



MY AMAZING CHRISTMAS LIGHTS

App Controlled | Modular | Year-Round Platform

Market Reality: A Massive, Growing Category

The Holiday Lighting Market Is Big and Growing

\$7.2B
GLOBAL

\$12B
BY 2028

- ✔ \$7.2B global holiday lighting industry.
- ✔ Projected to exceed \$12B by 2028.
- ✔ Millions of repeat buyers every year.
- ✔ Yet the core experience has not fundamentally changed.

This mature market is ready for disruption.

The Hidden Cost of Traditional Holiday Lights

A Problem Repeated Every Year

Every year, millions of:

- ▶ Homeowners
- ▶ Municipalities
- ▶ Schools
- ▶ Theme parks

Spend money, time,
and labor installing and
removing holiday lights.

Key Pain Points:

- ⊗ Annual replacement of failed strands.
- ⊗ Hours of labor each season.
- ⊗ Physical risk from ladders and roof work.

This is not just inconvenient
it's inefficient and unsafe.

Holiday Decorating Comes with Real Safety Risks

The Risks of Holiday Decorating Extend Beyond Inconvenience and Expense

18,400

Christmas decoration
related ER visits each year.

5,300

Annual ER visits among
adults ages 40 to 60

660

ER visits on the peak
decorating day.



Every year, around 18,400 people visit emergency rooms because of accidents with Christmas decorations. The peak day for these mishaps is usually the Sunday after Thanksgiving, when an annual average of 660 people seek medical attention for their injuries.

Source: Source: Consumer Product Safety Commission

Environmental Impact: A Growing, Ignored Problem

Holiday Lights Create Serious Waste

150 million pounds of holiday lights discarded annually in the U.S.

- ⊗ Lights remain in landfills for hundreds of years.
- ⊗ Older strands contain lead and flame retardants.
- ⊗ Toxins leaching into soil and water.

Traditional holiday lighting is environmentally unsustainable.



Energy Consumption Problem

Seasonal Lighting at Massive Scale



- ⊗ Holiday lighting consumes enough energy annually to power 400,000 homes.
- ⊗ Traditional incandescent lighting is energy inefficient.
- ⊗ Rising energy costs amplify the issue.

The industry lacks a responsible long-term solution.

The Big Idea | A Fundamental Rethink

Permanent Installation. Not Permanent Visibility.

What if
Holiday
Lighting

- ✔ Was installed once.
 - ✔ Stayed hidden year-round.
 - ✔ Deployed instantly at the touch of a button.
 - ✔ Eliminated annual labor, waste, and risk.
-

My Amazing Christmas Lights answers those questions.



My Amazing Christmas Lights Has Arrived

A Retractable, App-Controlled Lighting System



- ✓ Self-contained, sealed retractable units.
- ✓ Installed discreetly under eaves or overhangs.
- ✓ Nondescript when inactive and blends into the facade like a gutter.
- ✓ With a single tap, icicle lights deploy and illuminate the structure.

**Invisible when off.
Striking when deployed.**



Lighting Technology & Visual Control

Engineered light distribution with precise control.



CREE  **LED**
POWERED

- ✓ Icicle design for internal light distribution
- ✓ LED source illuminates full chamber
- ✓ Alternating lengths for depth and visual variation
- ✓ Designed for consistent brightness, clarity, and full RGB color control.

Subtle by design.
Dynamic when activated.



How My Amazing Christmas Lights Works

Designed as a Platform, Not a Product



- ✔ Units vary in length (2' to 4')
- ✔ Daisy-chained for power and control

- ✔ Controlled through a single mobile app
- ✔ Modular & Expandable

Designed for homes, buildings, and large-scale installations.

App & Control Layer

Smart Control Enhances the Experience

The app enables:

- ▶ AI integrated control functions
- ▶ Bluetooth-controlled deployment
- ▶ Color changes, brightness control
- ▶ Flashing, beat, and animation modes
- ▶ Centralized control for multiple units

