



BOSCH

LIGHT 'EM UP

SEE THE FUTURE OF
CONNECTED LIGHTING

GLI18V-1200C
18V Connected Area Light
Product Launch



TABLE OF CONTENTS

- Market Overview
- Features & Benefits
- Why Bosch
- Target Users & Applications
- Competitive Comparisons
- Marketing Support



MARKET OVERVIEW



Product Landscape



Superior features at competitive pricing.



FEATURES & BENEFITS



GLI18V-1200C

**BLUETOOTH®
CONNECTIVITY**

Controls worklight's functions through the free Bosch ToolBox App and connected mobile device

DURABLE COVER

Features housing that is IP64 rated to be resistant to dust and water damage

**PROTECTIVE
ROLL CAGE**

Offers five setup positions and a 1/4 In. – 11 thread mount for compatibility with standard tripods



**ADJUSTABLE
BRIGHTNESS SETTING**

Offers more runtime at 800 lumens or brighter light at 1,200 lumens

FADE-IN FUNCTION

Slowly increases light intensity to full brightness to lessen the chances of temporary “flash blindness”

OUTSTANDING RUNTIME

Can run up to 10.6 hours at full brightness or 17.3 hours at low brightness on a CORE18V 8.0 Ah battery (not included)

FLEXIBLE POWER SYSTEM

Compatible with all Bosch 18V Lithium-ion batteries



GLI18V-1200C 18V CONNECTED AREA LIGHT PRODUCT LAUNCH

Model : GLI18V-1200CN

Date Available: February, 2019

Includes: GLI18V-1200C 18V Connected Area Light



SPECIFICATIONS

Voltage	18V
Bosch Battery Compatibility	All Lithium-ion batteries
Brightness (Lumens)	1,200 / 800
Runtime at 1,200 Lumens	80 min. per Ah
Runtime at 800 Lumens	130 min. per Ah
Number of LEDs	12
Setup Positions	5
Tripod Mount	1/4"
Dimensions	8.5" x 8.5" x 8"
Weight	3.0 lbs.

Features / Benefits

- ✓ **Bluetooth® Connectivity** – Controls worklight’s functions through the free Bosch Toolbox App and connected mobile device
- ✓ **Durable Cover** – Features housing that is IP64 rated to be resistant to dust and water damage
- ✓ **Protective Roll Cage** – Offers five setup positions and a 1/4 In. – 11 thread mount for compatibility with standard tripods
- ✓ **Outstanding Runtime** – Can run up to 10.6 hours at full brightness or 17.3 hours at low brightness on a CORE18V 8.0 Ah battery (not included)
- ✓ **Adjustable Brightness Setting**– Offers more runtime at 800 lumens or brighter light at 1,200 lumens
- ✓ **Fade-In Function** – Slowly increases light intensity to full brightness to lesson the chances of temporary “flash blindness”
- ✓ **Flexible Power System** – Compatible with all Bosch 18V Lithium-ion batteries



Runtime

- The GLI18V-1200C provides
 - 80 minutes of runtime per battery Ah in 1,200 Lumen setting
 - 130 minutes of runtime per battery Ah in 800 Lumen setting

<u>Bosch 18V Batteries</u>	<u>Battery Ah</u>	<u>1,200 Lumen Runtime</u>	<u>800 Lumen Runtime</u>
BAT612	2.0 Ah	2.6 Hours	4.3 Hours
GBA18V40 (CORE18V)	4.0 Ah	5.3 Hours	8.6 Hours
GBA18V63 (CORE18V)	6.3 Ah	8.4 Hours	13.7 Hours
GBA18V80 (CORE18V)	8.0 Ah	10.6 Hours	17.3 Hours



Toolbox App – MyTools Tile



- The Bosch Toolbox app allows for remote control of the light
 - Turn it on/off from your phone
 - Adjust the brightness
 - Add a timer
 - View the charge left of the battery
 - Group lights together to be controlled in unison



Attachments

- Standard attachments included
 - None
- Recommended attachments for specific applications
 - BT 150: Tripod for applications that require elevated light



