



SSL Product Image Upload Module

February 21st, 2024

Agenda

- Overview
- Accessing the Image Upload Module
- Image Upload Module Dashboard
- Individual Image Uploads
- Bulk Image Uploads
- Review Process and Timing

Introductions

Presenter



Aaron Feldman
Senior Technical Operations Manager

Q&A Support



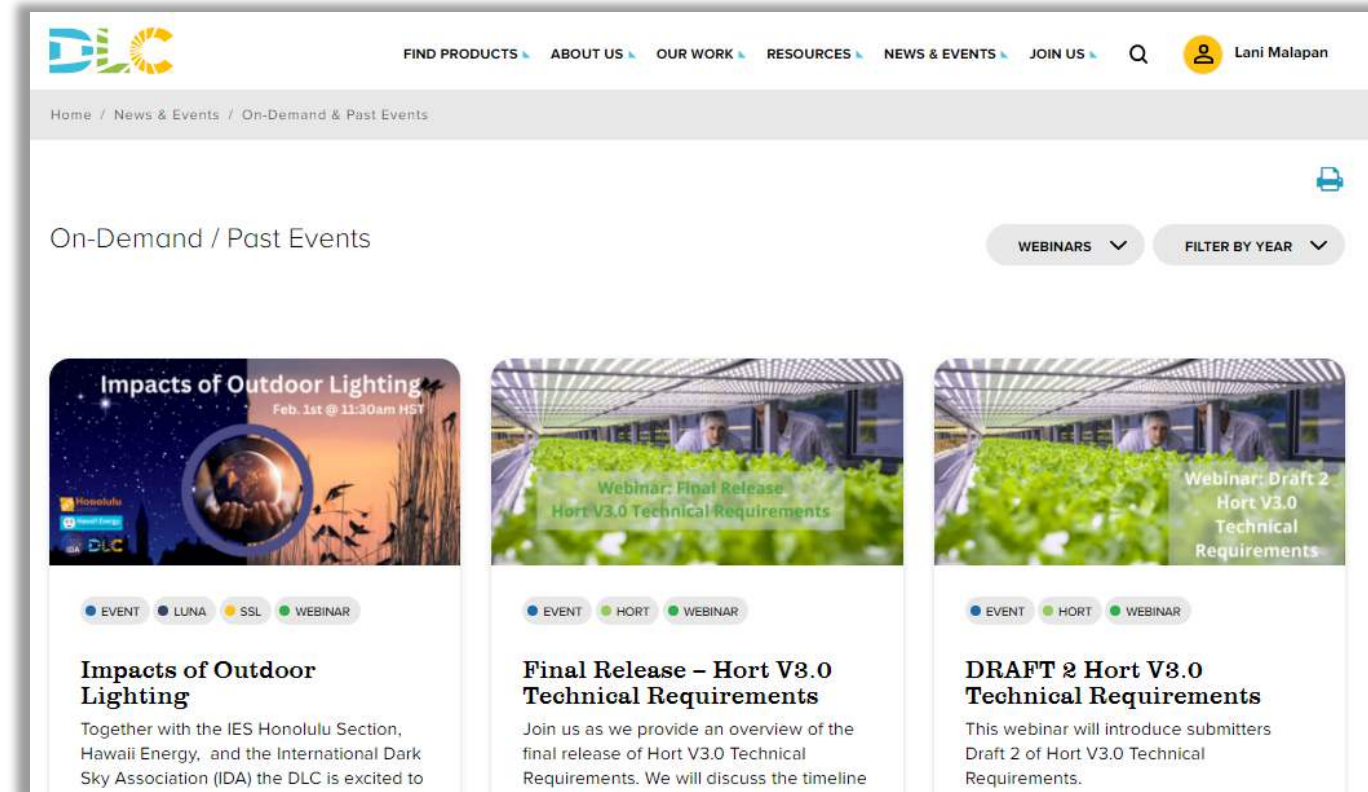
Andre Cruickshank
Technical Intern



Adrian Martin
Technical Analyst

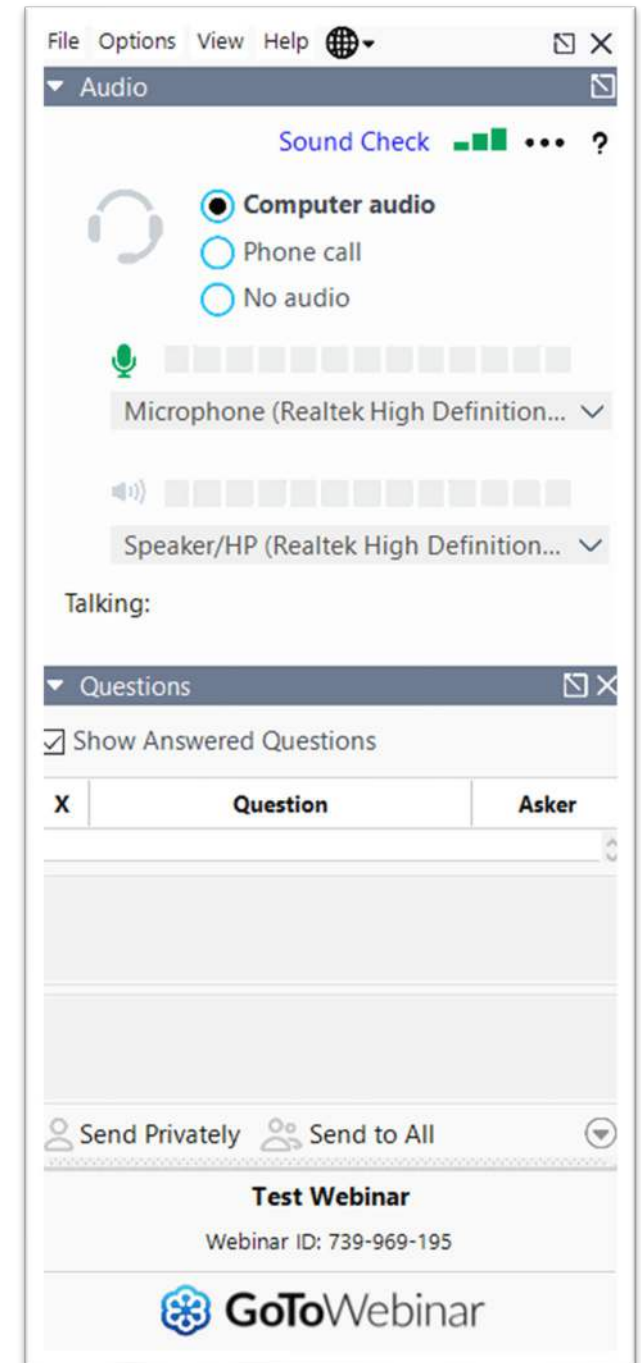
Webinar Logistics

- Slides and webinar recording will be posted shortly after today's presentation [here](#)
- All attendees are muted, if you experience technical issues, please use the Chat feature to let us know



Questions and Answers

- Q&A will be held at the end of the webinar.
- But please enter your questions as they come up into the “Questions” pane in GoToWebinar.
 - Questions will be answered as they come in via the Questions pane
 - Some questions will be answered aloud (anonymously) at the end during the Q&A session



The screenshot displays the GoToWebinar interface with two panes open. The top pane is titled "Audio" and includes a "Sound Check" indicator with a green bar and a question mark. Below this, there are three radio button options: "Computer audio" (selected), "Phone call", and "No audio". A microphone icon is shown with a volume level bar, and a dropdown menu indicates "Microphone (Realtek High Definition...)". A speaker icon is also shown with a volume level bar, and a dropdown menu indicates "Speaker/HP (Realtek High Definition...)". Below the audio settings, it says "Talking:". The bottom pane is titled "Questions" and has a checkbox for "Show Answered Questions" which is checked. Below this is a table with columns for "X", "Question", and "Asker". The table is currently empty. At the bottom of the Questions pane, there are two buttons: "Send Privately" and "Send to All". Below the Questions pane, the text "Test Webinar" and "Webinar ID: 739-969-195" is displayed. At the very bottom, the GoToWebinar logo and name are visible.

