

Lightshow

Spring 2011



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Lightshow

Spring 2011

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A New Direction

Welcome to the first edition of Lightshow, 2011. We've refreshed the look, streamlined the content, and posted the issue online (www.lutron.com/lightshow) using page-turning software. Even more important, though, we've changed our focus.

This year, we're targeting you—the design community—and we're committed to delivering Lutron products, programs, and promotions tailored to your needs. In each issue we'll cover an energy story, feature a design professional and lighting showroom, take a look at trends, and highlight relevant continuing education opportunities.

We'll also provide a "how to guide"—an easy to use worksheet to help you choose specific product for a space. (Check out the Satin Colors® selection guide on page 20.) Sharing completed worksheets with your contractor or dealer helps him understand what type of solutions your client is looking for, which makes specifying and ordering product a smoother process.



In addition to Lightshow, we're rolling out many other marketing initiatives just for you. Here's a quick look at a few of them:

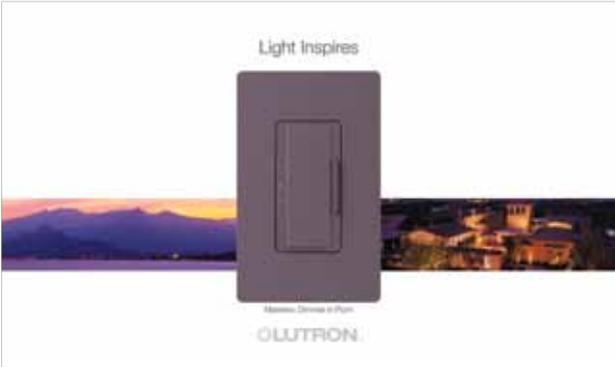
A Night of Light

This Lutron-sponsored event gives you the opportunity to network with other influencers, including architects, builders and remodelers, as well as dealers. Held at a Lutron Experience Center, "A Night of Light" also includes an Experience Center tour. For dates see "Upcoming Events" on page 16.



Updated Light Inspires brochure

We know light has the power to be dramatic, invigorating, relaxing—really, anything we want it to be. So we've updated this brochure to feature how lighting affects the mood of a space, and how you can use it to your advantage to enhance your design. To view this brochure, go to www.lutron.com.



Going forward, our goal is to keep our finger on the pulse of your industry and connect with you on a regular basis. We'll teach you about our products and how they can benefit your clients, work with you to expand the breadth of what you offer—and ultimately help you increase your bottom line.

The Color of Light

Why color temperature matters

Color temperature is a visual reference that describes the appearance of white light. It uses a Kelvin scale, where the lower the number, the warmer the light. Color temperature is measured against daylight, which is actually on the “cooler” side of the spectrum. The sheer quantity of light, however, makes daylight appear very warm.

Color temperature is important because the temperature of a particular light source can change the way your eye perceives colors. For example, the same fabric that appears red in one light may look closer to orange in another. So it’s essential to consider the light source when selecting and coordinating room elements.

Because incandescent bulbs are being phased out, you’ll need to find alternative bulbs that have a similar color temperature. You’ll also need to consider whether or not you want to be able to dim the lights in a particular room, as some bulb types may not dim very well. For information on your options, turn the page to learn about our new C•L™ Dimmers.

Color Temperature Versus Color Rendering

Color temperature and color rendering are not one and the same. Color rendering measures how well light renders colors in objects. The Color Rendering Index (CRI) compares color rendering for bulbs of the same temperature.

The CRI can be helpful in comparing families of light sources (for example, how a particular fluorescent bulb renders colors versus another fluorescent) when determining a light source for a space.



