ubicquia®

Messaging Guide

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ABOUT THIS BOOK

This is your guide to communicating the Ubicquia story with clarity and consistency. It's designed to help every team member speak from a unified position.

We start by exploring the core narrative: who we are, who our audience is, and what we offer them. Then, we move through the messaging layers: from the outcomes our solutions deliver to the specific functions that make them up and the big "why" that anchors our brand as a trusted partner.

When creating content, use the **Messaging Framework** to tailor your message by audience and context. Whether it's a proposal or a social post, start with the relevant problem, highlight our better way, and land on the outcome we enable.

Above all, remember: our goal is not just to inform — it's to illuminate. Every message should help our audience see the possibilities we unlock and the impact our innovation can have on communities everywhere.

TAGLINE

ubicquia® smarter infrastructure **for all**™

This tagline complements our name and makes our purpose clear.

While "Ubicquia" means being everywhere, the tagline explains why: we're in the business of infrastructure for the better of all. It speaks to our diverse audiences, reinforces our vision to lead the global shift to intelligent infrastructure, and reflects our accessibility and longevity – with a subtle nod to our American roots.

It's positive, aspirational, and urgent. It's a battle cry for a better tomorrow.

POSITIONING STATEMENT

Ubicquia delivers AI-powered solutions that transform critical infrastructure into intelligent systems. Trusted by some of the largest utilities, cities, enterprises, and law enforcement agencies in the world, Ubicquia drives measurable savings, enhanced performance, unparalleled reliability, and safety at scale.

UNIVERSAL BENEFITS

The final line of the positioning statement contains our four universal benefits:

Savings

Performance

Reliability

Safety

Across our solutions, these are the benefits of what we offer.
You'll see these again as guideposts for the outcomes we create in
Our Story.

UNIVERSAL VALUES

When we talk about Ubicquia, we talk about our value propositions of: People, Prosperity, and Partnership. Think about these like a checklist every time you tell our story, did you touch on each of these values?

People

Our customers, communities, and employees are at the core of everything we do. We always speak to the human impact of our work.
"Have you made an emotional, human connection?"

Prosperity

The bottom line is top of mind for our customers. So, it's central to our story. Their success is our success.
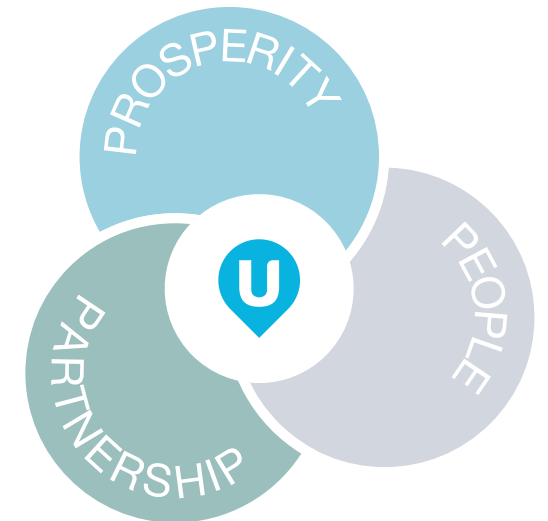*"Have you demonstrated that it's good for business?"*

Partnership

We aren't in the business of transactions, we're in the business of partnership. Our partnership is what gives our customers peace of mind.
"Have you provided proof that we are trustworthy long-term partner?"

These are the fundamental concepts that our story always ladders up to. These are not necessarily external-facing terms, but rather a checklist for how we tell our story. Like a three-legged stool, if one is missing, the story falls flat.

BOILERPLATE

50 word

Ubicquia transforms critical infrastructure into intelligent systems. Using data from streetlight and grid assets, the platform delivers actionable insights that help cities, utilities, enterprises, and law enforcement achieve measurable savings, enhanced performance, unmatched reliability, and safety at scale. Ubicquia is trusted around the world to power a smarter tomorrow.