Overview

The image features a large white arrow shape pointing to the right, set against a background of a modern building at night. The building's facade is illuminated with blue and white light trails, suggesting a long-exposure photograph of a city street. The entire scene is framed by a thick yellow border that follows the shape of the white arrow.

Overview

- In December 2023, the DLC announced the release of the [SSL Product Image Policy](#)
 - Manufacturers can now associate images for their products to display on the QPL
 - Optional
 - No fee

The DLC accepts and displays SSL product images that correspond with product listings to assist efficiency incentive programs in verifying rebate eligibility through the Solid-State Lighting Qualified Products List (SSL QPL). These images allow efficiency program reviewers to cross-reference product specification sheets with QPL listings more easily.

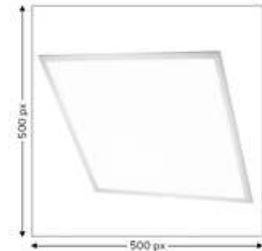
Submitting product images is **optional** for manufacturers (i.e., is not required to acquire or maintain listed status). Images are submitted and reviewed separately from the product qualification or product update application process. There is no deadline for submitting product images, product images may be updated at any time, and all submissions will be reviewed on a continuous basis.

File Requirements

- The image file must be in TIFF, GIF, PNG, or JPG format.
- The dimensions of the image must be at least 500x500 pixels.
- The image must be square (width and height of image must be equal).
- The resolution of the image must be at least 72 ppi (pixels per inch).
- There are no requirements for image file name format or limitations on length of image file name.

Image Style Guidelines

- The image must be a photograph; drawings or illustrations of products are not allowed.
- The product image should be the product's professional photo or photo commonly used for marketing purposes, if available.
- The product image must have realistic color; digitally altered or greyscale images are not allowed. Minimal photo editing necessary to produce a clean, professional image is not considered digital alteration.
- The background of the photo should be white in most circumstances. If a white background inhibits the ability to clearly see the product in the image, the background must be a single shade from within the greyscale range. The product must have smooth edges if the background has been digitally removed.
- The image must not contain confusing or gratuitous objects (for example, hands, signage, items that are not the product, etc.).
- The image must not contain additional graphics, inset images, or overlaid text.
- The photo should be professionally lit whenever possible and shot in proper focus.

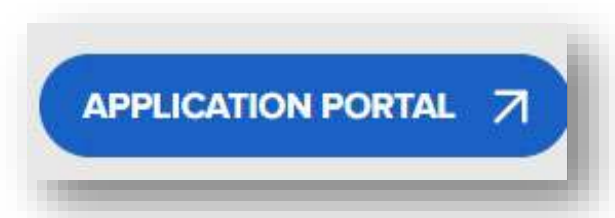
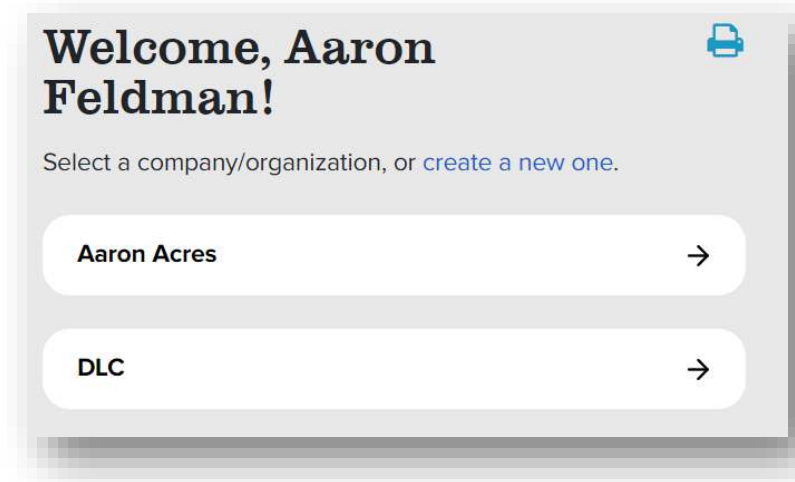
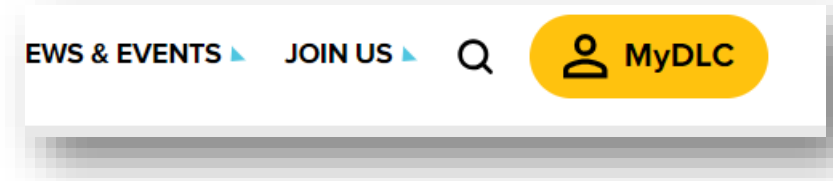




Accessing the Image Upload Module

Logging into Application Portal

- Image Submission Module is housed on the application portal used for product qualification
- Click onto the MyDLC to login, select a manufacturer, and click into the application portal.
- For troubleshoot please review the [Account Roles Resource Guide](#)



Accessing the Image Upload Module

- The image upload module can then be found on the menu to the left

The screenshot displays the DLC website dashboard. At the top left is the DLC logo. The top navigation bar includes links for FIND PRODUCTS, ABOUT US, OUR WORK, RESOURCES, NEWS & EVENTS, and JOIN US. On the top right, the user's name 'Andrew Cruickshank' and a 'Log Out' link are visible. The left sidebar menu is organized into sections: HOME (with 'Application Dashboard' highlighted), APPLICATION CENTER (containing 'Solid State Lighting & LUNA', 'Horticultural Lighting', 'Networked Lighting Controls', 'My Applications', and 'Invoicing & Payments'), and ADMIN CENTER. The 'Upload Product Images (New)' option is highlighted with a yellow border. The main content area is divided into three columns: 'ANNOUNCEMENTS & UPDATES' with three news items dated March 31, 2023, August 4, 2022, and April 4, 2022; 'START A NEW APPLICATION' with a 'Select Application Type' dropdown menu set to 'Solid State Lighting - OE' and a 'Continue' button; and 'OUTSTANDING INVOICES' showing '17 unpaid invoices totaling \$120,076.00' and a 'Go to Payment Center' button.

Selecting a manufacturer

- After clicking “Upload Product Images”, you must select a manufacturer
- List will reflect the associated manufacturer to your account
- Click on the appropriate manufacturer for your image submissions

SELECT MANUFACTURER

Images are managed on a per-manufacturer basis. You have access to the following manufacturer(s) in MyDLC:

[DLC](#)

[ELC 16](#)

[ELC 17](#)

[ELC 18](#)

[ELC 19](#)

[ELC 20](#)

Dashboard

The image features a large white arrow-shaped graphic pointing to the right, set against a background of a modern building at night. The building has glass facades and is illuminated with blue and white lights. Light trails from traffic are visible in the foreground, creating a sense of motion. The entire scene is framed by a thick yellow border that follows the shape of the white arrow.

Image Upload Module Dashboard

- Image upload instructions can be found on the right side of the page
- Progress Tracker
- Dynamic List of manufacturer's products, images, and image status
- Two methods to upload images
 - Individually
 - Bulk

YOUR PROGRESS SO FAR

Status	Count
Not Submitted	2.0
Submitted	3.0
Rejected	0.0
Approved	0.0

BULK IMAGE UPDATES

The bulk image update tool allows you to upload multiple images at once, and create associations to products with a spreadsheet upload. To use the bulk image update tool, please click the button below.