18V Lighting Range



	GLI18V-300N Worklight	GLI18-420B Worklight	GLI18V-1900N Floodlight	GLI18V-1200C Connected Area Light
LED Light	Yes	Yes	Yes	Yes
Lumens - Runtime	300 – 300 minutes per Ah	420 – 135 minutes per Ah	1,900 – 50 minutes per Ah 1,000 – 100 minutes per Ah	1,200 – 80 minutes per Ah 800 – 130 minutes per Ah
Lighting Adjustability	None	Spot or diffused	1,900 or 1,000 Lumens	1,200 or 800 Lumens
Positioning	200° of positioning (five angles) and metal hook	Six angles and hanging strap	Five angles plus 5/8" – 11 tripod mount	Five setup positions plus 1/4" tripod mount
Bluetooth®	No	No	No	Yes
IP Protection	No	No	No	Yes (IP 64)
Target Retail Price	\$49	\$59	\$99	\$99



Pricing Information

Model #	Description	10-Digit #	MSRP	Tier 1	Tier 2
GLI18V-1200CN	18V Connected Area Light	0601446710	\$ 99.00	\$85.00	\$81.50

Set-Up Information

Model #	Bare Product Weight (Lbs.)	Pack Weight (Lbs.)	Pkg. Qty.	UPC	Packaging Dimensions (In.)	Cube (Ft.)	Pallet Qty.	Pallet Cube (Ft.)	Harmonized Tariff No.	Country of Origin
GLI18V-1200CN	3.0	4.1	1	000346631852	9.5 x 8.7 x 5.3	0.25	90	47.3	8513.10.2000	China



WHY BOSCH



Why Bosch

User Needs:

✓ Sufficient Brightness

✓ Day-Long Runtime

✓ Dust and Water Resistant

✓ No More Blinding

✓ Remote Control

Bosch Delivers:

• Up to 1,200 lumens with area light

• Efficient LED technology for 80 min/Ah runtime

• IP 64 for work in almost any environment

• Fade-in function, light turns on in dimmed mode

• Bluetooth® connectivity via smartphone app

User relevant features at attractive price point.



TARGET USERS & APPLICATIONS



Target Users & Applications

- Target Groups: Virtually all users need jobsite lighting at times
- Applications: For larger-scale illumination
- Common Need
 - Previous solutions, such as corded “trouble lights”, were not typically part of power tool cordless systems
- User Purchases of System Lights
 - System lights are often obtained as an “afterthought” bare tool execution
 - System lights are sometimes obtained through purchase of combo kits
 - System lights aren’t often the main determinant in selection of a power tool cordless system, but if not available, it can cause user to choose different brand



Virtually all power tool users need jobsite lighting at times.

COMPETITIVE COMPARISONS



Competitor Overview



Brand	Bosch	Milwaukee	Milwaukee	Makita
Model	GLI18V-1200CN	M18 Rover 2361-20	M18 Rover 2365-20	DML805
Battery Voltage	18V	18V	18V	18V (Corded / Cordless)
Brightness (Lumens)	1,200 / 800	1,500 / 780	1,500 / 650 / 350	750 / 450
Runtime at Max. Brightness (min/Ah)	80	60	54	100
Weight w/o Battery	3.0 Lbs.	4.6 Lbs.	3.2 Lbs.	4.2 Lbs.
IP Protection	64	-	54	-
Bluetooth® Connectivity	✓	-	-	-
Tripod thread	1/4"	-	-	-



Head-to-Head vs. Key Competitor Execution



vs.



GLI18V-1200CN

\$99

- ✓ Runtime: 80 min/Ah
- ✓ Connectivity
- ✓ IP64 Protection
- ✓ Tripod Mountable

Milwaukee 2361-20

\$99

- ✓ Runtime 60 min/Ah
- ✓ No Connectivity
- ✓ No IP Protection
- ✓ Not Mountable

Bosch User Advantage

- ✓ *Better Runtime*
- ✓ *Remote Controllable*
- ✓ *Indoor/Outdoor Use*
- ✓ *Wider Field of Light*



MARKETING SUPPORT




Marketing Support

COLLATERAL	
<ul style="list-style-type: none">• Sell sheet• Fact sticker	
IMF #	Description
2018-231	GLI18V-1200C Sell Sheet
2018-230	GLI18V-1200C Fact Sticker



**If you have any product questions,
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