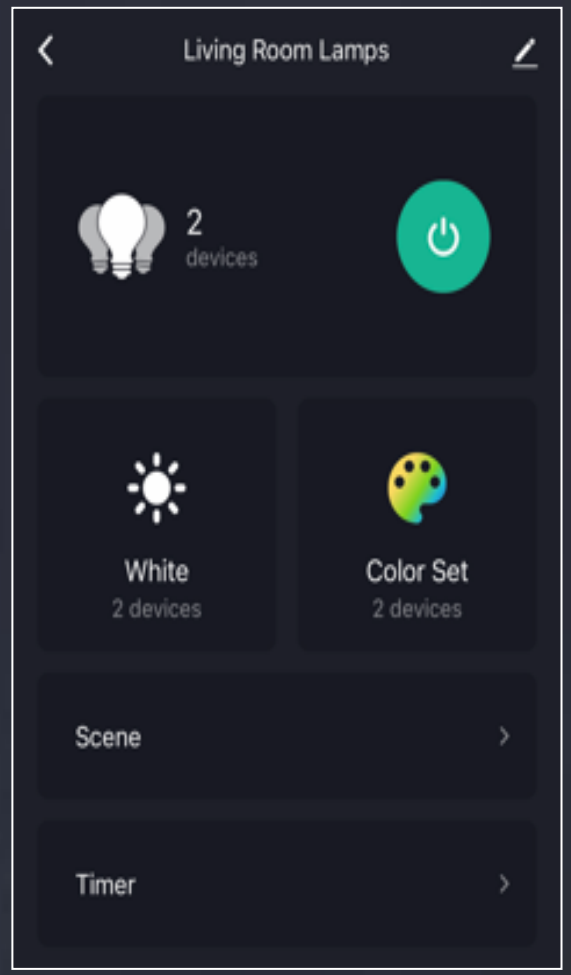
Use any of the preset colors or create your own from the color wheel!

Tune the white lighting in your home to best fit your individual need or the time of day.

SATCO® | NUVO®

Group Products in Starfish Smart Lighting App!

Group products for easy On/Off, Tunable White or Color control of multiple devices simultaneously.

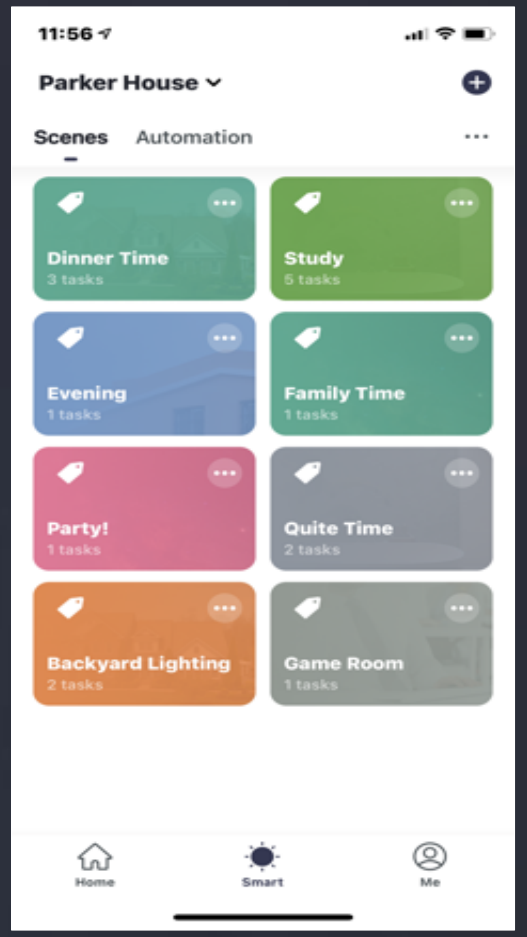


SATCO® | NUVO®

Create Scenes in your Smart Home

Create Scenes to change multiple devices with the simple tap of a button.

