

SMART ELECTRIC

COMPANY PROFILE





Street Light
Curve



Street Light
Flat



Street Light
Smart "1"



Venus
Decorative Lighting



Apollo
Garden Lights



High Mast
Stadium Lights



Bollard Lamp
Garden Lights



Mobile Crown
High Mast

Our History

Smart Electric was founded in 2017 with a mission to provide efficient, sustainable, and reliable lighting solutions to communities around the world. We began by manufacturing outdoor lights in Egypt, but quickly expanded our reach, to meet the rising demands for our products due to urban expansion.

Experience

We have a team of highly skilled and experienced electrical engineers and business-oriented employees who handle client communication efficiently. We also have a resume of building 12 factories that focus on infrastructure improvements, as well as working with governments and commercial businesses. This gives us a unique experience in manufacturing products locally that are dynamic and up to international standards.

Innovation

We are proud of our history of innovation and our commitment to providing our clients with the best possible lighting solutions. We are excited to continue growing and expanding our reach in the years to come.



Who We Are



Smart Electric is an innovative lighting company that is committed to providing our clients with efficient, sustainable, and reliable lighting solutions. We strive to redefine your lifestyle, from business to home and everything in between, by ushering in a new era of everyday lighting.

We aspire to make our world a brighter place, both literally and figuratively. We want to illuminate communities with a more reliable, safer, and sustainable infrastructure that serves their everyday lives. We are paving the way toward the next generation of advanced renewable energy, and we are excited to be a part of the journey.

MADE in EGYPT

We are based and established in Egypt, and we are proud to introduce a product that is 69% manufactured and assembled locally at our very own factory. Our products meet international standards and are the most optimized on the market.



OUR FUTURE GOAL

Smart Electric has a long history of building trust and reliability with its clients. We are committed to providing the best possible experience, and we are always looking for ways to improve our products and services. As part of this commitment, we aim to expand our business to the **MENA region**.



CUSTOMER SUPPORT

Smart Electric is committed to providing around the clock support to our partners, with access to quotations, product support, and order status updates.

We offer a 3-5 year **extended warranty** on selected products, and we take pride in our aftersales support, maintaining exceptional connections with key specifiers and contractors.



WE ARE ACCREDITED



إتحاد الصناعات المصرية
FEDERATION OF EGYPTIAN INDUSTRIES



الهيئة العامة للطرق و الكباري و النقل البري
General Authority For Roads, Bridges And Land Transport
(GARBLT)



الهيئة المصرية العامة للمواصفات والجودة
Egyptian Organization for Standardization and Quality



وزارة الإسكان والمرافق والمجتمعات العمرانية
Ministry of Housing, Utilities & Urban Communities



International standards
IEC 60598



Ministry of Electricity and Energy, Egypt
وزارة الكهرباء والطاقة المتجددة

ISO Certifications DAS System & Services Pvt. Ltd.

- ISO 9001 : The Quality Management System
- ISO 14001: The Environmental Management System
- ISO 18001: The Occupational Health & Safety Management System





OUR TECHNOLOGY

Smart Electric offers a wide range of lighting solutions for a variety of applications. Our products are designed to be energy-saving, sustainable, and reliable. We offer a high degree of customization to meet the specific needs of our clients.

Our value purpose is to deliver high-quality lighting solutions with impeccable service. We are committed to providing our clients with the best possible experience, and we are always looking for ways to improve our products and services.

Next **figure** and **table** outline the array of products offered by **Smart Electric**. In addition, they explain the warranty policy, lifetime ranges, and product applications.

OUR TECHNOLOGY

Figure 1: Product Range

The figure below shows the different product categories offered by Smart Electric.