[Open Bulk Image Update Tool](#)

INDIVIDUAL IMAGE UPDATES: ELC 1 Filter by Image Status

To update an individual listing, please select it from the table below.

Show 10 entries Search: ID, model number, family, or PLID

Image	Product ID	Product Information	Image Status
	S-2XQ9LN	Model Number: SSL-OEM-ELC1-1 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Submitted
	S-714FMG	Model Number: SSL-OEM-ELC1-2 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Submitted
	S-JNT783	Model Number: SSL-OEM-ELC1-3 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Submitted
	S-SLFWJB	Model Number: SSL-OEM-ELC1-5 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Not Submitted
	S-V3L0P	Model Number: SSL-OEM-ELC1-4 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Not Submitted

Instructions

This area of the DLC system allows you to upload product images to attach to your SSL listings.

Image Requirements

- Images are meant to be standardized, professional, and helpful to users of the QPL and allow efficiency program reviewers to cross reference product specification sheets with QPL listings more easily.
- Single product image, out of box
- White, gray, or transparent background
- Each side is at least 500px (larger is fine)
- No logos, watermarks, or text on the image
- Please refer to the full image requirements for a complete list.

Bulk Product Image Updates

In most cases, the bulk product image submission will be the easiest way to submit your product images, especially if you have a large number of products on the QPL.

Bulk Product Image Steps are listed below:

1. Upload images to the image submission module staging area. Alternatively, you can skip this step if images have already been uploaded or if you have public URLs the images available.
2. Download a mapping worksheet, which lets you create a relationship between your product and the image using a URL.
 - o If you want to use the image you've uploaded, we will give you the URL
 - o If the image is on your own server or CDN, you may give us that URL instead.
3. Input the URL for the image desired next to the appropriate model number on the products tab.
4. Re-upload the completed spreadsheet within the image submission module.

There are additional instructions inline on the bulk submission tool.

Individual Product Image Updates

You may also submit images to products individually from the searchable table below. Clicking into a product will take you through the submission steps.

Processing Time

Our team will review your submission, and the status of the review of the application can be seen on the Image Submission Dashboard. If any of your assets are rejected,



Individual Image Uploads






Individual Image Uploads

- Select the product from the dashboard
- Hit “Choose file” and select an image

INDIVIDUAL IMAGE UPDATES: ELC 1 - Filter by Image Status

To update an individual listing, please select it from the table below.

Show entries Search:

Image	Product ID	Product Information	Image Status
	S-2XQ9LN	Model Number: SSL-OEM-ELC1-1 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Submitted
	S-714FMG	Model Number: SSL-OEM-ELC1-2 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Submitted
	S-JNT783	Model Number: SSL-OEM-ELC1-3 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Submitted
	S-SLFWJB	Model Number: SSL-OEM-ELC1-5 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Not Submitted
	S-Y32LBR	Model Number: SSL-OEM-ELC1-4 Family: XZGKTW Primary Use Designation: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	Not Submitted

Showing 1 to 5 of 5 entries Previous **1** Next

UPLOAD A PRODUCT IMAGE: S-SLFWJB

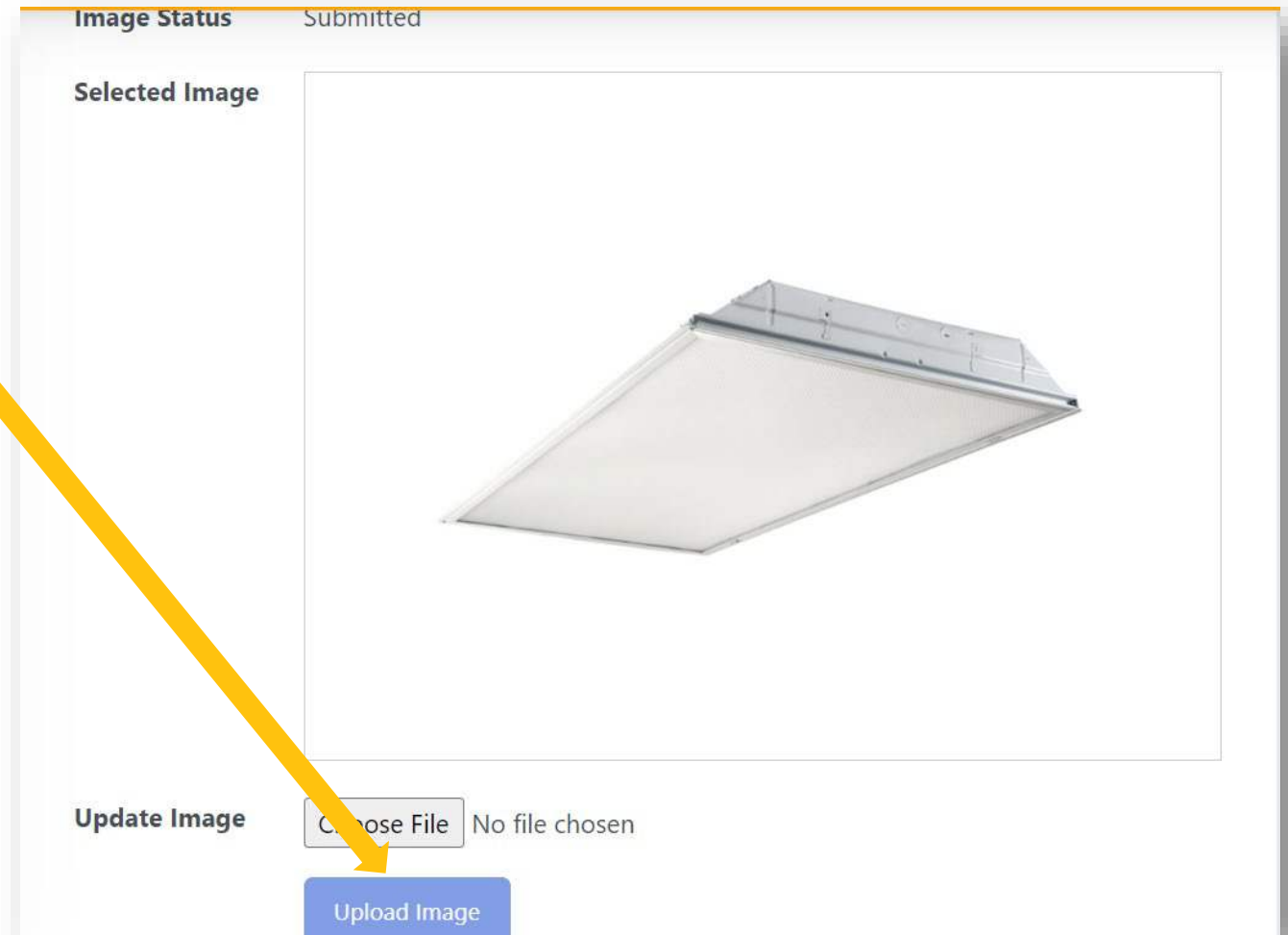
Manufacturer ELC 1
Brand Feldman Flux
Model Number SSL-OEM-ELC1-5
DLC Product ID S-SLFWJB
Primary Use Designation Outdoor Pole/Arm-Mounted Area and Roadway Luminaires
DLC Family Code XZGKTW
Image Status Not Submitted