Use Scenes to quickly and easily set the mood for a device, a room, group, or even your whole home

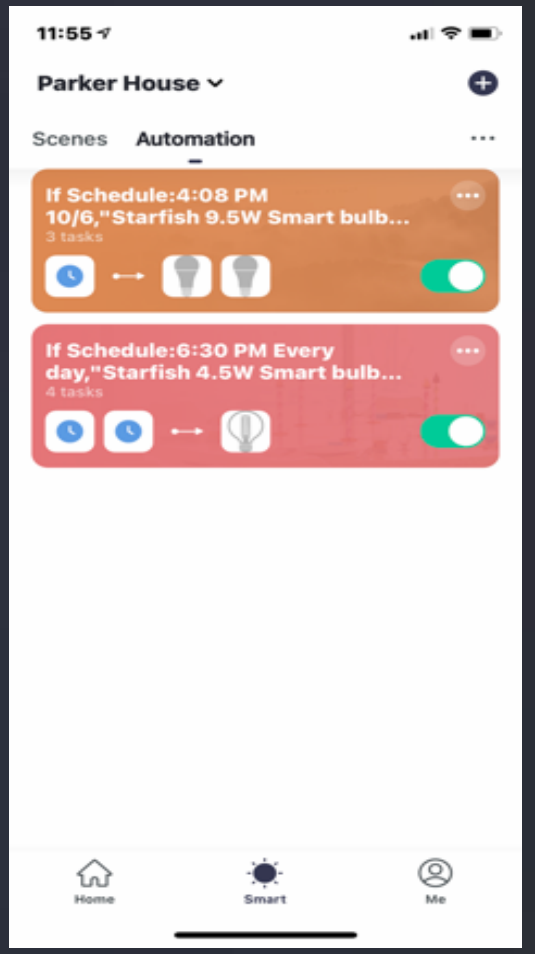


SATCO® | NUVO®

Create Automations in your Smart Home

Use Automations to schedule your devices based on the Time, Weather or Sunrise/Sunset.

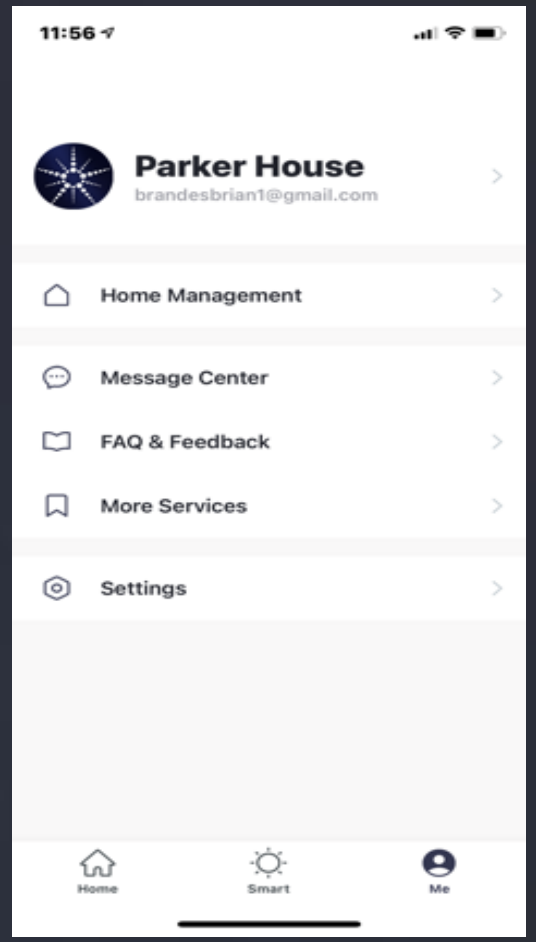
Set your Automation to turn devices or groups On/Off, change the dim level, or even change the color.



SATCO | NUVO

“Me” Screen View

App Management Center- Settings, messages, Support, App linking, etc.



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“More Services” Screen View

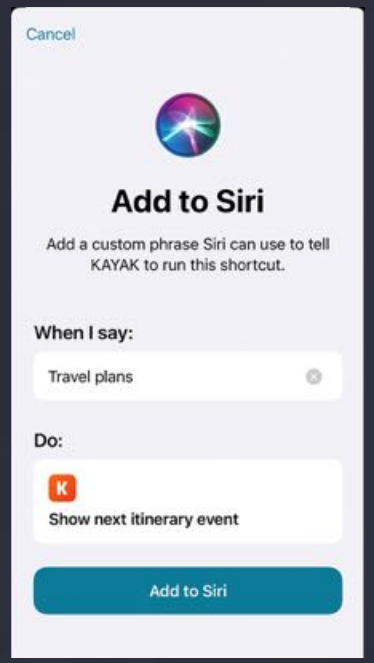
App linking via “ Cloud Integration”