Bulb **1**

Color Temperature: 3000k
Color Rendering Index: 52



Bulb **2**

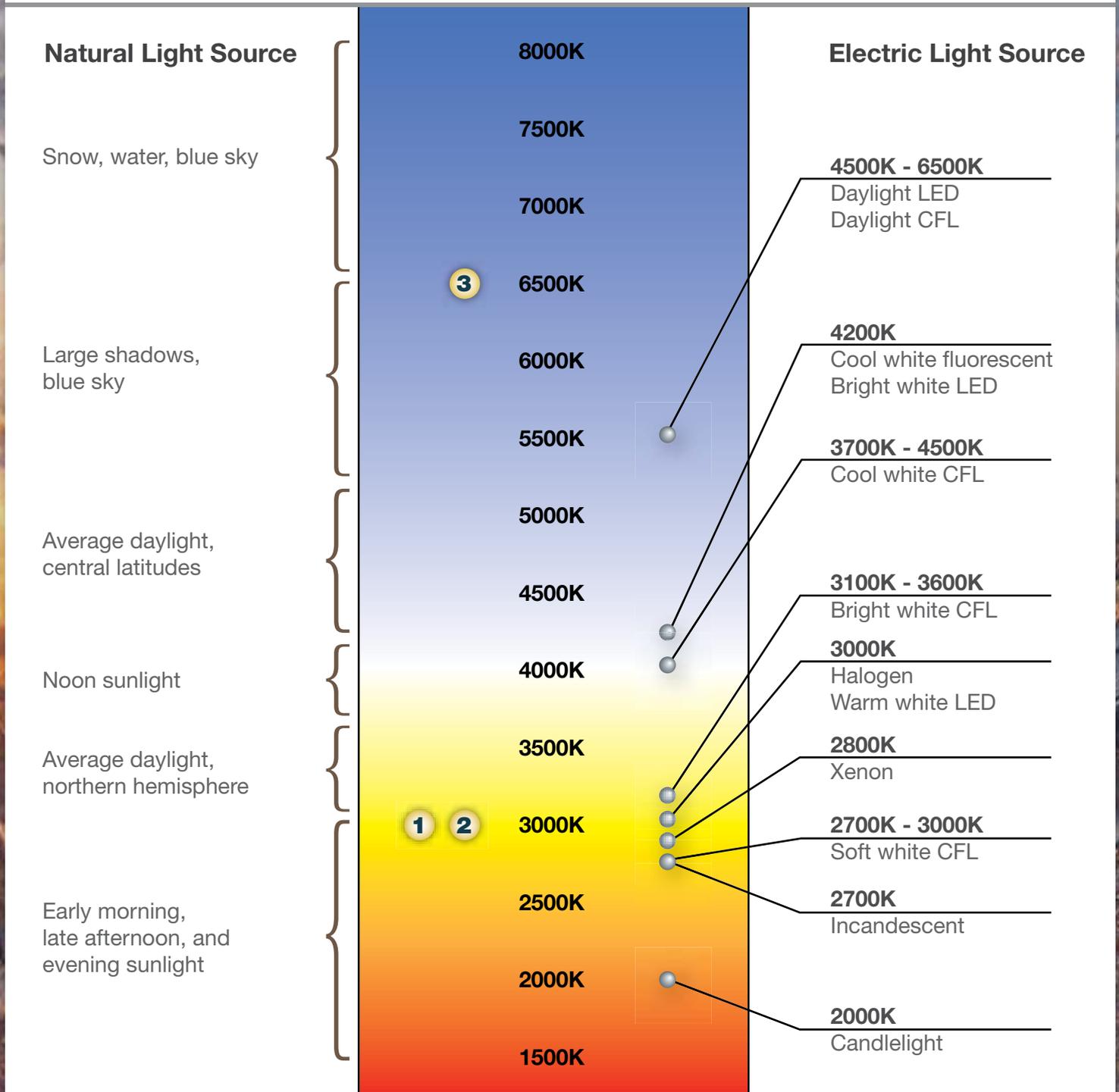
Color Temperature: 3000k
Color Rendering Index: 82