Update Image No file chosen

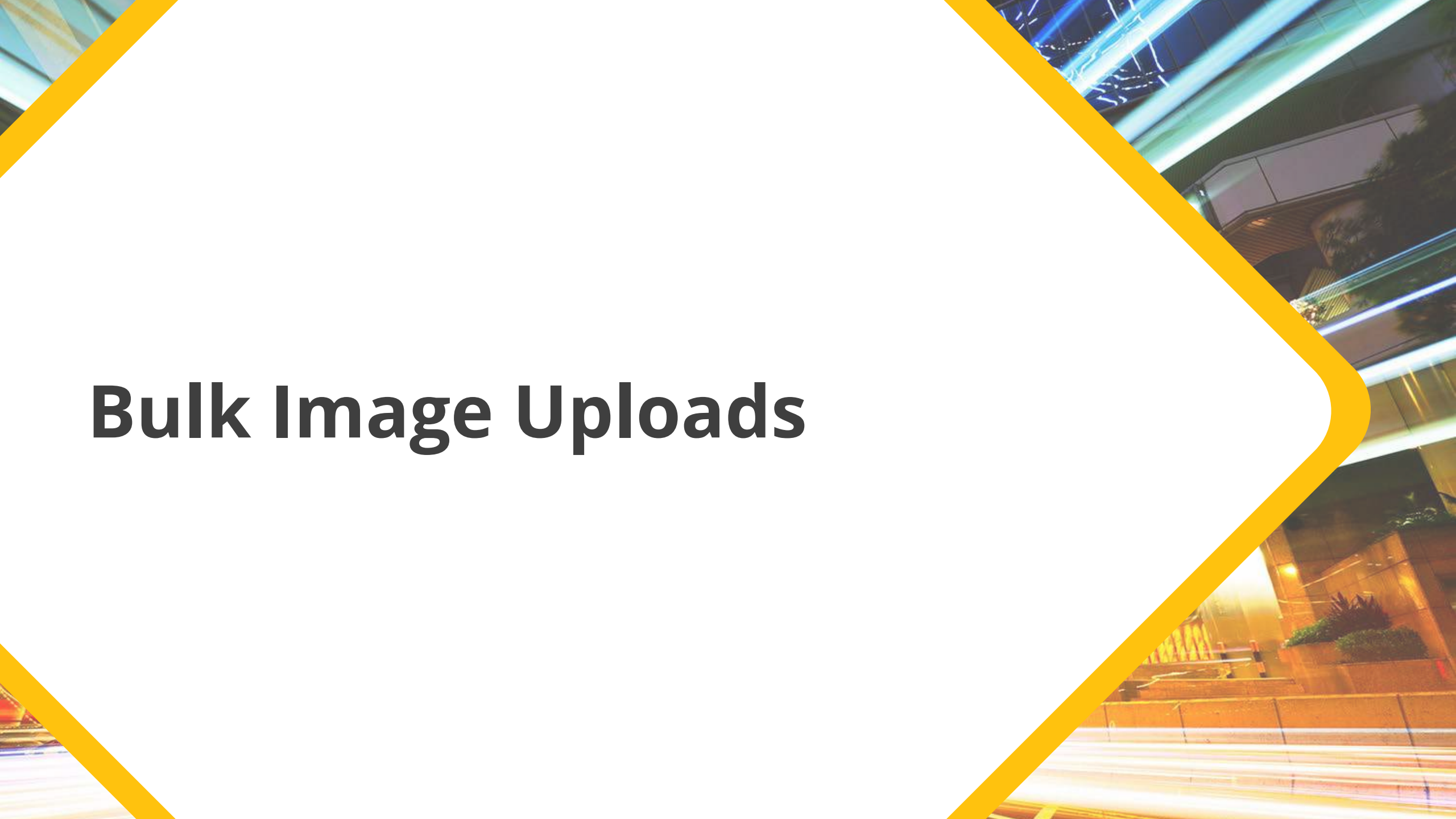


Individual Image Uploads

- Once your Image is selected, hit the blue upload button
- Will be displayed on the product's page
- Status will change to "Submitted"



Bulk Image Uploads



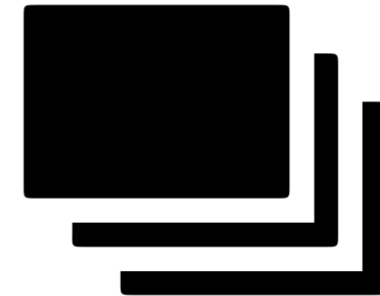
Bulk image Uploads

- The bulk upload tool is the right way to go for those uploading higher numbers of images



Higher upload efficiency

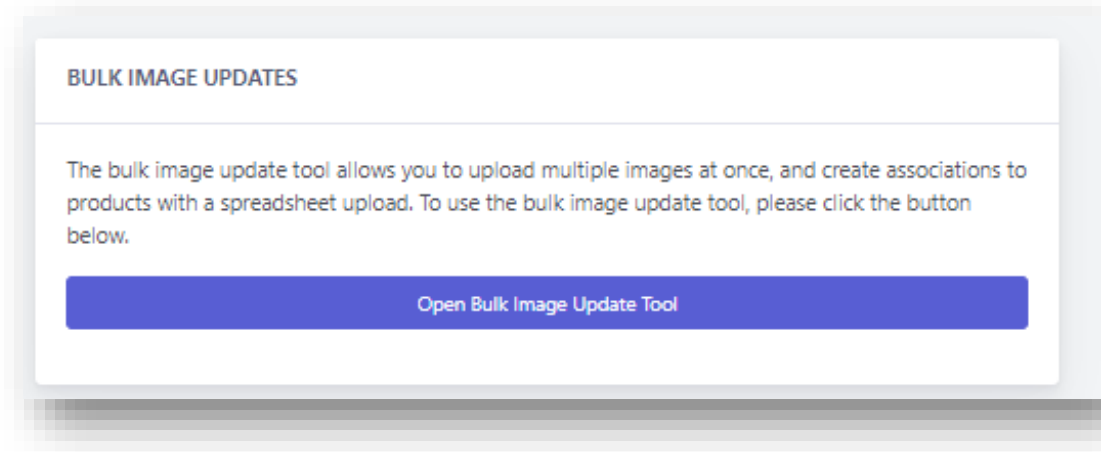
for



Higher Image Quantities

Bulk Image Uploads

- Click onto the Bulk Image tool on the Upload Product Images Dashboard.
- Here you'll find the instructions for bulk upload
- Image URLs are used to upload the images
 - You can use your own image URLs if available
 - Otherwise you can upload your images and we'll provide the URLs



Bulk Image Upload Process

- Step 1: Upload Assets
- Step 2: Download Mapping Spreadsheet
- Step 3: Edit the Spreadsheet
- Step 4: Upload completed spreadsheet

Bulk Image Editor
Follow the steps below to upload and associate multiple images with your products.

STEP 1: UPLOAD YOUR ASSETS

Note: If you have your own CDN with publicly-available URLs, you may skip this step. Otherwise, please upload your assets here.

NOTE: After selecting assets, you must press "Start Upload" to begin the upload to the server.

[Select Images](#) [Start Upload](#) [Cancel](#)

[View and Manage Uploaded Files](#)

STEP 2: DOWNLOAD BULK PRODUCT IMAGE UPDATE MAPPING SPREADSHEET

This sheet contains a table of your products with their current image mappings, and a list of all uploaded images that are available to map to images.