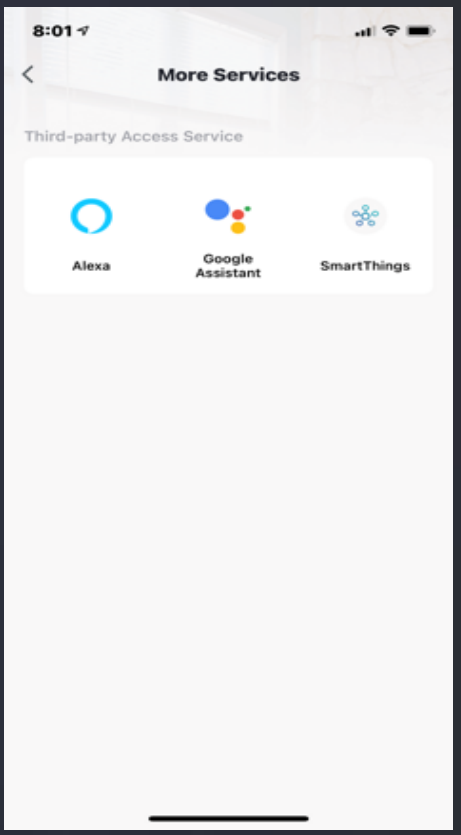
Alexa / Google Assistant / SmartThings

Siri Shortcut

Run shortcuts with Siri, the Shortcuts app, or Siri Suggestions

Shortcuts let you quickly do everyday tasks, and with the apps you use the most — all with just a tap or by asking Siri.

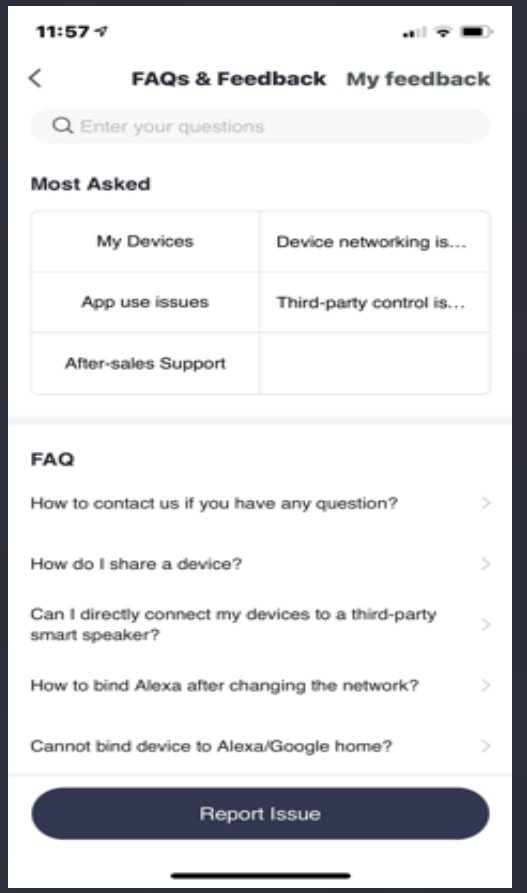




SATCO | NUVO

FAQ & Feedback Screen View

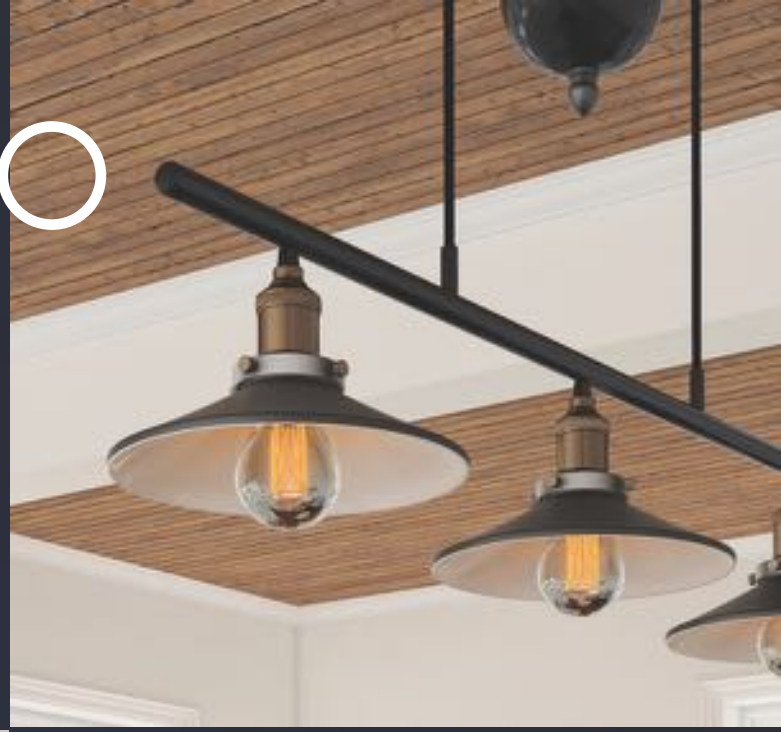
Search for support info in the extensive FAQ section or request support via on the “Report Issue” button.