Bulb **3**

Color Temperature: 6500k
Color Rendering Index: 82

Color Temperature



Source: www.lighting-facts.com



Diva® C·L™ Dimmer shown in snow



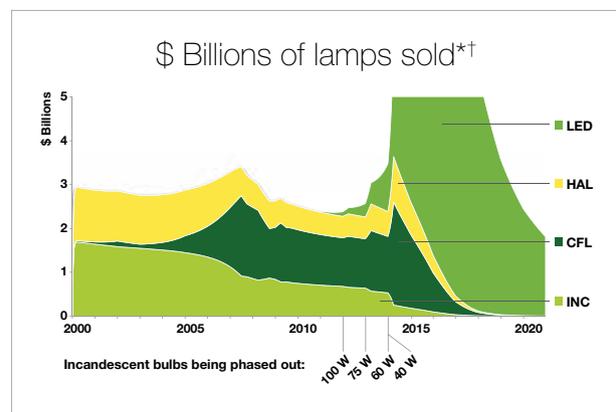


New C·L™ Dimmers

Ensuring today's dimmers work with tomorrow's light sources

As you're probably aware, beginning in 2012 certain wattages of incandescent bulbs will become obsolete in order to comply with efficiency requirements. By 2014 100 W, 75 W, 60 W and 40 W incandescents will be phased out. Only screw-in compact fluorescents (CFLs), screw-in LEDs, and advanced halogens will meet the new regulations and be available to consumers.

The demise of incandescents will present an issue because these bulbs tend to have a warm color temperature, making them ideal for use in a variety of residential applications.



* "CFL Lamp Index Gives Back Prior Gains for Second Quarter 2010." NEMA. www.nema.org/media/pr/20100825a.cfm

† Navigant Consulting. Lighting market characterization. Technical report, U.S. Department of Energy, Sep. 2002. Tables 5-4, 5-6, and A-1.

And, while you can dim incandescent bulbs with a standard dimmer, historically CFLs and LEDs designated as “dimmable” have performed poorly when used with standard dimmers. Common issues include lights not turning on, lights turning off unexpectedly, and a reduced dimming range.

To help combat these issues, Lutron has developed a family of dimmers designed specifically for dimmable CFLs and LEDs. Called C•L™ dimmers, they improve the dimming performance of dimmable CFLs and LEDs compared to standard dimmers by:

- Keeping the lights on as they are dimmed
- Making sure the lights turn on at all light levels
- Eliminating/reducing excessive flicker
- Keeping the lights on even with line® voltage fluctuations

C•L dimmers are available in Diva®, Credenza®, Skylark Contour™, and Ariadni® families, and can also dim incandescent and halogen (which are more efficient than incandescent) bulbs. Because C•L dimmers work with incandescents, you can use these dimmers now—and still use them once incandescents are no longer available.

Find out more

For more information on our C•L dimmers, including links to view the videos below, please visit www.lutron.com/dimcflled.



 C•L Dimmers: Benefits Video



 C•L Dimmers: Setting the Dimming Range Video

Why dim?

- Simply dimming lights saves energy. For example, dimming lights by 25% saves 20% energy. Dimming highly energy-efficient bulbs such as CFLs and LEDs helps you save even more.

Dimming the lights	Saves electricity	Bulbs last on average	Annual savings*
10%	10%	2-3 years	\$9.70
25%	20%	3-6 years	\$17.30
50%	40%	10+ years	\$30.00

Actual savings may vary depending on use and application. Stated savings based on dimming (4) 75W incandescent reflector lamps (rated at 1500 hrs each, costing \$1.75 per lamp or 3000 hour halogen bulbs costing \$3.35 per lamp) by 50% (perceived light level corresponding to 40% reduction in power level) for 5 hrs per day with electricity cost of \$0.104/kWh. To calculate your own savings visit www.lutron.com/energycalc.

- Dimming allows you to adjust the light level to create ambiance as well as suit any mood.
- Dimming enhances aesthetics and allows you to highlight artwork, architectural details, and collections.



Experience Energy Savings Beyond the Bulb



NEW! Diva® C-L™ Dimmer for:



Dimmable Compact Fluorescent (CFL) Bulbs



Dimmable LED Bulbs



Incandescent and Halogen Bulbs

◀ Shown in snow

Save Up To \$50 Per Year* when combined with dimmable CFLs

Lutron dimmers save energy. The more you dim, the more you save. And if you pair a Lutron C•L dimmer with dimmable CFL or LED bulbs you'll save even more energy. C•L dimmers help alleviate common problems that come from controlling CFLs and LEDs with a standard dimmer.

Available in 27 colors to match any décor.



Available at your local home center, lighting showroom, or from your electrical contractor. To learn more visit www.lutron.com/dimcflled.