[Download Mapping File](#)

STEP 3: COMPLETE MAPPING SPREADSHEET

Now you'll need to make some updates to the spreadsheet to indicate which assets go with which products. Instructions are provided on the spreadsheet you downloaded on the spreadsheet, but here are some tips and tricks:

- Link assets by listing the file name (from column A in the "Files" tab) in the corresponding asset column on the Products tab, or by providing a link to an asset on your website or CDN.
- If you are not making changes to a product, you may safely delete that row from the spreadsheet.
- Please do not add columns, rows, or additional tabs to the spreadsheet.

STEP 4: UPLOAD COMPLETED SPREADSHEET

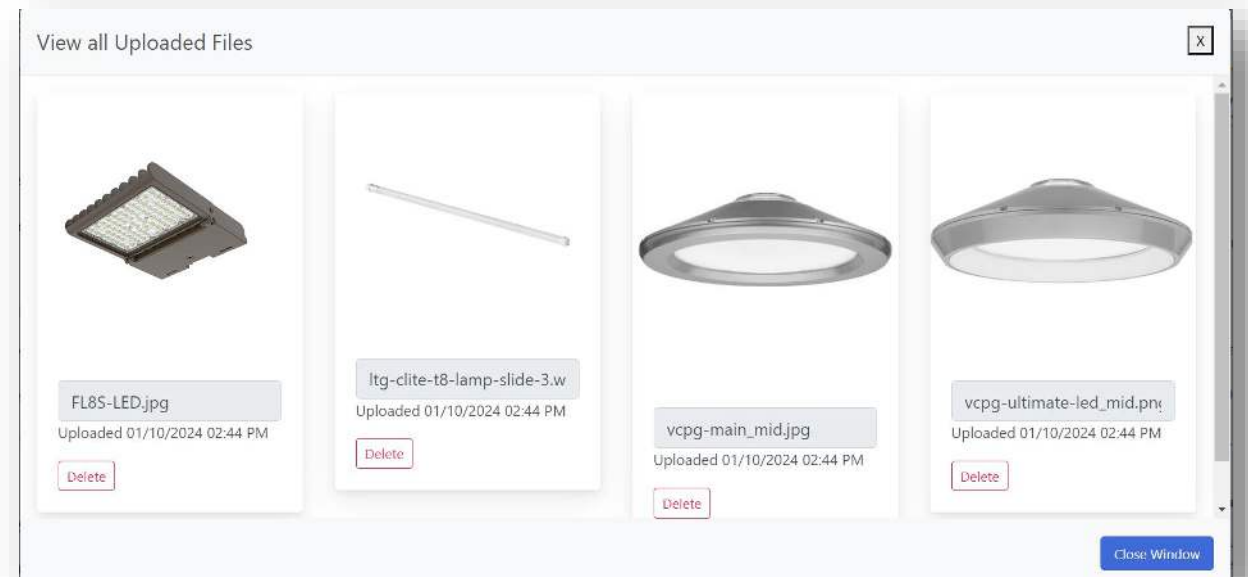
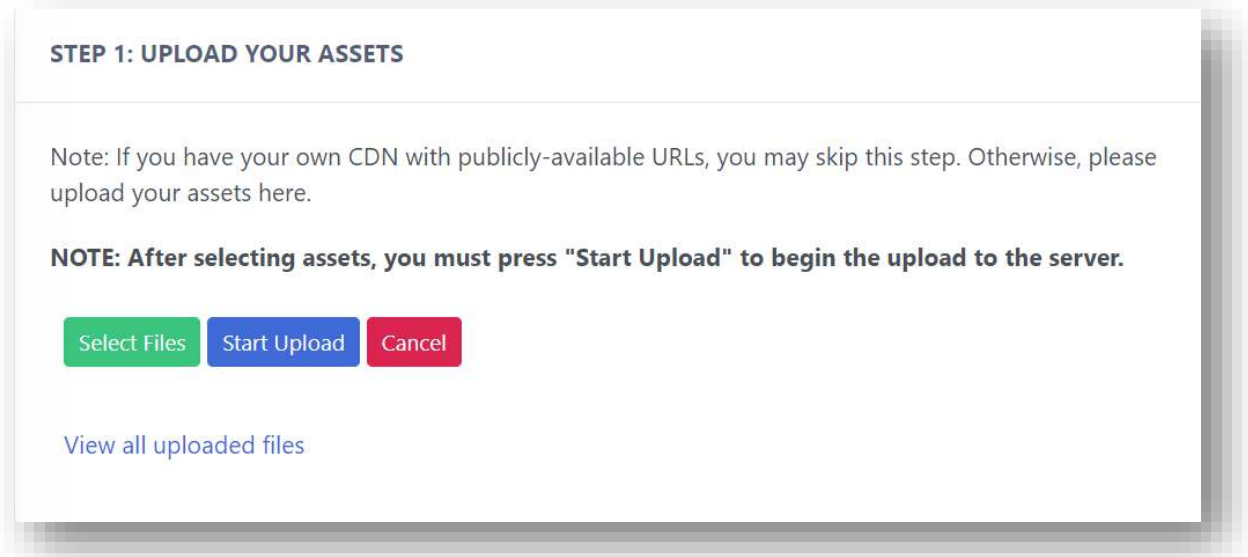
When you've completed updating your spreadsheet, upload the completed sheet here. We will process the changes and confirm that items have been correctly updated with new product image references.

[Choose File](#) No file chosen [Process File](#)

[Back to SSL Images Dashboard](#)

Step 1: Getting Image URL's

- Upload all images to your staging area
- Click “view all uploaded files” to see what was previously uploaded
- Tool will create URLs for images in Step 2
- Skip Step 1 if using public URL's



Step 2: Downloading the Mapping Spreadsheet

- Mapping spreadsheet associates images to the products
 - Download the mapping file on the bulk import page
- If you completed step 1, the “Uploaded Files” tab has the URL’s for those images