SATCO® | NUVO®

GENERAL SERVICE LAMPS

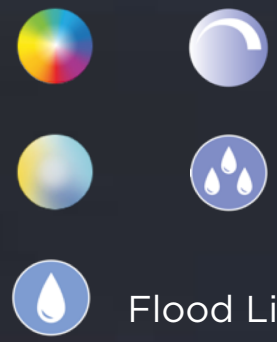
- A19s, G25, standard and filament lamps
- Fits most standard fixtures for easy conversion to smart home technology
- Superior light quality



DIRECTIONAL RGB & TUNABLE

Indoor and outdoor options including Par Floods, Indoor Reflectors & Gu10
Use to define space, accent features and flood areas with color.

Illuminate larger areas, gardens, add a layer of safety to your home.



Flood Light

RETROFIT TRIMS & REMOTE DRIVER EDGE-LIT DOWNLIGHTS

Popular, versatile and easy to install.

Wet location for bath, kitchen & outdoor.

Superior, energy efficient light.

Remote driver and retrofit options.

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COLOR CHANGING & TUNABLE TAPE LIGHT

Easy install, cut-to length, self adhesive strip.

Indoor and outdoor options.

Cove, niche, under cabinet, step lighting.

Extension available.

Indoor/Outdoor Tape Light

Outdoor Tape Light

RGB & WHITE TUNABLE STRING LIGHTS

24’ string light.

Portable, color changing, wet location

Indoors or out.

10 clear- 4 Pin / long lasting LED bulbs.

Replacement bulbs sold separately.

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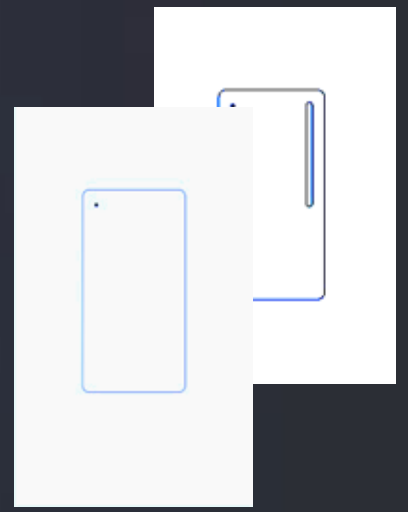
STARFISH ELETRICAL PRODUCTS

Create smart lighting on existing lighting circuits using STARFISH switches and dimmers.

Add small appliances and lamps to the smart system with plug in outlets for on/off and dimming control.



SWITCHES & DIMMERS

PLUG IN ON/OFF AND DIMMER OUTLETS

STARFISH BROCHURE

32 Page, full color brochure
User-friendly content
Engaging photography, at-a-glance text and data visualization

MARKETING PACK

Social Media Tiles
Application Photos for every product
Sharable video shorts
Print ready PDF flyers
Print ready poster artwork

SATCO® | NUVO®

Fully responsive, mobile-friendly website coming soon!

Built using dynamic html for live updates and integrations
STARFISH™ user-friendly with at-a-glance content
Multi-media integration for heightened user experience

- Videos
- Downloads
- Interactive FAQ Section
- Product Catalog & More!

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MERCHANDISING - DEMO DISPLAY

The **STARFISH**™ smart lighting counter display with LED video monitor, 4 product display and integrated literature dispenser, is a visually rich and engaging in-store presentation center.