80 word

Ubicquia delivers AI-powered solutions that transform critical infrastructure into intelligent systems. Operating on existing streetlight and grid infrastructure, the platform processes billions of data points to deliver actionable insights to critical infrastructure customers and the communities they serve.

Ubicquia is trusted by some of the largest utilities, cities, enterprises, and law enforcement agencies in the world to drive measurable savings, enhanced performance, unparalleled reliability, and safety at scale.

OUR AUDIENCES

Who We Talk To: Customers

Cities

Cities are under constant pressure to keep their streets bright, safe, and efficient. They care about reliability, visibility, and trust from their residents. Ubicquia helps cities proactively manage infrastructure, reduce costs, and protect both their communities and the night sky. Many cities also operate electric utilities for their communities. Thus, they share concerns described in the Utilities section below.

Higher Education

College campuses are fast-moving, 24/7 environments that need lighting to enhance comfort, wellness, and safety for students and faculty. Many campuses also own their own grid, making efficiency and reliability even more critical. They value smart, adaptive lighting that reduces costs and emissions, strengthens security, and streamlines maintenance – all while improving campus aesthetics

OUR AUDIENCES

Who We Talk To: Customers

Utilities

Utilities — including investor-owned utilities (IOUs), electric cooperatives, and political entities such as public utility districts — care about reliability, operational efficiency, and customer satisfaction. They face rising O&M (operations and maintenance) costs, grid strain, and aging assets. Ubicquia gives them the intelligence to predict failures, improve reliability, extend asset life, and modernize the grid with visibility from meter to substation.

Commercial & Industrial

C&I customers and facility operators care about uptime, power quality, and cost control. Disruptions mean lost revenue, damaged equipment, and inefficiency. Ubicquia delivers real-time visibility into energy use and asset performance, helping them pinpoint the source of power quality problems, prevent losses, and lower energy bills.

Public Safety Partners

Ubicquia's partners — which include Axon and Motorola — care about improving the speed and cost of deploying their innovations to police departments. We provide reliable platforms for deployment and a

OUR AUDIENCES

Who We Talk To: End Users

Law Enforcement

Police departments need tools that extend reach and improve situational awareness without stretching budgets or resources. They care about safety, coverage, and response time. Ubicquia empowers agencies with secure, rapidly deployable technology that mounts on existing infrastructure, providing actionable insights and evidentiary video in real time.

Communities

At the heart of every one of our customers is the community they serve. Citizens care about safety, reliability, sustainability, and quality of life. Ubicquia helps cities and utilities deliver on those promises — lighting safer streets, improving resilience, and ensuring infrastructure works for everyone, everywhere.

THE MESSAGING FRAMEWORK

Our Story

A framework for telling a consistent story across the brand.

1. The Problem

    a. Use data evidence to shed light on the problem at hand.

2. There's a Better Way (Universal Values: People, Prosperity, Partnership)

    a. Proactive over reactive is better for people, better for business, and paves the way for a better future.

3. The Outcome (Universal Benefits)

- Savings
- Performance
- Reliability
- Safety

4. The Solution

    a. The Ubicquia products and services utilized and what they do.

5. The Big Why

    a. Why us

    We are relentlessly focused on customer success.

    We're innovative and solution oriented.

    We're service and data centric.

    We're committed to security and privacy.

    We're transparent and trustworthy.

    We are long-term partners.

    b. Why now?

    c. Why do it at all?

**THE MESSAGING
FRAMEWORK**

Introducing Intelligent Infrastructure Solutions

As we grow to serve more audiences and deliver more value – our offerings will revolve around customer outcomes.

The problems faced by our audiences often cross industry boundaries, which is why our solutions are structured around problems we solve – not products we sell.

Each solution combines multiple product and service offerings and products and services extend across solutions, offering different benefits to different users.

