

Case Study

Associated Press - Washington, DC



The Challenge

The Associated Press Washington, DC office required a comprehensive lighting control strategy to support a fast-paced newsroom and corporate environment operating across multiple functional zones. The space includes open work areas, meeting rooms, broadcast and production support spaces, and collaboration zones that demand consistent visual performance throughout the day. The lighting system needed to optimize energy efficiency while responding to occupancy patterns, daylight availability, and scheduled newsroom operations. In addition, receptacle control and centralized scheduling were required to support DC energy conservation goals and ensure compliance with sustainability initiatives.

The Solution

A BubblyNet lighting control system was implemented across approximately 200 devices, using 0–10V and phase dimming for flexible lighting control. Daylight sensing, motion sensing, receptacle control, and time scheduling were integrated into a unified platform to automate energy savings and maintain consistent lighting conditions. The system adapts to occupancy and natural light levels in real time, improving efficiency while supporting newsroom operations and sustainability goals.