* Savings based on replacing a switch with a Lutron C•L dimmer and replacing your incandescent bulbs with dimmable CFLs. Actual savings may vary depending on use and application. A high percentage of the savings derive from switching from the incandescent to the CFL. Typical residential savings are estimated to be \$22 per year. Stated savings of \$50 based on replacing (5) 65 W incandescent reflector lamps (rated at 1,500 hours each, costing \$1.75 per lamp or (5) 3,000 hour halogen bulbs costing \$3.35 per lamp) with (5) 16 W CFL reflector lamps (rated at 8,000 hours each, costing \$11.49 per lamp) and dimming for 5 hrs per day with electricity cost of \$0.1176/kWh. \$50 savings further assumes lamps are dimmed to 50% perceived light level, corresponding to 40% reduction in power level. For further details and to calculate your own savings, visit www.lutron.com/energycalc.

P/N 368-2159 REV A

Featured Designer:

Cindy Berger

Bortell Berger Interior Design, Miami Beach, Florida

Bortell Berger Interior Design, which has been in business since 1978, provides design services for residential and commercial projects, although the majority of their work is residential renovations. We spoke with Cindy Berger about light control selections as they relate to interior design.

What design trends are you currently seeing—in general, in terms of color, and in terms of light control?

Our clients are looking for lighter, brighter, cleaner spaces with an individualized mixture of styles. We are looking for ways to reduce the number of high hats in our projects, which requires more thought and creative use of light. We push our projects to utilize all sorts of lighting solutions, and we look for light fixtures that are more about the light than the actual fixture. The light control is critical to this form of lighting in order to make it easier for the client to maximize the variety of choices.

Are your clients interested in energy saving/sustainable products, and if so, how are you addressing these issues as it relates to light control?

Our clients are interested in energy saving/sustainable products, but are not willing to sacrifice light quality. Although the color of fluorescent bulbs has improved, LEDs still need to be brighter. So we try to use efficient

products where we can without sacrificing the quality/color of the light.

How has light control technology transformed the design of a space?

Light control technology has become another method of design, as lighting scenes can change the feeling of a space. The biggest challenge is keeping up with new products.

Why do you choose to use Lutron products?

Lutron seems to have the most choices for every application, from simple one-room solutions to complicated whole house systems as well as general products, such as switches. And Lutron offers wireless systems, like RadioRA® 2, which lets you incorporate light control at the end of a project.

Can you share a few examples of how you incorporate Lutron light controls into a space?

We like to create “light paths” through a space for safely moving in the dark, dim scenes to save electricity without having a totally dark space, and drama scenes for entertaining and highlighting artwork. Utilizing light control enables us to create a variety of scenes from one location.



Featured Professional:

Kathy Held

South Dade Lighting, Miami Beach, Florida

This edition we're highlighting Kathy Held, former manager, buyer, and vice-president at South Dade Lighting for over 30 years. Kathy managed the approximately 8,000 square feet of showroom display space and 39 employees.

What do you consider the formula for a successful showroom?

I would definitely say that training is the most important ingredient in making a true lighting showroom. The lighting knowledge that our sales staff has puts us a step above our competition and enhances our place in the marketplace. So we can say that "we sell lighting, not just fixtures." We know that if a customer buys lighting from us, he'll tell his friends and neighbors how helpful we were. And word of mouth is really the best advertising.

What are the benefits of working with Lutron?

Lutron is the most trouble free line that we sell, and they want our customers to be as satisfied and happy with their products as we do. Because Lutron has so many—and such diverse—product choices, they're the only dimming line we need to sell. They have solutions to meet all of our customers' needs.

In addition, Lutron's product displays are really helpful for customers, especially if all of our sales staff are busy. The displays are "salespeople" for us.

How has the industry changed over the years?

These days, there isn't as much personal contact with factories—or for that matter with customers—because of e-mails, faxes, and so on. The deals are better as far as buying for a showroom, though, because there is so much available, and so much competition among the vendors.

Where do you see South Dade Lighting going in the future?

Hopefully a showroom like South Dade Lighting will remain as comfortable for our customers as it has been. I hope that we will continue to make it easy for a customer to buy in our showroom, as opposed to purchasing on-line. Actually seeing how dimming can enhance a dining room, for example, or see fixtures illuminated, is so important. You can't convey those things on-line.