Warranty Policy, Lifetime Ranges, and Product Applications:

The table below shows the warranty policy, lifetime ranges, and product applications for the different product categories offered by Smart Electric.

| Product Category | Warranty Policy | Lifetime Range | Product Applications |
|---------------------|-----------------|----------------|------------------------------------------------------|
| Decorative Lighting | 3 Years | 50,000 hours | Residential, commercial, and industrial applications |
| High Mast Lighting | 5 Years | 100,000 hours | Commercial and industrial applications |
| Street Lighting | 5 Years | 100,000 hours | Residential, commercial, and industrial applications |



OUR PARTNERS





Street Light Curve

This product offers a high quality 3030 SMD chip, super bright up to 150lm/w. Additionally, Street Light Curve offers protection against low voltage, overload, short circuit, over temperature, over voltage. Its advantageous features also include:

- Constant current & Isolated Driver
- Power Factor: ≥ 0.95 @230V AC
- High heat-conductive Aluminum massive fins cooling technology
- Beam angle : $70^\circ \times 140^\circ$
- IP66 Waterproof protection
- IK08 impact protection

**3-5 years warranty 60,000 Hrs
of Working Life**



Street Light Curve

| POWER | 100W | 150W |
|-----------------|---------------------------------------------|------------------|
| Model | SE-CL100W 3030 | SE-CL150W 3030 |
| Luminous Flux | 15000lm \pm 5% | 22500lm \pm 5% |
| Chip | Lumileds 3030 SMD | |
| LED Qty | 96PCS | 192PCS |
| Lamp size/CM | 583*242*90 | 583*242*90 |
| Packing size/CM | 65*31*13 | 65*31*13 |
| Material | Dye casting aluminum + PC lens + Glass | |
| Input Voltage | Universal wide voltage AC100~277V , 50/60Hz | |



Street Light Flat

This product offers high quality 3030 SMD chips, super bright up to 120-130lm/w. Other product benefits include:

- Constant current & Isolated Driver
- Power Factor: ≥ 0.95 @230VAC
- High heat-conductive Aluminum massive fins cooling technology
- Beam angle : $70^{\circ} \times 140^{\circ}$ with 30° polarized.
- IP65 Waterproof

**3-5 years warranty 50,000 Hrs
of Working Life**



Street Light Flat

| POWER | 100W | 150W |
|-----------------|---------------------------------------------|----------------|
| Model | SE-FL100W 3030 | SE-FL150W 3030 |
| Luminous Flux | 12000lm±5% | 18000lm±5% |
| Chip | Lumileds 3030 SMD | |
| LED Qty | 120PCS | 180PCS |
| Lamp size/CM | 583*242*96 | 583*242*96 |
| Packing size/CM | 65*31*13 | 65*31*13 |
| Material | Dye casting aluminum + PC lens | |
| Input Voltage | Universal wide voltage AC100~277V , 50/60Hz | |

Street Light Smart “1”

Our very own first product in the market. Smart Electric offers high quality 3030 SMD chip, super bright up to 120-130lm/w. Further to that, other product benefits include;

- Constant current & Isolated Driver
- Power Factor: $\geq 230 @ 0.95VAC$
- High heat-conductive Aluminum massive fins cooling technology
- Beam angle : $70^\circ * 140^\circ$
- IP65 Waterproof

OPTIONAL ----- Support photocell :

The lights will be turned on automatically at night, automatically turned off in the morning.

**3-5 years warranty 60,000 Hrs
of Working Life**



Street Light Smart “1”

| POWER | 100W | 150W |
|-----------------|------------------------------------------------------|-----------------|
| Model | SE-SIL100W 3030 | SE-SIL150W 3030 |
| Luminous Flux | 12000lm±5% | 18000lm±5% |
| Chip | Haoneng 3030 SMD(Sanan) , Lumileds 3030 SMD Optional | |
| LED Qty | 144PCS | 192PCS |
| Lamp size/CM | 625*275*100 | 625*275*100 |
| Packing size/CM | 69*34*13 | 69*34*13 |
| Material | Dye casting aluminum + PC lens + Glass | |
| Input Voltage | Universal wide voltage AC100~277V , 50/60Hz | |

Venus

Decorative Lighting

The Venus Decorative lighting offered by Smart Electric is known for its sustainability and environmental friendliness. This is due to its Photocell and dimmable function. This product is considered perfect for outdoor application as a result of its durable chip and fade resistant powder coat finish.

