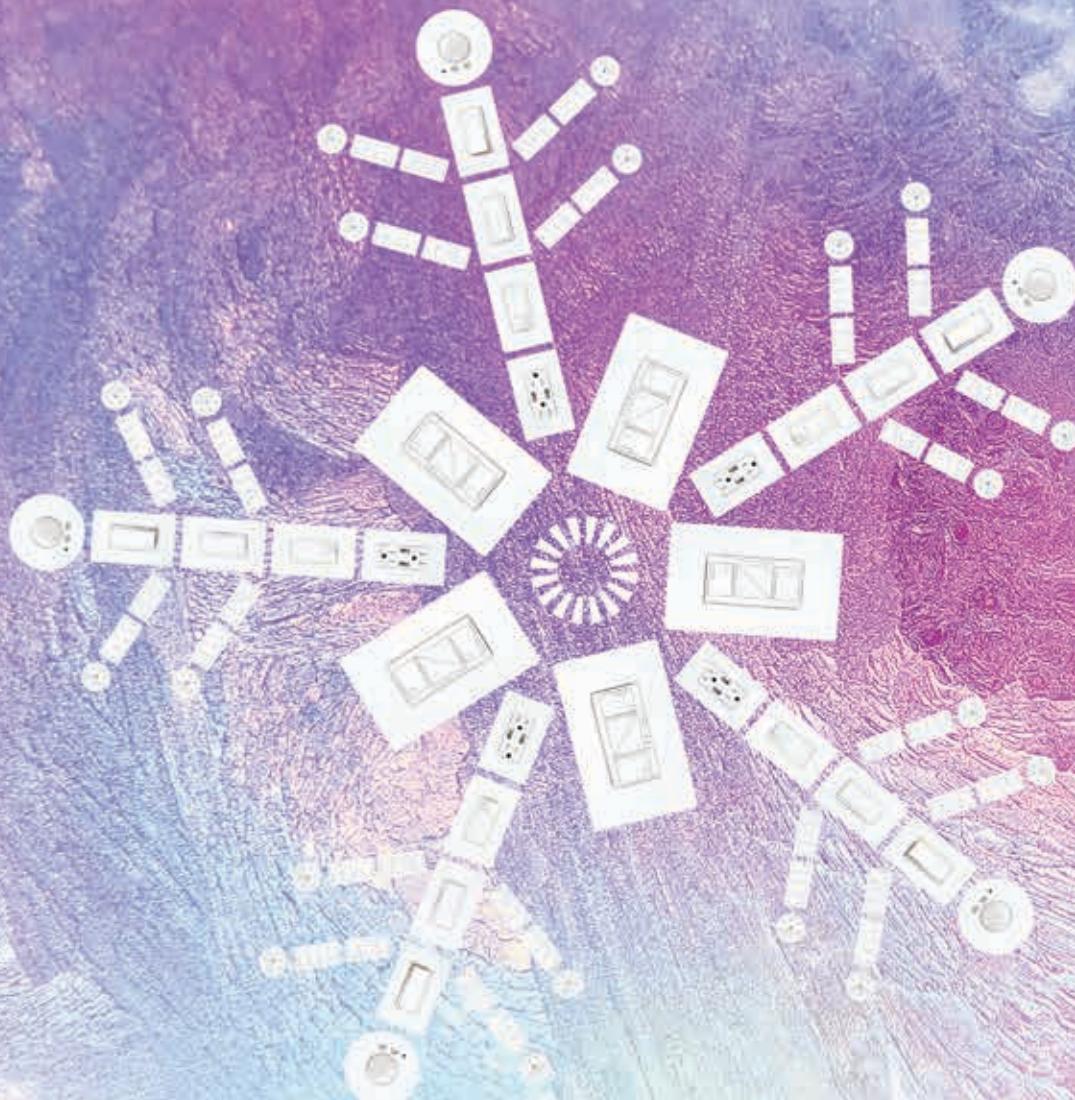


Lightshow

Winter 2018



 **LUTRON**



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Lightshow

Winter 2018



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The Main Story

RA2 Select

Whole home lighting control made simple





Now you can offer your customers whole home lighting control that's easy to install, with expanded wireless coverage and more color choices. Introducing RA2 Select.