STEP 2: DOWNLOAD BULK PRODUCT IMAGE UPDATE MAPPING SPREADSHEET

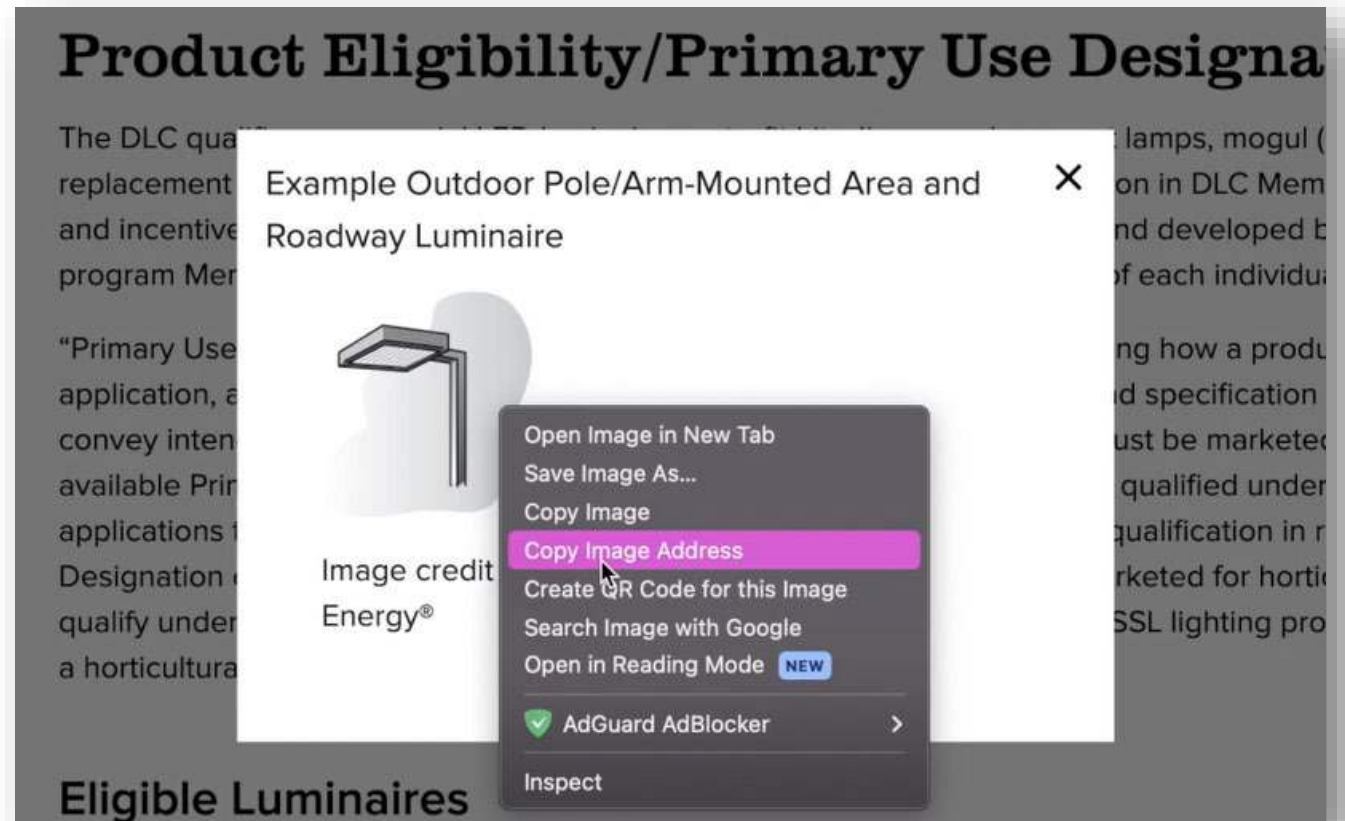
This sheet contains a table of your products with their current image mappings, and a list of all uploaded images that are available to map to images.

[Download Mapping File](#)

Image Name	Image URL	Uploaded Date
0d2680fcf1347669c57ad3c0169c401.jpg	https://staging-portal.designlights.org/assets/mfrupload/136977/0d2680fcf1347669c57ad3c0169c401.jpg	01/19/2024 01:42 PM
ABR_Main_Image_1_1200.jpg	https://staging-portal.designlights.org/assets/mfrupload/136977/ABR_Main_Image_1_1200.jpg	01/19/2024 01:44 PM
KIM_CC17LEDKIT_PRODIMAGE_1200.jpg	https://staging-portal.designlights.org/assets/mfrupload/136977/KIM_CC17LEDKIT_PRODIMAGE_1200.jpg	01/04/2024 04:34 PM
LTG-OSQ-C-Bronze-018.webp	https://staging-portal.designlights.org/assets/mfrupload/136977/LTG-OSQ-C-Bronze-018.webp	01/04/2024 04:31 PM
imageswfco_png_thm.png	https://staging-portal.designlights.org/assets/mfrupload/136977/imageswfco_png_thm.png	01/19/2024 01:42 PM
leslie_economy_bullet_flood_light_black.png	https://staging-portal.designlights.org/assets/mfrupload/136977/leslie_economy_bullet_flood_light_black.png	01/04/2024 04:29 PM
ll_blt-series_blt4-adp_trim-ring_mid.png	https://staging-portal.designlights.org/assets/mfrupload/136977/ll_blt-series_blt4-adp_trim-ring_mid.png	01/04/2024 04:30 PM
t8-9.5-48g-8xx-sd-byp-2.png	https://staging-portal.designlights.org/assets/mfrupload/136977/t8-9.5-48g-8xx-sd-byp-2.png	01/05/2024 11:44 AM
vcp-main_mid.jpg	https://staging-portal.designlights.org/assets/mfrupload/136977/vcp-main_mid.jpg	01/04/2024 04:34 PM

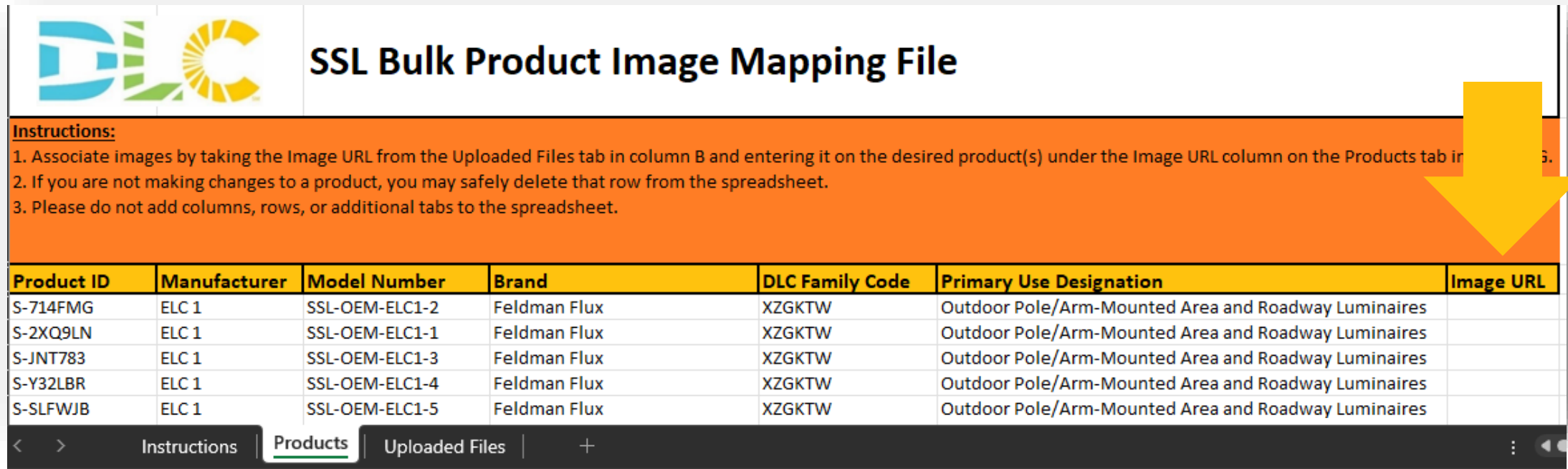
Using a Public URL

- You can use images from your own manufacturer's website or server
- Step 1 on the bulk module isn't necessary if using this method



Step 3: Complete the Spreadsheet

- Go to the “Products” tab, and put the URL’s in their corresponding products rows in the “Image URL” column
 - Both public URLs and URLs provided in the "Uploaded Files" section will work



SSL Bulk Product Image Mapping File

Instructions:

1. Associate images by taking the Image URL from the Uploaded Files tab in column B and entering it on the desired product(s) under the Image URL column on the Products tab in column G.
2. If you are not making changes to a product, you may safely delete that row from the spreadsheet.
3. Please do not add columns, rows, or additional tabs to the spreadsheet.

Product ID	Manufacturer	Model Number	Brand	DLC Family Code	Primary Use Designation	Image URL
S-714FMG	ELC 1	SSL-OEM-ELC1-2	Feldman Flux	XZGKTW	Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	
S-2XQ9LN	ELC 1	SSL-OEM-ELC1-1	Feldman Flux	XZGKTW	Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	
S-JNT783	ELC 1	SSL-OEM-ELC1-3	Feldman Flux	XZGKTW	Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	
S-Y32LBR	ELC 1	SSL-OEM-ELC1-4	Feldman Flux	XZGKTW	Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	
S-SLFWJB	ELC 1	SSL-OEM-ELC1-5	Feldman Flux	XZGKTW	Outdoor Pole/Arm-Mounted Area and Roadway Luminaires	

Step 4: Upload Completed Spreadsheet

- Save and Upload the file in the step 4 section
- The confirmation screen will pop up showing the images and how many products each is connected to





STEP 4: UPLOAD COMPLETED SPREADSHEET

When you've completed updating your spreadsheet, upload the completed sheet here. We will process the changes and confirm that items have been correctly updated with new product image references.