16” x 12” footprint, 12” height
Motion activated video with sound (ON/OFF sound option)
3 Light Sockets/1 Plug Outlet
Literature holder

Included:
100 Pack of cards
Products:
S11252, S11255, S11251 , S11269

Free!
With $500.00 minimum Starfish purchase

S1326 STARFISH® Counter Demonstrator/ Video Monitor

S1327 STARFISH® Wall Merchandiser

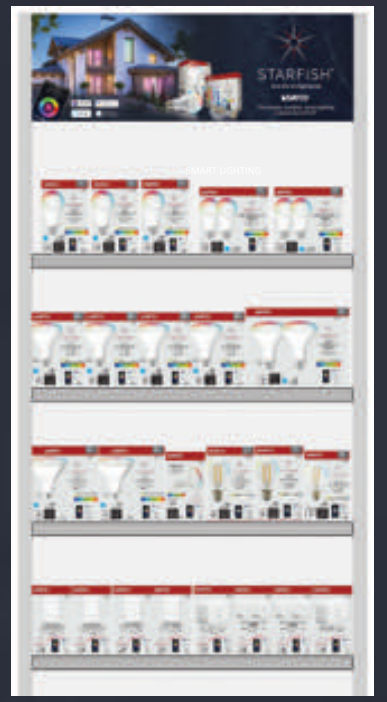
MERCHANDISING – STOCKING WALL DISPLAY

The **STARFISH**™ Wall Mounted Merchandiser is lightweight and mounts directly to your wall.
4 clear plastic shelves with mounting hardware included.

- 24”W x 48” H x 10”D

Star-W1

Star-W2



Star-W3

STARFISH DISPLAY PROGRAM

Free wall mounted merchandiser and countertop demonstrator with video monitor available with minimum **STARFISH™** purchase.

- Select from three pre-planned product assortments or create your own. Minimum Starfish purchase requirement - $1000.00
- With the purchase of a wall display program, you are eligible to receive the counter display at no charge, and no additional purchase is required.
- Free counter display only can be provided with a $500.00 minimum purchase of Starfish products.

Star-W1

STARFISH™ Assortment "Star-W1"
Smart Lamps | Electrical | Downlights | Tape

Item	Quantity	Net Cost	Total
S11250	12	$7.95	$95.40
S11251	12	$7.95	$95.40
S11252	12	$7.95	$95.40
S11253	12	$14.95	$179.40
S11255	12	$8.95	$107.40
S11256	6	$16.95	$101.70
S11258	6	$11.95	$71.70
S11260	6	$12.95	$77.70
S11261	6	$13.95	$83.70
S11262	6	$15.95	$95.70
S11265	4	$49.95	$199.80
S11267	6	$13.95	$83.70
S11268	6	$21.95	$131.70
S11269	6	$19.95	$119.70
S11270	6	$11.95	$71.70
S11271	6	$7.95	$47.70
		Total: $1657.80	

Star-W2

STARFISH™ Assortment "Star-W2"
Smart Lamps | Outlet Plugs | Switch | Dimmer

Item	Quantity	Net Cost	Total
S11250	12	$7.95	$95.40
S11251	12	$7.95	$95.40
S11252	12	$7.95	$95.40
S11253	12	$14.95	$179.40
S11255	12	$8.95	$107.40
S11256	12	$16.95	$203.40
S11258	12	$11.95	$143.40
S11266	6	$10.95	$65.70
S11267	6	$13.95	$83.70
S11268	6	$21.95	$131.70
S11269	6	$19.95	$119.70
S11270	6	$11.95	$71.70
S11271	12	$7.95	$95.40
		Total: $1296.90	

Star-W3

STARFISH™ Assortment "Star-W3"
Smart Lamps

Item	Quantity	Net Cost	Total
S11250	12	$7.95	$95.40
S11251	12	$7.95	$95.40
S11252	12	$7.95	$95.40
S11253	12	$14.95	$179.40
S11255	12	$8.95	$107.40
S11256	12	$16.95	$203.40
S11258	12	$11.95	$143.40
S11271	12	$7.95	$95.40
		Total: $1015.20	

Key Points

No hub required – WI-FI enabled product line

Voice enabled – Alexa / Google Play

Works with SmartThings

Siri shortcuts enabled

Rich user experience / Many customized Starfish - in app features

Broad – expanding product line

SATCO – 54 year old known lighting company = Reliability

Training and support programs

Not just a product, a brand

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STARFISH

live life enlightened