What is it?

This lighting, shade, and temperature control solution for any budget is:

Simple — app-based setup, control, and monitoring. No training or PC required.

Fast — Pico scene keypads automatically configure typical lighting scenes based on the room and activity; no programming necessary

Flexible — scalable up to 100 devices, including 4 Lutron wireless repeaters

What are the features and benefits?

Large coverage area — 5,000+ total square feet

System components include — Pico remotes, Sivoia QS Triathlon roller and honeycomb shades and Sivoia QS Wireless roller shades and drapery systems, Maestro dimmers/switches (including Maestro 600W neutral wire dimmer for improved LED control), Maestro fan control, tabletop lamp dimmer, plug-in dimming module, and plug-in appliance module

Robust color palette — with coordinating color matching between dimmers, switches, Pico remotes, and accessories

The power of the Pico

Pico steps up to the plate in RA2 Select, with Pico scene keypads as well as Pico remote controls. Choose from 2- and 4- button scene keypads sold pre-engraved with common scenes for typical activities within the home. Keypads automatically configure for the type of fixtures in each room, making setup simple and fast.

You can also customize a Pico keypad with scenes to suit your customer's lifestyle. And your customer can easily change scenes whenever he wants.



The Main Story

Key app features

RA2 Select makes it easy to turn any home into a smart home. Build its foundation around these key app features:



Scheduling

program lights and shades to automatically adjust at set times of day



Geofencing

controls lights based on your location



Smart Away

randomly turns lights on and off in the evening, so it looks like you're home even when you're not

Contractor setup
Contractor setup in the Lutron App makes it easy to quickly configure the system, bypassing the homeowner registration process.

The homeowner can register and access his system via an invitation from the contractor once the setup is complete. He can also access the contractor's information from the app if he needs professional support.

Expanding the system

RA2 Select works with smart home solutions from other best-in-class brands, including Apple®, Amazon™, Google™, Honeywell, Nest, Sonos, and more, as well as integrates with professionally installed audio/video and security systems.



Technology you can count on

Clear Connect RF technology

Our patented Clear Connect RF technology sets the bar for reliability. You can trust your system will work with precision and accuracy, free from interference with other frequency bands, every time you use it.

C•L dimming technology

Our patented C•L technology in our system dimmers works with dimmable LED bulbs, as well as incandescents and halogens. Dimmers with C•L technology provide a more reliable dimming performance over standard dimmers when dimming LEDs.

Learn more at lutron.com/RA2select.

Comparing residential systems

An at-a-glance look at the similarities and differences between Caséta and RA2 Select.

Caséta		RA2 Select			
A wireless mini-system ideal for control in a single room, multiple rooms, smaller homes, and condos		A wireless whole home system ideal for any home, and any budget			
	Mass market		Target market		
2,500 ft² One lamp dimmer can extend the range by 30 ft.			Bridge coverage		
50 devices			System size		
Gloss White	Gloss Ivory		Gloss White	Gloss Ivory	Satin Colors Biscuit
Gloss Light Almond	Gloss Black	Colors/Finishes	Gloss Light Almond	Satin Colors Snow	Satin Colors Midnight
Sivoia QS Triathlon roller and honeycomb shades			Sivoia QS Triathlon roller and honeycomb shades — and — Sivoia QS Wireless roller shades and drapery systems		
Shade integration					

*Wallplate only

Behind the scenes

This unique fixture does triple duty, courtesy of Caséta

One chandelier, three ways?
Absolutely, if you're talking about the Scene Master™, created by Dolan Designs of Portland, Oregon.

Introduced last year, this new, UL Listed fixture is a single chandelier with three distinct layers of lighting: indirect LED uplighting, LED downlighting, and ambient lighting. You can control each layer of lighting independently or together, to create scores of scenes, with none other than Caséta.

Three Caséta in-wall dimmers are directly installed into the chandelier's canopy (the canopy slides down so you can set up the dimmers, which do not come preset). A three-scene Pico remote (shown below) and wallplate are included with the Scene Master.



Customized Santa Fe by Heritage Homes. Photography by Hillary Ehlen Photography.