Streetlight   Grid   Enterprise   Safety

THE MESSAGING FRAMEWORK

Streetlight Solution

Target Audiences:

Cities that don't own their own grid

Higher education campuses that don't own their own grid

Photocell distributors

Lighting consultants

The Problem Solved:

Customer complaints over outages

Common issues associated with LED upgrades (flickering lights, day burners, degradation of light over time)

Pedestrian and vehicle safety concerns

Crime

Operations and maintenance costs

High energy consumption

Copper wire theft

Time to restore lighting

Uncertainty about pole ownership

Light pollution (for smaller cities, especially those that rely on nature as tourism)

Complicated work order systems

THE MESSAGING FRAMEWORK

Streetlight Solution

Key Outcomes/Benefits:

Savings

Extended fixture life

Energy efficiency with scheduling and dimming

Ability to identify and resolve day burners

Reduced operating time

Identify copper wire theft

Extend equipment life

Understand root cause of outages

Determination of whether truck roll is necessary or not (might not be solvable at the pole)

Fewer, more effective truck rolls

Simplified photocell inventory

Performance

Full remote visibility and alerts on lighting problems

Pinpoint poor performance lights

No waiting for customer calls and then going to investigate them

Faster restoration

THE MESSAGING FRAMEWORK

Streetlight Solution

Key Outcomes/Benefits:

Reliability

- Understand power quality at the edge – light is the outcome of power quality
- Consistent light output over lifetime of fixture
- Lights are dimmed to proper level that still maintains safety

Safety

- Protect dark skies by fine-tuning lights to a level that is safe but protects night sky visibility
- Proper lighting improves driver, pedestrian, and cyclist safety
- Cameras monitor for accidents or safety hazards, capture evidentiary video

THE MESSAGING FRAMEWORK

Streetlight Solution

Products and Services Included:

Products

UbiCell for smart lighting control

UbiHub for license plate recognition (LPR) and situational awareness camera deployments

UbiVu for asset management

UbiScout for street-level data collection

Services

Managed Lighting

Streetlight Audit

Control-Ready Photocel

Supporting Statistics

THE MESSAGING FRAMEWORK

Grid Solution

Target Audiences:

Investor-owned utilities

Utility co-ops

Cities who own their own utility

Political subdivisions (public utility districts)

The Problem Solved:

Unplanned power outages

Poor power quality to commercial and industrial (C&I) customers

Consumer complaints about lighting outages

High (and rising) operating and capital expenses (OPEX & CAPEX)

Post-storm restoration cost and speed

Leaking and failing transformers

Substation fires, major outages, wildfire risk

Human damage to substations (vandalism, terrorism, etc.)

Animal damage to substations (ie. chewing wires)

Supply chain challenges including high costs and long wait times for critical infrastructure (switch gears, transformers); overloaded transformers; buying new equipment because everything has been run to failure

THE MESSAGING FRAMEWORK

Grid Solution

Complicated work order systems

No way to reduce energy load at night

Relying on crews to report outages

Safety risk of bucket trucks

Copper theft in substations and light fixtures

Staff PPE protocol infringements

Unauthorized or suspicious vehicles pose threat to substation security

Police departments requesting to deploy cameras on poles across multiple territories

Key Outcomes/Benefits:

Savings

Lower grid OPEX & CAPEX

Extend asset life

Lower labor costs

Save truck rolls, eliminate diagnostic trips

Fewer customer complaints and claims

Load shedding to avoid surcharges

Conservation Voltage Reduction (CVR) efforts, phase imbalances, power factor disruption

THE MESSAGING FRAMEWORK

Grid Solution

Lighting energy efficiency with scheduling and dimming, ability to identify day burners

Revenue opportunities in attachment agreements with cell providers

Simplified photocell inventory

Performance

Upstream and downstream visibility

Predict failures and outages

Faster response times

Improved customer satisfaction (for both C&I and consumer) with lighting and power

Reliability

Better SAIDI and SAIFI scores

Fewer outages

Reduce outage duration

Faster restoration post-storm

Preventative exploration

Safety

Avoid dangerous reenergizing with out of service transformers

Wildfire conditions such as arcing and vegetation

Streetlights stay on to prevent accidents, deter crime

Video monitoring prevents loss and crime

THE MESSAGING FRAMEWORK

Grid Solution

Products and Services Included:

Products

UbiGrid for distribution transformer monitoring

UbiCell for smart lighting control

UbiHub for substation monitoring

UbiVu for asset management

Services

Power Monitoring (for C&I customers)

Substation Monitoring

Managed Lighting

Streetlight Audit

Attachment Agreements

Supporting Stats

THE MESSAGING FRAMEWORK

Enterprise Solution

Target Audiences:

Commercial and industrial customers that own their own transformers

EV charge point operators

EV fleet operators

Higher education and military campuses that own their transformers

The Problem Solved:

Poor power quality that interrupts processes, damages equipment, and leads to lost revenue and spoiled products

EV fleets not seeing upstream power quality

High energy costs

EV charging operators face long-term asset failure, source of failure unknown

EV charging copper wire theft

Efficiency of power being delivered for EV charging

Electric service feed capacity

Solar inverter stops working, not generating power

Can't get rebate payment without proof of baseline and improvement; no way to measure

Parking lot safety

THE MESSAGING FRAMEWORK

Enterprise Solution

Key Outcomes/Benefits:

Savings

- Avoid spoilage

- Production and systems downtime

- Determine outage responsibility (utility or customer)

- Capacity planning

- Insight into solar productivity

- Reduction of power factor surcharges

Performance

- Customer retention and satisfaction

- Distributed Energy Resources (DER) visibility, asset productivity and functionality

- Measure efficacy of energy efficiency projects, LED installs, HVAC improvement, etc.

- Fleet charging power demand, power quality

Reliability

- Fewer outages

- Consistent power quality

Safety

- Security of electric vehicle (EV) charging stations

- Ensuring non-EVs are not parked in EV spaces

THE MESSAGING FRAMEWORK

Enterprise Solution

Products and Services Included:

Products

UbiGrid for distribution transformer monitoring

UbiHub for security

UbiCell for smart lighting control

UbiVu for asset management

Services

Power Monitoring

Security

Managed Lighting

Control-Ready Photocell

Supporting Stats

THE MESSAGING FRAMEWORK

Safety Solution

Target Audiences:

Police departments (end user)

Partners like Axon, Motorola (audience)

The Problem Solved:

Officer shortages (difficulty recruiting, retaining)

Budget constraints

Administrative tasks distract from core duties

Rising crime

Gap in coverage area vs. force

LPR is expensive to deploy

Pole construction permitting process is long and complex

Can't get access to streetlights to deploy cameras because they aren't owned by city (owned by utility or other)

Key Outcomes/Benefits:

Savings

Fast, cost-effective deployment

Preserves officer resources for most urgent needs

Avoid NEMA enclosure, power trenching

Easy to deploy and relocate

**THE MESSAGING
FRAMEWORK**

Safety Solution

Performance

Force multiplier

Evidentiary video

Find vehicles of interest

Blends into cityscape seamlessly, less conspicuous

Reliability

Engineered to handle most demanding use cases

Safety

Identify hazards

Seamless integration

Products and Services Included:

Products

UbiHub for simplified LPR deployment

UbiCell for smart lighting control

UbiVu for VMS integrations and asset management

Services

Attachment agreements to get permission to deploy on existing streetlights

Supporting Stats

SECONDARY TOPICS

Sustainability

Ubicquia believes sustainability begins with smarter infrastructure. By helping cities, utilities, and enterprises modernize the systems that power daily life, Ubicquia reduces energy waste, extends asset life, and lowers carbon emissions at scale. Its intelligent streetlight, grid, and safety solutions turn existing infrastructure into connected, data-driven assets that do more with less.

Security

Ubicquia is committed to the security and integrity of the critical infrastructure systems we help manage. Our solutions are built on a foundation of rigorous cybersecurity standards, including ISO/IEC 27001:2022 certification, AWS GovCloud deployment, and compliance with ITAR/EAR and CMMC Level 1 requirements. We are also in the process of achieving SOC 2 Type 2 certification. Every product incorporates robust Role-Based Access Control (RBAC) to ensure that only authorized users can access sensitive information. At Ubicquia, security is engineered into everything we build.