Plus, the customer needs to be able to talk to a lighting expert, who can listen to the customer's needs, and then give him the solutions he wants.



bamboo PANTONE 14-0740

emberglow PANTONE 17-1547

honeysuckle PANTONE 18-2120

phlox PANTONE 19-2820

cedar PANTONE 16-0526

deep teal PANTONE 19-4914

coffee liqueúr PANTONE 18-0930

nougat PANTONE 16-1320

orchid hush PANTONE 13-3805

quarry PANTONE 15-4305

Color 2011

What's Hot for Fall

In order to remain on the cutting edge of anything you have to look ahead. So this issue's trends report is focused on colors for Fall 2011, based on the Pantone Fashion Color Report.

Bright colors as well as neutrals will take center stage as the most prominent fall hues, bringing a twist of drama as well as a touch of elegance to this season's palette shown to the left.

Chances are you'll be incorporating at least some of the bold colors as well as the understated shades in your designs. When you do, remember that you aren't limited to white for wall controls such as dimmers and switches, and accessories such as outlets and phone jacks. Lutron's Satin Colors® line offers a variety of colors that will coordinate with the must-have colors for fall, including plum, goldstone, palladium, bluestone, desert stone, and greenbriar—making it easy to add that finishing touch to a room.

To view the complete Satin Colors line visit www.lutron.com/satincolors.



Plum



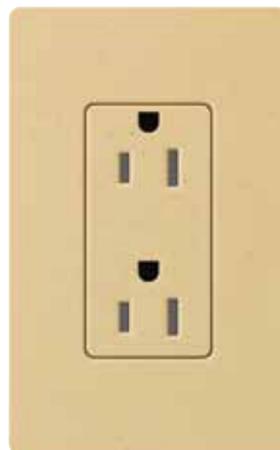
Greenbriar



Desert Stone



Palladium



Goldstone



Bluestone

News and Events

Inaugural Dallas Market Excellence Awards

The winners of the first annual Excellence Awards were acknowledged at Dallas Market, held January 20-24, 2011.

These awards are given to Lutron's top showrooms in recognition of outstanding achievements. Because many of our accounts attend Dallas Market, the event provides an ideal venue for the awards as well as an opportunity for showrooms to receive recognition among their peers while sharing their success stories.

All Value Added Stocking Showrooms had the opportunity to submit projects from 2010. Submissions were judged on an individual project's creativity (with the exception of the submissions in the sales volume category).

2011 Excellence Award Winners

RadioRA® 2 Project of the Year

Allan Margolin and Fleurette Caruso
M&M Lighting, Dallas, Texas

Shade Job of the Year

Jeff Moran, The Lighting Café
Chapel Hill, North Carolina

HomeWorks® Job of the Year

Bob Kohler, Hunzicker Lighting
Oklahoma City, Oklahoma

Commercial RadioRA 2 Application of the Year

Frank Gale, Lighting Designs and More
Loveland, Colorado

Largest RadioRA 2 Sales Volume

Jeff Siegal, Wolfers Lighting
Allston, Massachusetts

Lutron Vision

Jeff Moran, The Lighting Café
Chapel Hill, North Carolina

Upcoming Events

May

Green Building Conference

May 1-3, 2011 – Salt Lake City, UT

Pro Pella Expo

May 3, 2011 – Madison, WI

May 10, 2011 – Dallas, TX

May 19, 2011 – Toronto, ON

AIA

May 12-14, 2011 – New Orleans, LA

LightFair

May 17-19, 2011 – Philadelphia, PA

“A Night of Light”

May 19, 2011 – New York City
Experience Center*

June

NeoCon

June 13-15, 2011 – Chicago, IL

Dallas Market

June 23-26, 2011 – Dallas, TX

“A Night of Light”

June 23, 2011 – Orange County, CA
Experience Center*

Dwell on Design

June 25-27, 2011 – Los Angeles, CA

*Dates are subject to change.

For more information or to register for this event, email designersolutions@lutron.com.