We talked to Pat Dolan, President of Dolan Designs, about the evolution of this one-of-a-kind fixture.

How did you come up with the idea of pre-installing dimmers in a fixture?

Pat: Years ago, at home shows, we would demonstrate the Lutron GRAFIK Eye system, and customers would see the lighting effects that could be achieved. Their first comment would be that they loved the effects, but did not want to have to cut into their existing walls and ceilings to install a system. I began thinking about ways to achieve scenes created from layers of light using standard wiring.

What need is the Scene Master meeting?

Scene Master is the only out-of-the box smart home lighting fixture providing multiple custom scenes using standard single circuit house wiring. Also, because we utilized state-of-the art Lutron Caséta controls, the Scene Master can be easily integrated into a complete smart home system with products from any of Lutron's smart home alliances. It's a great way for builders and remodelers to offer their customers a smart home fixture without expensive wiring.

How long did it take to refine the design before you were satisfied with the final product?

Two years. The development process was difficult because the concept was so revolutionary.

Did you test it to get end-user feedback?

Yes. We demonstrated the Scene Master at the International Builders' Show in 2017 and received rave reviews from attendees. It also received an award as one of the five best indoor living products at the show. In addition, it was awarded Honorable Mention in the 2017 Lighting for Tomorrow contest.



Photo courtesy of Dolan Designs

In general, when customers come to Dolan Designs, are they interested in dimming their fixtures or is dimming an afterthought?

Generally, dimming is an afterthought. But if a customer is remodeling or building a new home and doesn't consider dimming until after the walls are finished, he can still have dimming and custom scenes using standard house wiring. That's one of the great advantages of the Scene Master.

The Scene Master also helps dimming become more top of mind for customers. By displaying it, a lighting showroom can demonstrate the importance of scenes, layers of light, and the Lutron Caséta system all in one fixture, or they can integrate it with other compatible smart lighting products in the showroom.

Online Resources

At your fingertips

Putting our online resources to work for you

Need troubleshooting tips? Looking for some images to accompany your marketing efforts? Interested in taking a free online course?

We have a variety of tools on lutron.com, as well as a collection of videos on YouTube, all designed to help you better show, tell, and sell Lutron solutions.



LED Control Center of Excellence

Find information on all LED-related topics, including links to our LED bulb compatibility and LED report card tools, fixture selection tool, FAQs, general LED information, and more.

lutron.com/led



Lutron Lighting Control Institute (LCI) online

Our LCI's mission is to educate industry professionals about the benefits of lighting control so you have the tools to determine the best solution for every customer. (LCI also serves as a resource for homeowners interested in learning more about lighting control.)