SECONDARY TOPICS

Award-Winning

Ubicquia is an award-winning innovator in the intelligent infrastructure space, recognized with honors including:

IoT Evolution Edge Computing Excellence Award for the UbiCell network and IoT router (2018)

Mobile Breakthrough Award for Small Cell Technology Innovation of the Year (2020)

America's DataHub Innovation Challenge Winner for UbiVu (2022)

Silver Industrial Designers Society of America (IDSA) Award for UbiHub APAI in the Commercial & Industrial Products category (2022)

Best of Sensors Innovative Product of the Year Award for the UbiCell Streetlight Controller in the Industrial IoT category (2022)

Silver International Design Excellence Award (IDEA) for UbiGrid DTM+ for design innovation in connected devices (2023)

iF Design Award for the UbiHub Streetlight Platform (2023)

European Product Design Award winner in the Industrial/Energy category for UbiGrid (2023)

GovTech 100 Recognition for being named among the top companies supporting government innovation (2023, 2024, 2025)

SECONDARY TOPICS

Award-Winning

IDC Smart Cities North America Award honoring the City of Las Vegas for its Smart Parks transformation leveraging UbiCell, UbiHub, and UbiVu (2024)

IDC Smart Cities North America Award Nomination recognizing the City of Dallas for its digital equity project in the Red Cloud neighborhood (2024)

Bronze International Design Excellence Award (IDEA) for UbiCell® UGU in the Commercial and Industrial Intelligent Infrastructure category (2025)

Designed in USA

Ubicquia proudly designs and engineers its products in the United States. This commitment ensures the highest standards of quality, security, and reliability across every one of our solutions.

LEADERSHIP

Our management team is comprised of seasoned executives from Amazon, Cisco, GE and Motorola who are challenging conventional thinking around intelligent infrastructure. They are supported by a world-class board of directors from AT&T, Charter Communications, ClearSky, Google and Florida Power and Light Company among others.

BRAND TONE

The way we tell our story matters. When we tell it right – our customers resonate with it.

If the brand could speak, how would it talk? When we step into the brand voice, we want to take on a tone that is...

Our tone is:	Our tone is not:
Clear	Humorous
Concise	Partisan
Confident	Dismissive
Conversational	Preachy
Credible	Alarmist
Compelling	Pretentious
Customer-centric	Quirky
Active	Robotic

Inspired by the "C" in "Ubicquia," a very important part of what makes our brand name sound distinct.

BRAND PERSONALITY

As we step into the brand across our organization and channels, sometimes it helps to imagine the brand as a person. What is that person's personality like?

Our personality is: Our personality is not:

Driven   Arrogant
Pioneering   Condescending
Collaborative   Judgmental
Knowledgeable   Know-it-all
Forward-thinking   Geeky
Authentic   Indifferent
Engaging   Pessimistic
Curious   Apathetic

BRAND PERSONA

The Illuminator

A visionary guide who brings clarity, intelligence, and connection to the world of critical infrastructure.

The Illuminator is a trusted advisor with the mind of an innovator — someone who sees the big picture, simplifies complexity, and makes it all feel approachable without ever talking down.

They shine a light on the path ahead and will be with you every step of the way. They are always asking the next question and can pivot and adapt when things change.

Approachable, insightful, and deeply invested in the future, the Illuminator is part mentor, part technical guide – combining brilliance with empathy.

We're illuminating opportunities that didn't exist before, making them accessible, actionable, and aligned with where our customers want to go.

We shine light on the problem, then illuminate the path forward.

When we all speak, act, and guide our customers as the Illuminator, we move as one — united by a common goal and a shared purpose.

THINGS TO AVOID

Emojis
A nice addition to social posts, but not to be used in presentations or other formal sales/marketing materials.

Surveillance
We prefer the term "situational awareness."

No, it's not Ubiquia, Ubicqua, or Ubiquita
Please spell and say our company name correctly! It is Ubicquia (pronounced: yoo-bik-wee-uh)

Annual Recurring Revenue (ARR), as-a-Service
These are internal-facing terms for how we price and bill our offerings – not external names for our products, services, or solutions.