**3-5 years warranty 60,000 Hrs
of Working Life**



Venus Decorative Lighting

| POWER | 100W | 150W |
|---------------|-----------------------------------------|----------------------------|
| Model | SE-VL100W 3030 | SE-VL150W 3030 |
| Luminous Flux | 14000lm \pm 5% | 21000lm \pm 5% |
| Chip | Lumileds 3030 SMD | |
| LED Qty | 128PCS | 192PCS |
| Power Facto | > 0.95 | > 0.95 |
| Protection | 6KVSPD , OVP , UVP and OTP | 6KVSPD , OVP , UVP and OTP |
| Material | Coated Metal Sheet + PC lens + PC Globe | |
| Input Voltage | 100-277 V, 60/50Hz | |

Apollo

Garden Lights

Solution for lighting of urban areas with an architectural value. It offers an attractive urban environment with visual comfort to the public. This is due to the fact that it is created with a smart and versatile design. Also, it is a perfect option for project-based usage due to its patented house design and project-oriented usage. It's perfect for urban streets, parking lots, residential areas and public areas.

**3-5 years warranty 60,000 Hrs
of Working Life**



Apollo Garden Lights



| | |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Model | SE-AL75W-3030 |
| Power | 75W , 60W OPTIONAL |
| Luminaire flux | 9000Lm |
| Luminaire efficacy | 120Lm/W |
| CCT | 4000K (3000K / 5000K / 5700K OPTIONAL) |
| CRI | > 70 , 80 OPTIONAL |
| Lifetime | 60000 HOURS |
| Operating temperature range | -30 to 45°C |
| Electrical | Class I or Class II 100-240Va.c , 50/60HZ , P.F >0.95 4KV SPD OVER LOAD PROTECTION , OVER VOLTAGE PROTECTION , OVER TEMP.PROTECTION , SHORT CIRCUIT PROTECTION |
| Options | Photocell Surge protection device (up to 20KV) 0.5m External cable(Other length upon request) Smart control device Motion detection |
| Color | Grey/ Black/ white |
| Tightness level | IP65 |
| Installation | Recommended mounting height: 3-12M |

High Mast Stadium Lights

This series is excellent for high quality sports flood lighting. The LED Stadium Light can instant start, has a long lifespan, low consumption of energy and is pollution-free. It can be widely used at the stadium, golf course, wharf, square, etc. This product provides high quality and meets the requirement of professional light distribution. Also, it can restrain the dazzle light and spill light effectively. This series has been processed by electrostatic paint, and passed a 200 hour salt spray test. Other product benefits include;

- The module heatsink has excellent thermal performance.
- Professional design, full protection, by using water-proof connector and silicon rubber sealing, the protection rate can achieve IP65, and eliminating mist, improving quality, and extending the life span.
- Reliable quality, remarkable performance. The entire housing is coated by electrostatic paint; 240° adjustable angle.

**3-5 years warranty 50,000 Hrs
of Working Life**



High Mast Stadium Lights



| SPECIFICATION | 150W |
|-----------------------|---------------------------------------|
| Model | SE-SF400W-5050 |
| Input Wattage (W) | 400W |
| Lumens Delivered (LM) | 52,000LM |
| Efficacy (LM/W) | 130LM/W |
| CRI | 70 |
| Lifespan | 50,000 hours |
| Color Temperature | 6,000K |
| Wattage Equivalent | 1,000W |
| Dimmable | Yes |
| IP Rating | IP65 |
| Beam Angle | 120°x60°, 30°, 45°, 60°, 90° optional |
| Input Voltage | AC1100-277V |
| Power Factor | 0.95 |
| Housing | Aluminum |
| Lens | Clear |
| Mounting | Bracket |
| Size | 15% |
| Weight | 11.5 Kg |
| Dimensions | 600 x 370 x 100 mm |
| Operating Temperature | -30°C to 45°C (-22°F to 113°F) |
| Environment | Outdoor |
| Warranty | 3 Years limited |

