

Spotlight on

# 5 INNOVATIVE COMPANIES

that can change how you  
run your business

MATTHEW RICHARDSON, PAGES 4-6





PHOTO | JIM CARCHIDI

*Impact Lighting's Paul Koren and Keith Jackson with their showroom "face wall"*

## IMPACT LIGHTING INC.

**E**mployees at Impact Lighting Inc. are mad scientists of sorts when it comes to lights, and the company's workplace gives only a hint of what it offers.

Inside the company's 26,000-square-foot facility in Orlando, you won't see the average fluorescent lights hanging from the ceiling. Instead, you'll see a color-changing water wall, lit wood panels that, when standing at a certain angle, reveal an outline of faces, soft neon colors in various shapes, and one room even has a multishape mirror wall that reflects LED lighting. It almost looks like the inside of a futuristic nightclub.

The thinking behind Impact Lighting's co-founder and CEO Paul Koren was to reinvent the light bulb. Creative ideas such as fiber-optic lights or voice-control lights are why his company has been able to work with the likes of Walt Disney World, Universal Orlando Resorts and Google. Most recently, the company did the lighting work for downtown Orlando's newest burger eatery, Wahlburgers.

Here, Koren and Chief Information Officer Keith Jackson explain why innovation in lighting for the workplace can improve your business and why an 8-year-old's bedroom is one of the most unique designs it has worked on:

### What is the name of the innovative technology your company uses?

**Koren:** We focus on three products:

- ▶ The Ion 8,000, a fiber-optic light source that uses LED technology. It saves the user significant portions of money for illuminating projects.
- ▶ Epic Sky Technology, a Wi-Fi lighting system that connects LED lighting to a network. Lighting settings then can be controlled using smartphones, tablets and desktops.
- ▶ Symphony, a control system that can take audio and sync it to lights to react with sound. It creates a light show.

### What makes this innovative?

**Jackson:** It gives the user full control of their ambiance to have a custom product that can grow with them.

### What sparked the idea for Impact Lighting?

**Koren:** We started with a really cool project with Disney World, and we had the chance to do things no one has done

### ► CLOSER LOOK

Provides special lighting effects products

**CEO:** Paul Koren

**Founded:** 2006

**Employees:** 30

**Address:** 2101 W. Central Blvd, Orlando 32805

**Contact:** (800) 507-5714; [wwwimpactlightinginc.com](http://wwwimpactlightinginc.com)

**Twitter:** @impactlighting

before, but then we realized there is a big need for people who can do more than just sell a light bulb. People wanted to do more lighting effects, but nobody was out there to do it. We found a niche.

### What was your coolest project?

**Koren:** We helped design Disney's SpectroMagic Parade. We built the floats here, and a lot of the effects had never been done before.

### Most unique project you've done?

**Koren:** For an 8-year-old girl's bedroom, we created a lit flying carpet with a genie lamp with smoke coming out and lighted fireworks on the ceiling. It was an Arabian Nights theme. It was something you would only see at Disney, and this girl had it in her bedroom.

### What kind of work did you do for Google and Universal Studios?

**Jackson:** When you come into the Wizarding World of Harry Potter, there is magical writing on the concrete. We placed fiber-optics into the concrete so words will appear as though someone is writing them, and then it will disappear. At Google's headquarters, we installed automated star ceilings so it's all a star field like the night sky.

### Business lessons learned?

**Koren:** Know the importance of internal investment. People today are looking for something more than just a job. You have to be able to give them different jobs or different work, because people can get bored very fast. There's three things any business should have to be successful: People, products and processes.