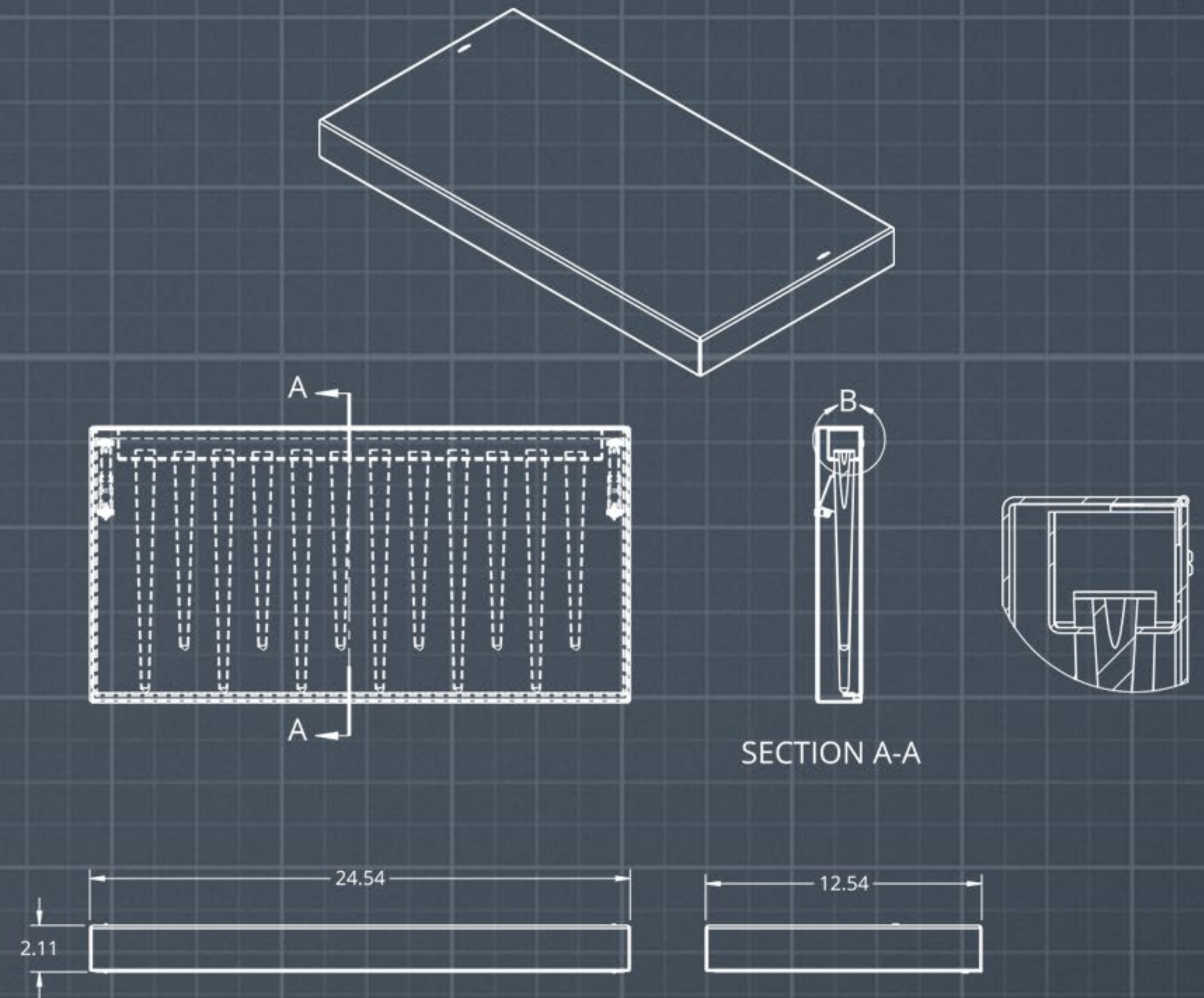


The Housing & Installation

Designed for Architecture, Not Decoration

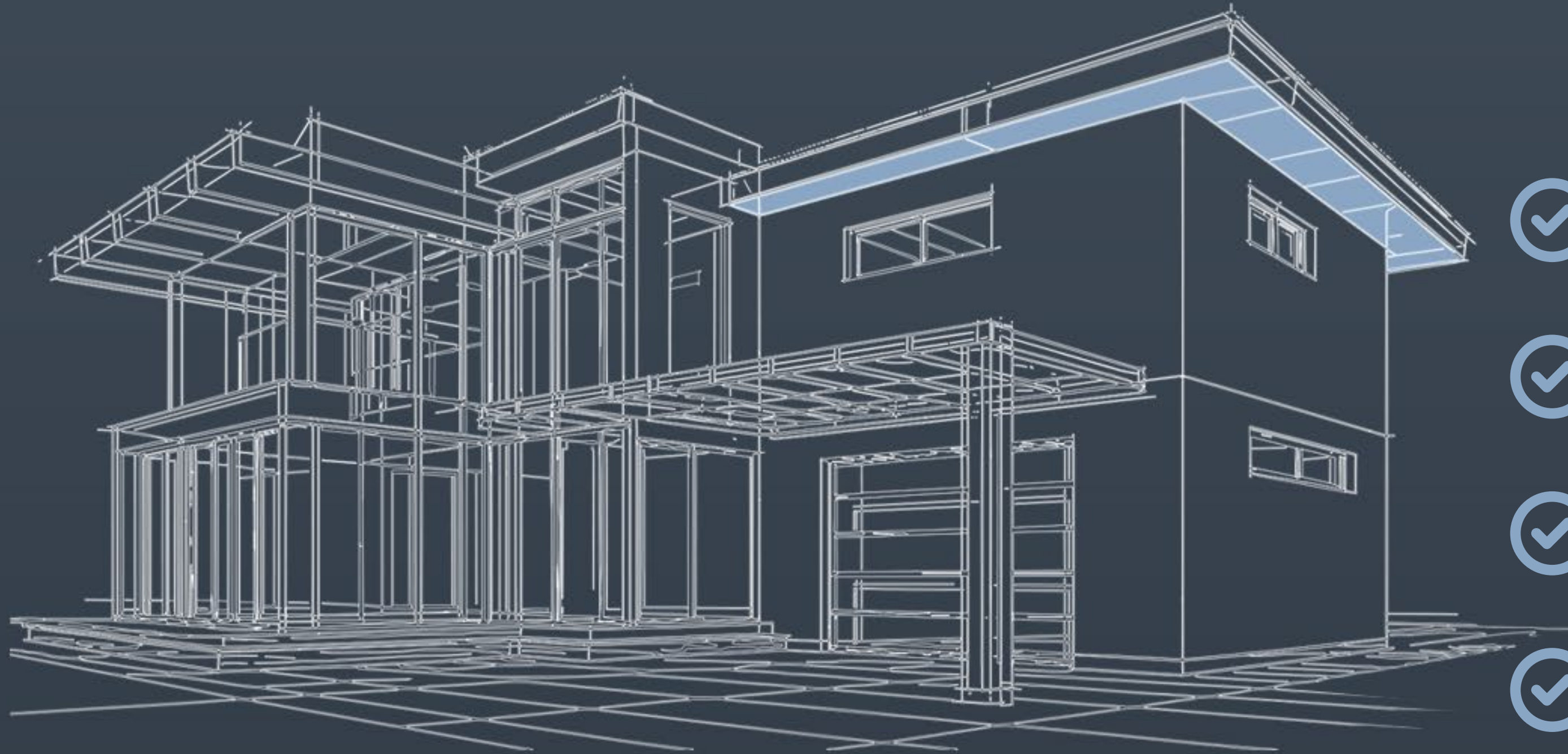
- ▶ Lightweight aluminum or ABS construction.
- ▶ Can be painted to match the building exterior.
- ▶ Icicles alternate 8" to 12" for visual interest.
- ▶ Secured into eaves or overhangs.
- ▶ Ideal for retrofit & new construction integration.

My Amazing Christmas Lights is architecturally respectful.



New Construction & Builder Integration

A Natural Specification Upgrade



- ✓ Installed during soffit/fascia phase.
- ✓ Power concealed inside structure.
- ✓ Cleaner installs than retrofit solutions.
- ✓ Ideal for builder design centers.

Builders construct year-round and this enables year-round revenue.

How This Is Different from “Permanent Lighting”

Permanent Lights Ask for Compromise...My Amazing Christmas Lights Eliminates It



Permanent lighting systems:

- ⊗ Leave visible LED dots year-round.
- ⊗ Alter daytime aesthetics.
- ⊗ Face HOA and architectural resistance.



My Amazing Christmas Lights:

- ✓ Disappears completely when inactive.
- ✓ Preserves clean roof-lines.
- ✓ Offers transformation, not static lighting.

This is a new category, not an iteration.

Marketplace Opportunity (12-Month Revenue)

Not a Seasonal Product | My Amazing Christmas Lights is an Expandable Platform

241M
HOUSEHOLDS

1.56M
NEW BUILDS

- ▶ Homeowners (241M households)
- ▶ Home builders (1.56M housing starts/year)
- ▶ Big-box retail partners
- ▶ Government buildings (GSA: 363M sq ft / 8,397 buildings)
- ▶ Municipal buildings (35,933 public buildings)
- ▶ Commercial buildings (5.9M)

This is year-round infrastructure, not seasonal décor.

