

www.lightccc.com



Steve Pentland

CEO

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We are **Light**.

The world has changed, the industry has consolidated, people expect more for less, selling has changed to buying. We live in a social, connected, visual world full of "content." We needed to change to stay ahead and provide new paths to revenues, profits and owner/member advocacy.

As of July 1, 2017, Generator Systems will become Light — the compelling content company.

Light works across the complete journey that a customer takes on their way to becoming a raving fan of your product; from being unaware of who you are to becoming an unprompted advocate for your company.

Light deals in emotional responses that inspires action. Within the Light family is:

Edge — a complete digital content platform to deliver right content to the right people at each stage of the customer journey. It is connected, compliant, configurable and compelling. We can measure it, track it, record it and see who's doing what at every single stage.

Generator — a proven digital sales system since 1990 that has significantly increased close rates, reduced rescission and increased VPGs.

Move — a complete film and moving image production that moves people, changes their emotional state and inspires action, offering film, animation, pre-build CGI, virtual reality and augmented reality. The moving image is the most powerful media on the planet and is once again center stage.

LiveStream (with RCI) — a revolutionary face to face, video-based remote sales and servicing system that dramatically decreases costs, increases revenues and enables you to engage with your market like never before.

Light Consulting — imagines new things and innovates them into reality.

Informed by a deep understanding of the emotion and psychology of the buying and selling process, Light advises vacation ownership businesses on how best to respond to the needs of today's tech-savvy, media-savvy, internet empowered, sales immune society. Then we deliver solutions that deliver results. In the past 27 years the businesses have been recognised by over 70 ARDA awards, including in 2017 "best technology" for LiveStream and no less than 15 Gold Awards for best film.

Steve Pentland is joint CEO of Light. His innovations include creation of the industry's first interactive sales system, creation of the industry's first pre-build virtual reality (CGI) film and the imagination and creation of LiveStream.

Steve combines 27 years of industry wisdom, 10 years in the IT industry and 6 years in finance with an acutely inquisitive mind to re-imagine existing things and innovate new things that have never been done before. Steve's career also includes 10 years as a successful DJ!

