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To offer a full range of controls technologies and compliment each of our companies' services, **O'Blaney Rinker Associates** and **Lightscapecs Automation Inc.** announce with great pleasure a strategic alliance. We will be teaming up to allocate resources and undertake specific lighting and control strategies as we collaborate towards delivering the ultimate lighting solutions for our clients.

Lightscapecs Automation, and its president Brian Fitzsimmons, is a name to many in the lighting business. Fitzsimmons's intimate comprehension of, and extensive hands-on experience with, controls technologies, their application, installation, code compliance, energy savings, day light harvesting capabilities, and building automation integration, makes him one of the most knowledgeable and respected controls experts in the industry. Recent notable Lightscapecs projects include such high profile jobs as Yankee Stadium, Success Academy, the Nike Flagship store, Avon, Jefferies Financial at 520 Madison Avenue, and Visiting Nurse Services NY in the Daily News building.

O'Blaney Rinker Associates is an independently owned and operated architectural lighting specification sales team servicing the architectural lighting design communities of New York and New Jersey since 2010. O'Blaney Rinker provides specialized lighting and service to lighting designers, architects, interior designers, engineers and electrical distributors from schematic development through the project completion and after market service.

As we both continue to expand and meet the demands of the lighting industry, this alliance will leverage each company's respective strengths in specifications, lighting controls and technologies, and unlock new efficiencies and value for our manufacturers and clients.