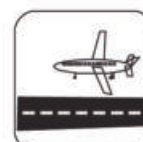
Applications:



Football Stadium



Tennis Court



Airport



Public Square



Basketball Court

Mobile Crown High Mast

Crown High Mast is an ultimate lighting solution in the business of area lighting, stadiums and airports. The series is flawlessly easy to operate. Also, it is designed with the highest of safety standards. It adopts a mechanical wire rope which eliminates the need for heights for maintenance. The rope arrangements allow smooth pulling down to ground level for maintenance. Other product features include an optional latching device, built-in motorized winch with a capacity of up to 1500 KG.

Product features include;

- Aluminum head frame assembly consisting of three arms that mechanically latch with mobile crown.
- The mast is manufactured from hot dip galvanized steel (shaft).
- The crown is moved by built-in electrical winch located in the shaft base or optional mobile winch.
- The crown is suspended on three metal traction cables moving on six pulleys and supported with three guides to ensure crown movement stability and smoothness.
- The electrical cables are guided towards the top inside a tube attached to the internal wall of the mast and ends with a fixed socket at head frame assembly.

**3-5 years warranty check
the life time in the data sheet**



| | | | |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------|----------------|-------|
| Height | from 20m to 35m | Steel | Q235 |
| Thickness | 6mm & 8mm & 8 mm & 10mm | | |
| Upper caliber | 320mm | Bottom caliber | 900mm |
| Flange | 975*35mm | IP Grade | IP65 |
| Nti-electric Shock rate | I | Seismic Rating | 8 |
| Wind loading rating | 39M/s | | |
| Lamp Mounting Ring Shape | Asymetrical 2 Levels Eash Of # 6 LED | | |
| Lightsource | # 12 LED X 300 WAH | | |
| Foundation kit | M1250*42mm with twin templates | | |
| Surface treat | Galvanized not less than 80 microns and plastic spraying and not less than 100 microns , whole pole waterproof treatment | | |

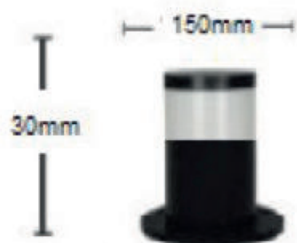


Bollard Lamp

Garden Lights

- The body of the spotlight is made of pure aluminum die-cast.
- The face of the spotlight is made of polycarbonate material that is resistant to mechanical shocks.
- The base of the spotlight is made of die-cast aluminum.
- The spotlight is electrostatically coated and weatherproof.
- The length of the spotlight is 76 cm and is available in lengths according to the customer's request.
- The spotlight has an LED bulb capacity of (9 watts - 12 watts - 18 watts).







OUR LATEST **PROJECTS**



Area Around **Alexandria Stadium**



The project to develop the area around Alexandria Stadium in cooperation with Arab Contractors Company

Qaitbay Castle



Implementing the lighting project of Qaitbay Castle in Alexandria in cooperation with Arab Contractors Company.

45th Street, **Al-Asafra** **Alexandria**



The project to develop 45th Street in
Al-Asafra, Alexandria.

Nasr Street, **El-Gomrok** **Alexandria**

Developing Nasr Street in El-Gomrok district in cooperation with the Arab Organization for Industrialization.