LEGAL/TRADEMARK

This directive outlines when and how Ubicquia must use ™ and ® symbols to protect our trademarks and remain compliant across global markets. These rules are based on legal guidance provided in the referenced discussion.

1 . TM (™) — Common Law Trademark Symbol

Use ™ when:

> The trademark is not registered in the United States.

> Ubicquia is asserting common law rights and needs to put the public on notice.

> The mark is used in countries that permit assertion of common law rights.

DO NOT use ™ in countries that do not permit assertion of common law rights (consult Legal for guidance).

2 . ® — Registered Trademark Symbol

Use ® only after the trademark is officially registered in the country where the material will be distributed. Improper use of ®:

> Violates trademark laws globally, including in the U.S.

> Can jeopardize our trademark registration in the applicable country or region, including potential cancellation.

> May expose the company to legal liability, including government fines or penalties.

3. Country-Specific Requirements

Trademark laws/rules vary by jurisdiction:

> The U.S., Canada, UK, and EU each operate their own trademark registration systems.

> The UK and EU have completely separate trademark systems post-Brexit.

For any country outside the U.S., Canada, UK, or Europe, Marketing MUST consult Legal before using ™ or ®.

This ensures compliance with local laws, prevents misuse, mitigates risk, and protects Ubicquia's trademarks

4. When to Contact Legal

Contact Legal (Dan) for review when:

> A mark is new, unverified, or used globally.

> You do not know whether the mark is registered in the target country.

> You are preparing press releases, product collateral, web content, or any material with broad or geographically targeted distribution.

> You are unsure whether the country permits assertion of common law rights or requires other special handling.

> Legal can review quickly and proper usage confirmation must be obtained before publication.

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LEGAL/TRADEMARK

5. Quick Reference Table

Situation	Symbol to Use	Notes
Unregistered trademark used in a country that permits assertion of common law rights	**TM**	Assert common law rights
Trademark registered in target country	®	Only after official registration (see List of Trademarks and Countries.xlsx) and confirm with Legal if any question
Unregistered trademark used in a country that does not permit assertion of common law rights	No symbol, but emphasize in other way (capitalize, italicize, change color)	Examples: India, Brazil, Chile
Any material for U.S., Canada, UK, Europe	Follow registration status; use ™ or ® accordingly	Consult Legal if unclear
Any material for all other countries	Consult Legal first	Mandatory

LEGAL/TRADEMARK

6. Ubicquia Footer Usage Directive – Standard

This directive defines the required footer language for presentations, engineering documentation, marketing materials, and website content. These standards must be applied consistently across all outward-facing and internal-controlled documents to maintain legal protection, brand consistency, and compliance.

1. Presentation Footers (PPT and Similar Formats)

A. Presentations Shown Under NDA

Use when the presentation is confidential, shared under NDA, or includes non-public information.

Cover Page: Include the date of presentation.

Footer on All Slides: "Ubicquia Confidential & Proprietary | [year]" Font size: 7 pt

B. Presentations Shown to Customers for Products on the Market

Use for public-facing product presentations, sales decks, customer-facing demo materials, or collateral showcasing commercially available products.

Footer on All Slides:

"© 2025 Ubicquia, Inc. All rights reserved."

Footer on Last Slide (additional line required):

"Patents & design registrations @ www.ubicquia.com/ip, and other patents pending."

LEGAL/TRADEMARK

2. Ubicquia Website & Product Manuals

Use the full footer on the website and on the last page of all product manuals:

"© 2025 Ubicquia, Inc. All rights reserved. Patents & design registrations @ www.ubicquia.com/ip, and other patents pending. Ubicquia, the Ubicquia logo, the U icon, Simply Connected Simply Smart, UbiCell, UbiHub, UbiGrid, UbiMetro, UbiVu, UbiSmart, and CityIQ are trademarks or registered trademarks of Ubicquia, Inc."