The Ivalo® Collection: Daedalus® Pendant

Continuing Education

Looking to learn more about daylight management, energy standards, or light control and design? Then take advantage of the 12 CEU courses we're sponsoring this year. We'll cover:

- residential shading
- specifying fabrics for motorized shading
- comparing daylight control systems for the home
- home energy audits
- residential CFL, LED, and halogen light control
- proper use and placement of sensors
- understanding energy standards, codes, and legislation
- adding value to a job with a light control system (2 separate courses)
- maximizing style and design with light control
- the latest in light control
- automation and A/V integration

The first three CEUs in the series are:

Let the Sun Shine In

Residential Shading 101

In this course you'll learn how to describe the effects of daylight in a residential space. You'll also learn how automated window treatments can help utilize daylight to enhance comfort, while saving energy and complementing aesthetics. This course is a pre-requisite for Specifying Fabrics for Motorized Shading Systems 201.

Home, Green Home

Energy Audits in the Home 101

This course will teach you how to conduct a basic home energy audit. With a simple but diligent walk-through, you can quickly find energy hogs that typically require small upgrades that are easy to retrofit.

Smart, Simple, Sustainable

Residential CFL, LED and Halogen Light Control 102

In this course you'll learn about the features and benefits of CFLs and LEDs as general light sources, the applications where such sources work best in a home, and your options for controlling these light sources. You'll also learn about the Energy Independence and Security Act and how it will affect the marketplace.

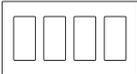
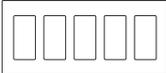
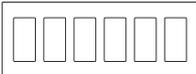
For more information on these CEUs please visit www.lutron.com/lci. If you'd like to schedule a CEU event for your firm, please contact the Lutron Continuing Education Team at ceu@lutron.com or call 610.282.6280.



Lutron® — Satin Colors® Selection Guide

Residence: _____ Room: _____

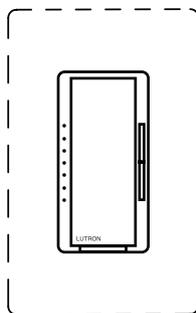
Step 1 Select Receptacles & Jacks			
		color	qty
Receptacle			
GFCI Receptacle			
Phone Jack			
Cable Jack			
Multiport Frame			

Step 2 Select Wallplates			
		color	qty
Wallplate 1-opening			
Wallplate 2-opening			
Wallplate 3-opening			
Wallplate 4-opening			
Wallplate 5-opening			
Wallplate 6-opening			

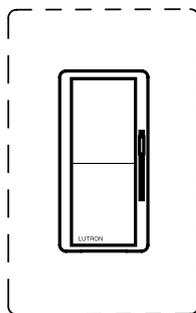


Due to variations in the printing process, color swatches printed above may not be exact. When matching colors please request a color sample from Lutron customer service at 1.888.LUTRON1.

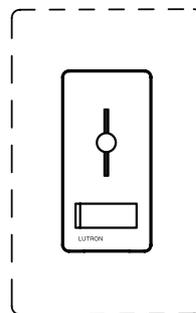
Step 3 Select Dimmers, Switches, Fan Controls, Timers and Occupancy Sensors



- Maestro®**
- dimmers
 - switches
 - fan controls
 - timers
 - occupancy sensors
 - IR or RF remote control dimmers



- Diva®**
- dimmers
 - switches
 - fan controls



- Lyneo® Lx**
- dimmers
 - switches
 - fan controls

Control Type from Above	Type of Light Bulb	Number of Bulbs	Watts/ Bulb	Switching Locations	Color	Maestro	Diva	Lyneo Lx
DIMMER	INC	10	40	2	BI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Types of Bulbs (bring in bulb if confused)					
INC or HAL incandescent/ halogen 120 V	Dimmable CFL dimmable compact fluorescent Diva® models only.	Dimmable LED dimmable light emitting diode* Diva® models only.	FLR fluorescent	ELV electronic low voltage	MLV magnetic low voltage
Helpful Hints		<ul style="list-style-type: none"> • Do you have enough wallplates selected to cover all your receptacles, jacks, and controls? Double check that all your pieces match or are the color combination you want. 			

Discover Total Home Control from Your iPad®



Light Control • Shade Control • Temperature Control

For a personal consultation on your elegant energy-saving solution, call 1.888.588.7661.

Explore more at www.lutron.com



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