Choose File



Processing Uploaded File

Image	Products Updated	Model Number(s)
	1	SSL-OEM-ELC20-4
	1	SSL-OEM-ELC20-1
	1	SSL-OEM-ELC20-2
	1	SSL-OEM-ELC20-3

A modern building at night with light trails from traffic and interior lights. The image is framed by a large yellow arrow pointing to the right, which contains the text.

Review Process and Timing

Review Timing

- 1-2 weeks for images to be reviewed
- Once approved images will show on the QPL the following date

The screenshot displays the DLC website interface for 'Solid State Lighting' products. The top navigation bar includes the DLC logo, 'FIND PRODUCTS', 'ABOUT US', 'OUR WORK', 'RESOURCES', 'NEWS & EVENTS', 'JOIN US', a search icon, and a user profile for 'Aaron Feldman' with a 'Log Out' option. The breadcrumb trail reads 'Home / DLC Qualified Product Lists / Solid State Lighting'.

The main content area is divided into two columns. The left column contains a filter sidebar with the following sections:

- You have 0 saved items** (with buttons for 'Save Search Criteria' and 'View Saved Searches')
- Listed Products** (dropdown menu)
- Technical Requirements Version** (checkbox for 5.1 (314,018))
- LUNA Technical Requirements Version** (checkbox for 1.0 (252))
- Classification** (+)
- Category** (+)
- General Application** (+)
- Input Power Type** (+)
- Primary Use Designation** (+)
- Manufacturer** (+)
- Brand** (+)
- Tested Performance Criteria** (+)
- Reported Performance Criteria** (+)
- Distribution and Glare Criteria** (+)

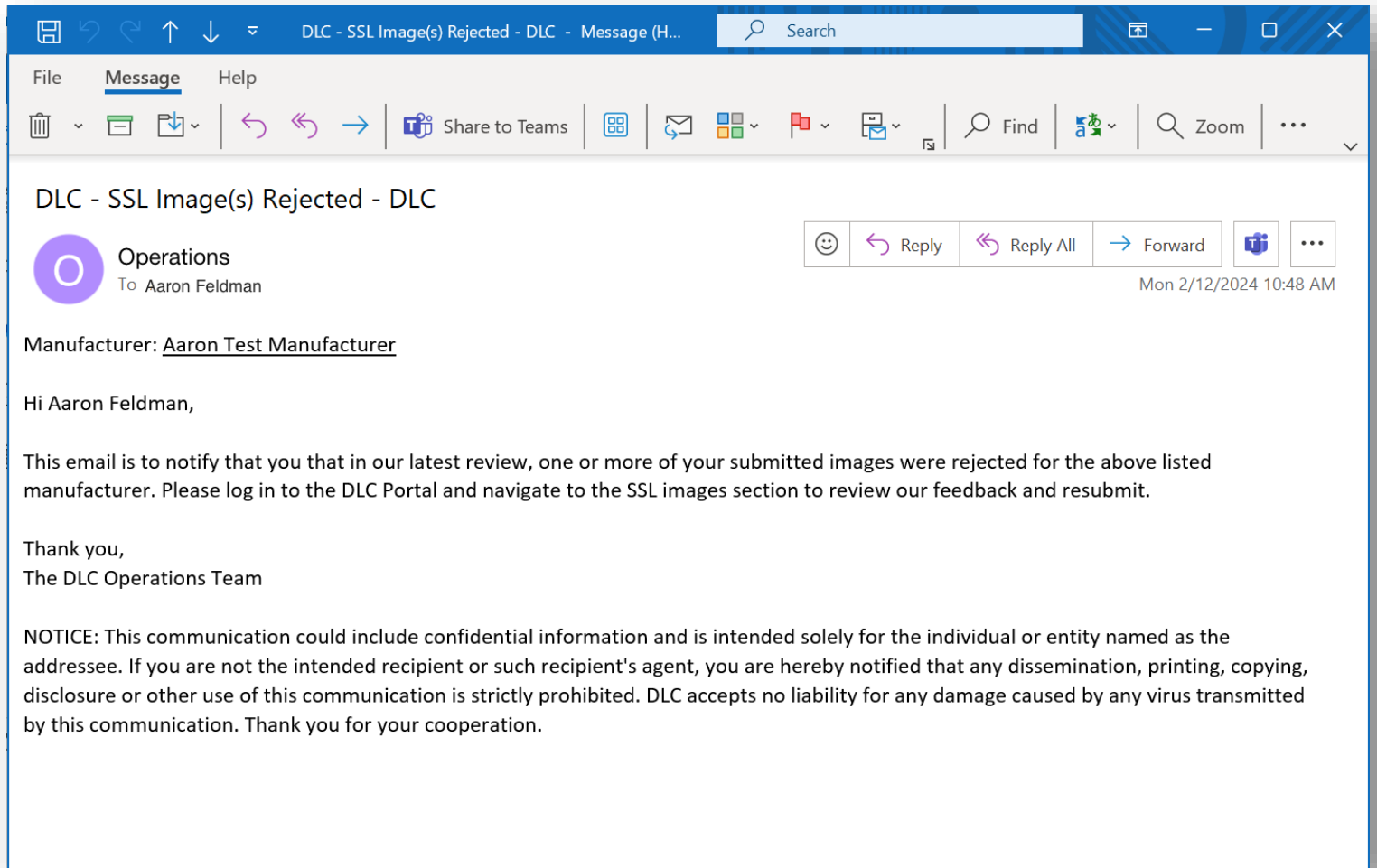
The right column features a search bar with the text 'Search by model, manufacturer, brand, product ID, or family ID' and a search tip: 'Search Tip: For an exact search, use quotes around the search term (ex. "PV05LXDK").' Below the search bar are pagination controls (Prev, 1, 2, 3, 4, 5, ..., 12560, 12561, Next) and a 'Viewing 1-25 of 314,018 results' indicator with an 'Add All Results to My List' button. A 'Sort by:' dropdown is set to 'Date Updated (default)'. A note states: 'Grey shaded rows indicate parent products, which include tested data.'

The product listings are as follows:

- FDUFO-150-200-240W-3CCT-120-347** (Add to my list): Manufacturer: Factory Direct Lighting (2020) Ltd., Brand: FDL, Primary Use: High-Bay Luminaires for Commercial and Industrial Buildings, Product ID: S-Y2L6VN.
- FDUFO-80-120-150W-3CCT-120-347** (Add to my list): Manufacturer: Factory Direct Lighting (2020) Ltd., Brand: FDL, Primary Use: High-Bay Luminaires for Commercial and Industrial Buildings, Product ID: S-6315N8.
- KT-ALED290PS-L2-OSA-NM-8CSB-VDIM-B [blank, -S] [blank, -Options]** (Add to my list): Manufacturer: Keystone Technologies, Brand: Keystone, Primary Use: Outdoor Pole/Arm-Mounted Area and Roadway Luminaires, Product ID: S-HRJG30.
- KT-LALED20PS-2A-8CSF-VDIM [blank, -B, -S] [blank, - Options]** (Add to my list): Manufacturer: Keystone Technologies, Brand: Keystone, Primary Use: Direct Linear Ambient Luminaires, Product ID: S-PVZ0P.