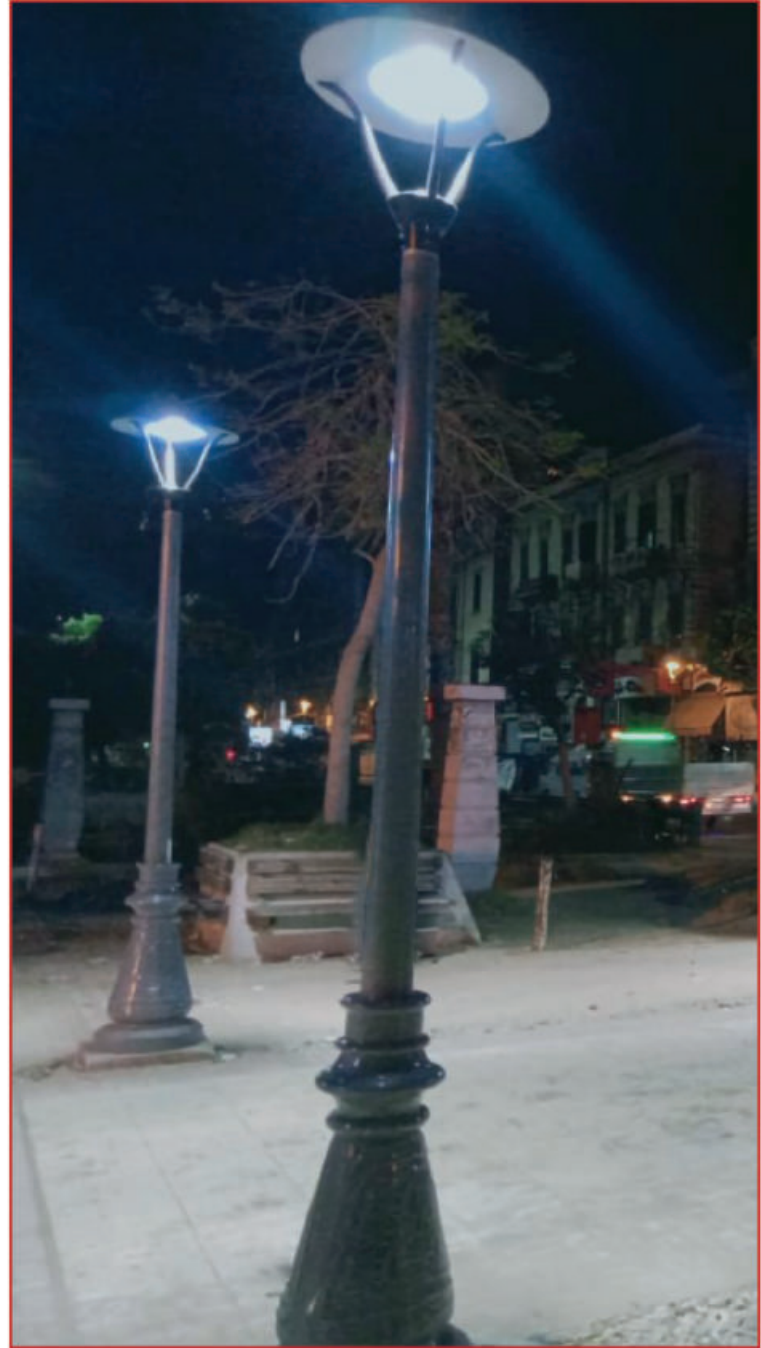


Dar Masr



The Dar Masr project in Gleem, Alexandria
in cooperation with Arab Contractors
Company.

Mohammed Ali Square , **Mansheya** **Alexandria**



Mohammed Ali Square Development
Project in Al-Mansheya, Alexandria

Abu El-Abbas Park **Alexandria**

Developing
Abu EL-Abbas
Park in Alexandria



Developing
Alexandria
Desert Road in
front of
Carrefour in
cooperation with
Eiffel Company

Zawya Ghazal
Road in
Damanhour,
Beheira

Omar
El-mokhtar
Road
AL Matreyah
Cairo

&
MORE





High quality decoration LED lighting
for smart solutions





History of innovation






Products are designed to exceed international standards and provide the best possible performance.





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