

## **Lutron Executives to Participate in Three Panel Discussions at the 2016 Consumer Electronics Show in Las Vegas**

**Coopersburg, PA (January 1, 2016)** – Two Lutron executives – Michael Pessina, Co-CEO and President and Michael Smith, Vice-President of Sales – have been selected to participate in three panel discussions at the 2016 Consumer Electronics Show (CES) in Las Vegas, Nev., January 6-9, 2016, further solidifying Lutron's leadership position in the smart home arena.

The three panels are:

### **1. [Selling Smarter: Real Estate and the Smart Home](#)**

- Wednesday, Jan. 6
- 11:30am – 12:30pm
- LVCC, North Hall, Room N259
- Cost: no charge

*"Smart" is the next big trend in real estate. Like granite counter tops and stainless steel appliances, once luxury finishes are now mainstream. How can smart home brands ensure that their products are the ones home buyers and sellers select?*

*The conference discussion will focus on the benefits of smart home technology for the consumer or "the promise of the smart home." The audience will be media, consumers and real estate agents – talking points should focus on the benefits of YOUR BRAND for home sellers.*

#### **Panelists**

1. Moderator: Sean Blankenship, Chief Marketing Officer, Coldwell Banker Real Estate
2. Danny Hertzberg, Sales Associate, Coldwell Banker Real Estate
3. Lindsey Turrentine, Editor-in-Chief, CNET
4. Tejash Unadkat, Senior Director of Product Management, August
5. Michael Smith, Vice President of Sales, Lutron
6. Linus Lundberg, Head of Enterprise Partnerships, Nest

### **2. [Growth in IoT: Entertainment, Smart Home, Health](#)**

- Wednesday, Jan. 6
- 11:50 AM-1:05 PM
- Venetian, Level 4, Room- Marcello 4501
- Cost: \$350

*The IoT ecosystem creates an economy of mass customization, and companies need to offer new and unique value propositions to succeed. This session addresses partnerships, business models, and integration challenges that are critical to mass-market adoption for the connected home.*

## **PANELISTS**

1. Moderator: Stuart Sikes, President, Parks Associates
2. Jim Hunter, Chief Scientist and Technology Evangelist, Greenwave Systems
3. Erik Kling, Vice President New Business Development, Vodafone
4. Joe Liu, CEO, MivaTek
5. Michael Pessina, President and Co-CEO, Lutron Electronics
6. Kevin Petersen, President, AT&T Digital Life
7. Phillip Raub, CMO and Head of Retail, b8ta

### **3. The Future of Smart Home Innovation**

- Friday, Jan. 8
- 11:30 AM-12:30 PM
- Las Vegas Convention Center, North Hall, Room N253
- Cost: \$350

*Innovation is pushing the connected home in a multitude of directions, resulting in a mind-boggling array of "smart" systems, products, and apps. How many are true game changers and how will hardware and software companies work together to deliver interoperable products and create an open ecosystem? Smart home gems garnering the most consumer adoption will be revealed.*

## **PANELISTS**

1. Moderator- Julie Jacobson, CE Pro
2. Brian Pope, CMO, Smart Things
3. Michael Pessina, Co-CEO and President, Lutron Electronics
4. Arthur Orduna, Chief Innovation Officer, ADT
5. Letha McLaren, Chief Marketing Officer, Icontrol

**About Lutron Electronics ([www.lutron.com](http://www.lutron.com))**

Founded in 1961, Lutron Electronics is headquartered in Coopersburg, Pennsylvania. From dimmers for the home, to lighting management systems for entire buildings, the company offers more than 15,000 energy-saving products, sold in more than 100 countries. In the US alone, Lutron products save an estimated 10 billion kWh of electricity, or approximately \$1 billion in utility costs per year. The company's early inventions— including the first solid-state electronic dimmer invented by Lutron's founder, Joel Spira—are now at the Smithsonian's National Museum of American History in Washington, DC.

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