Rejection Notice

- If submissions are rejected, you'll receive an email notifying you check the image upload module
- Sign into the portal to see what was rejected and why

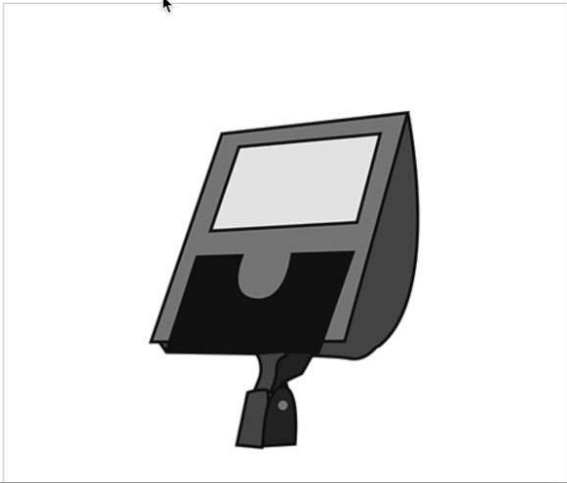


Replacing Rejected Images

- The rejected image can be replaced by a single or bulk upload
- Approved images can be replaced as well

Model Number	LEDT540K_RN146
DLC Product ID	S-0WBH3T
Primary Use Designation	Dual Mode Internal Driver (UL Type A and Type B)
DLC Family Code	WOUVHZ
Image Status	Rejected
	Reason for Rejection: Image is not of the product
	Notes:
Selected Image	



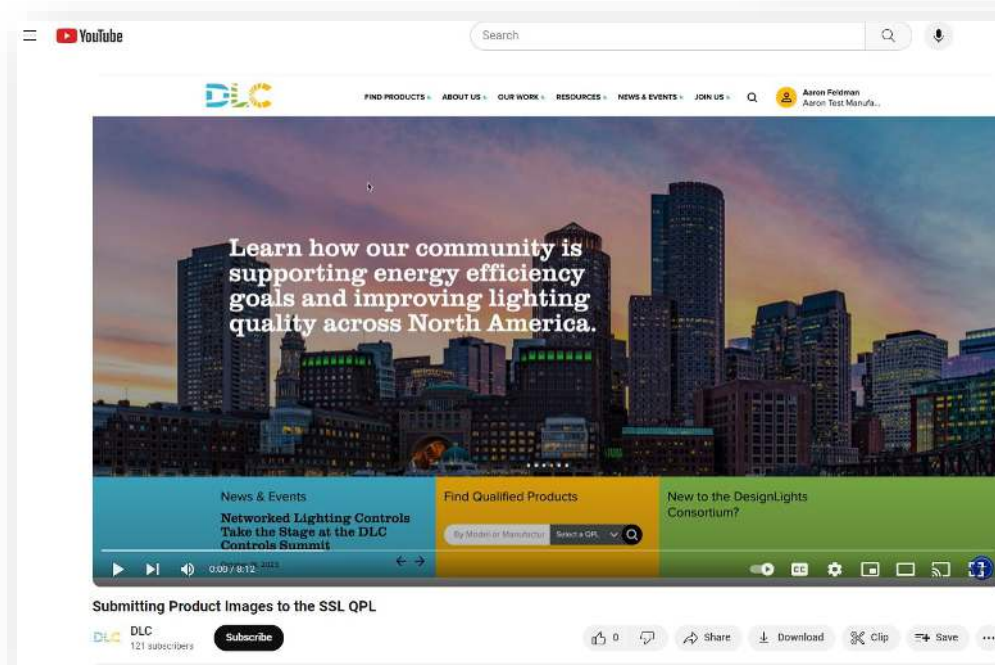
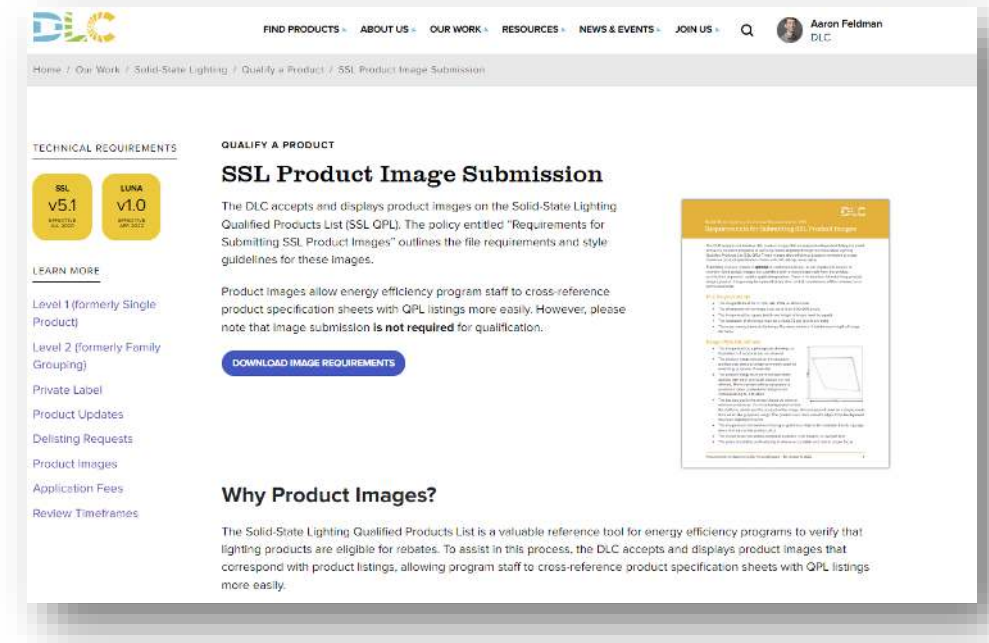
Model Number	LEDT540K_RN146
DLC Product ID	S-0WBH3T
Primary Use Designation	Dual Mode Internal Driver (UL Type A and Type B)
DLC Family Code	WOUVHZ
Image Status	Submitted
Selected Image	

Resources

The background features a photograph of a modern building at night, illuminated with blue and white lights. The image is framed by a large, yellow, geometric shape that resembles a stylized arrow or a corner bracket, pointing towards the right. The overall aesthetic is clean and professional.

Resources

- [SSL Images Webpage](#)
- [SSL Image Submission Video](#)



Further Questions and Inquiries

- If you have any other questions
 - Please email operations@designlights.org
 - Schedule a meeting

The screenshot displays the MyDLC Dashboard interface. At the top, there is a navigation bar with an 'APPLICATION PORTAL' button and a 'Welcome to The MyDLC Dashboard' message. The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links for 'Dashboard', 'GPL Search', 'Connect with DLC', and 'News & Updates'. The 'Connect with DLC' section is highlighted with a yellow circle, and within it, the link 'Ask DLC Operations your SSL & Hort Application Questions' is also highlighted with a yellow circle.
- Top Center:** A 'Find Qualified Products' section with a search bar and a dropdown menu labeled 'Select a QPL'.
- Right Side:** A 'Quick Links' section with three links: 'Request DLC Data Access Subscription', 'Product Submission Instructions', and 'DLC Resource Hub'. Below this is an 'Upcoming Events' section that currently displays 'No Upcoming Event Found'.
- Bottom Center:** A 'News & Updates' section featuring a photo of a summit and the headline 'Networked Lighting Controls Take the Stage at the DLC Controls Summit'. It includes filters for 'DLC NEWS', 'DLC PERSPECTIVES', and 'NLC'.

A URL is visible at the bottom of the dashboard: <https://staging-www.designlights.org/meet-with-dlc/>