Licensing Opportunity

Designed for Brand Expansion



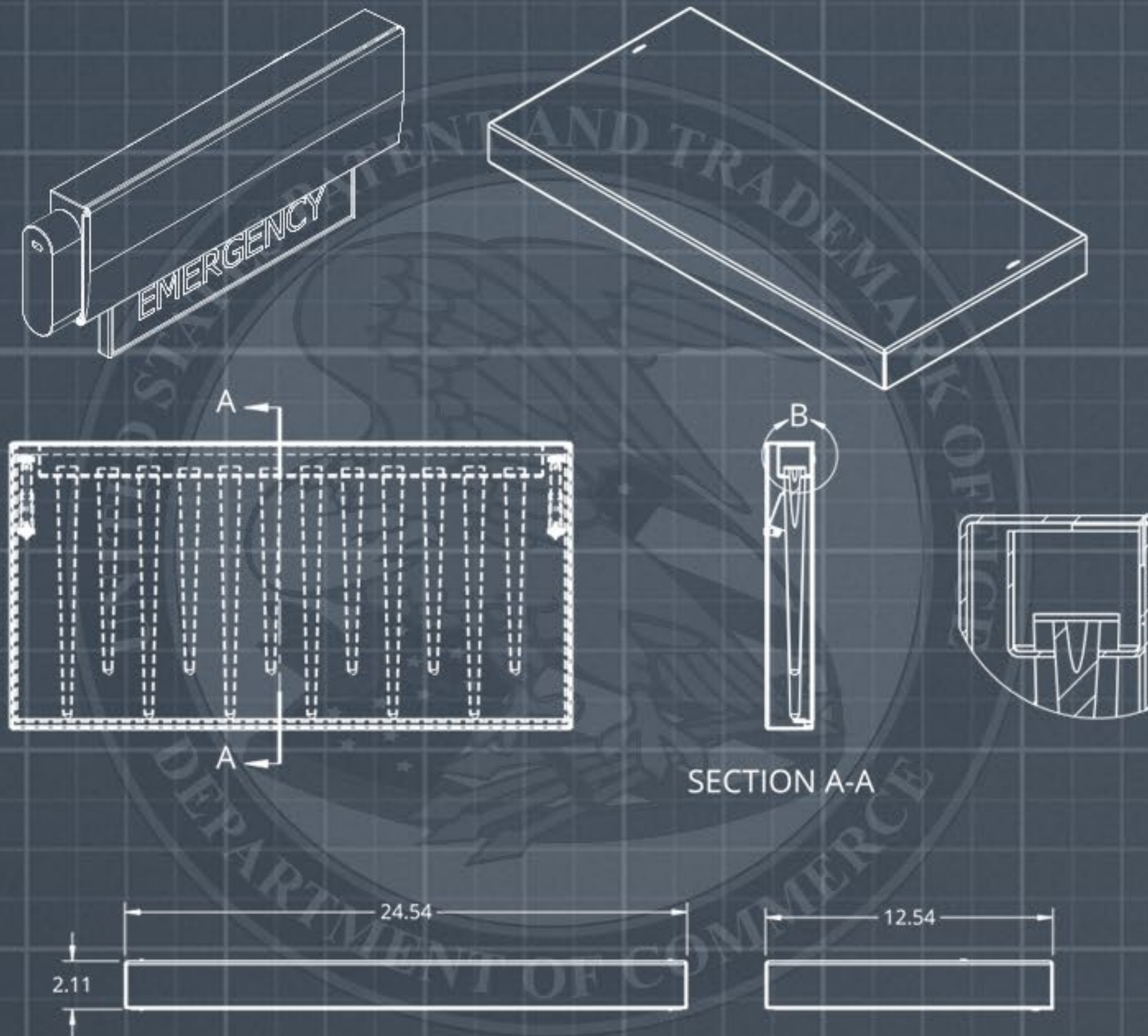
- ✓ White-label ready
- ✓ Builder-grade SKUs
- ✓ Co-branded consumer lines

Our Partners Gain

- ✓ Entry into a new category
- ✓ Premium differentiation
- ✓ Long-term platform expansion

IP & Defensibility

Strong Patent Foundation



- ✓ 5 issued U.S. patents
- ✓ Design and utility coverage
- ✓ CIP covering evolution and upgrades

Patents include:

- ✓ Core retractable lighting system
- ✓ Emergency signaling variants
- ✓ Future enhancements (e.g. integrated audio)

The Opportunity

Redefining Holiday Lighting Permanently

My Amazing Christmas Lights:

- ✓ Eliminates annual waste.
- ✓ Reduces energy consumption.
- ✓ Removes physical risk.
- ✓ Creating a new, defensible category.

The holiday lighting market will not look the same after this.



Strategic Partnership Opportunity

Seeking Strategic Licensing Partners

Ideal partners bring:

- ✓ Manufacturing scale
- ✓ Brand reach
- ✓ Builder or Institutional Channels

We bring:

- ✓ A category-defining system
- ✓ Strong IP protection
- ✓ A scalable platform vision

A new standard in exterior holiday lighting.



**Partnership
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