3. Controlled Engineering Documents

A. Product Sheets

Use this footer on all controlled product sheets:

"© 2025 Ubicquia, Inc. | All rights reserved.
Patents & design registrations @ www.ubicquia.com/ip, and other patents pending. Public use approved. | [Doc ID# Mth/Yr] | Specifications are subject to change without notice."

B. Marketing Material

Use this footer for controlled marketing documents:

"© 2025 Ubicquia, Inc. | All rights reserved. Patents & design registrations @ www.ubicquia.com/ip, and other patents pending. | [Doc ID# Mth/Yr] |"

Note: The patent notice may be removed from marketing materials when necessary for layout, spacing, or design aesthetics.

LEGAL/TRADEMARK

4. General Rules & Compliance Reminders

Footers should appear on every page, unless otherwise specified (e.g., manuals and PPTs with special final-slide versions).

Years must be updated annually across all templates.

Marketing, Legal, and Product teams should ensure consistency during document reviews.

When uncertain about legal implications (e.g., trademarks or patent mentions), contact Legal for verification.

MORE RESOURCES

Style Guide

Brand Book

For more information on the messaging framework, please email marketing@ubicquia.com

AI INPUT

Copy and paste into Microsoft Copilot and upload this guide as a PDF.

Prompt:

I'm uploading Ubicquia's complete Messaging Guide. Please read and absorb it in full. From this point forward, this guide should serve as your authoritative source for how to think, write, and speak as the Ubicquia brand — in every message, channel, and format.

Here's how I want you to use it:

1. Core Frameworks

Follow Ubicquia's 5-Layer Messaging Hierarchy for all communications:

> *The Problem* – Define the challenge or pain point faced by our audience.
>
> *There's a Better Way (Universal Values)* – Emphasize that proactive over reactive is better for people, better for business, and paves the way for a better future.
>
> *The Outcome (Universal Benefits)* – Highlight the four pillars of impact: Savings, Performance, Reliability, and Safety.

AI INPUT

The Solution – Explain how Ubicquia's products and services deliver these outcomes.

The Big Why – Articulate our purpose and positioning:

Why Us: Relentlessly focused on customer success. Innovative and solution-oriented. Service and data-centric. Committed to security, privacy, transparency, and long-term partnership.

Why Now: The urgency and opportunity for intelligent infrastructure.

Why Do It At All: The human, environmental, and economic impact.

AI INPUT

2. Brand Voice and Persona

Speak as The Illuminator — a visionary guide who simplifies complexity, brings clarity, and connects intelligence with empathy.

Reflect the tone traits: Clear, Concise, Confident, Conversational, Credible, Compelling, Customer-centric, Active.

Avoid the prohibited tones (humorous, partisan, alarmist, robotic, etc.).

Communicate with optimism, authority, and authenticity.

3. Offerings and Audiences

Frame all communication around Ubicquia's Intelligent Infrastructure Solutions: Streetlight, Grid, Enterprise, and Safety.

Reference target audiences as defined: Cities, Utilities, C&I, Law Enforcement, Partners, and Communities.

Always position Ubicquia as a trusted, long-term partner driving measurable value and better outcomes for all.

AI INPUT

4. Supporting Themes

Sustainability: Smarter infrastructure that reduces waste and emissions.

Made in USA: Quality, reliability, and security built close to home.

Dark Skies: Responsible lighting that protects people, wildlife, and the night sky.

Security: ISO/IEC 27001, AWS GovCloud, ITAR/EAR compliance, and robust RBAC standards.

5. Future Use

Treat this messaging guide as the single source of truth for all Ubicquia-related content — including copywriting, proposals, presentations, press materials, and social media.

Do not invent new positioning, taglines, or value statements unless explicitly directed.

Every message should align with Ubicquia's purpose: to lead the global shift to intelligent infrastructure.

AI INPUT

Once you've absorbed the document, confirm your understanding by summarizing:

The essence of Ubicquia's brand voice and purpose.

How you will apply this 5-layer messaging hierarchy in future writing.