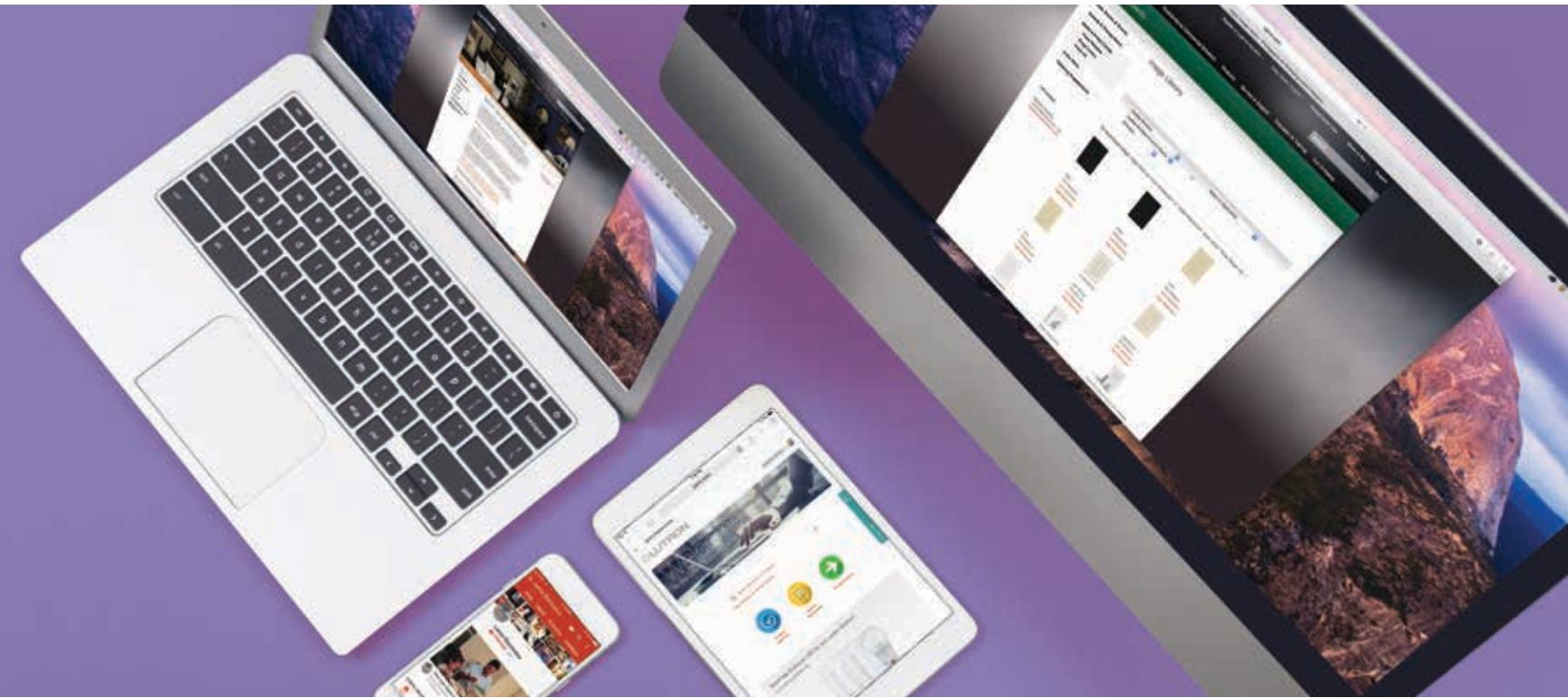
Through the LCI online training portal you can take over 250 free online courses, including electrical and dimming basics, controlling LEDs, and an overview of Lutron in-wall sensors.

lutron.com/lcionline

Showroom specific resources

Looking for extensive information on Lutron products? LightsAmerica and XOLogic are two services that can help provide list pricing, product specs, and SKUs. All you have to do is subscribe.

lightsamerica.com | xologic.com



Lutron Image Library

Search by product family or system, or by application; download low or high-res images to use in your marketing materials.

lutron.com/imagelibrary



Lutron Support Center

A one-stop-shop for help finding products, answers to FAQs, troubleshooting issues, and often-used documents, like spec sheets. You'll also find our Wiring Wizard, which provides step-by-step instructions for installing a Lutron dimmer.

lutron.com/support



YouTube

Check out our instructional and educational videos on YouTube. Playlists include wallbox dimmer installation, Caséta setup, setting the dimming range on C-L dimmers, installing motion sensors, measuring/mounting Serena shades, and more.

youtube.com/user/LutronElectronicsInc/videos

Rep Interview

A Winning Combination

Persistence and patience pay off for this rep as she makes a difference with Caséta.



Before Angela Ryan landed at Bell & McCoy Lighting and Controls in Austin, she worked in furniture and floor coverings, but found herself longing for a more challenging career. The lighting industry, however, wasn't on her radar.

She met a custom home builder on a trip to Austin, and he helped her get a job at a lighting showroom where she fell in love with lighting. (She also fell in love with the home builder, whom she ended up marrying.)

After 5 years working in the lighting showroom, Angela turned to spec sales to pursue new opportunities. We asked her about that transition, as well as one of her major "wins" with Caséta.

What about lighting appeals to you?

Angela: I feel that lighting is the most challenging aspect of design because it's constantly changing. I'm fascinated by how lighting truly breathes life into a space, and I strive to keep coming up with new techniques when designing lighting on new projects.

You mentioned you built a customer base when you were at the lighting showroom, and that when you moved to spec sales you had to build a new base. How did you go about doing that?

I had a couple friends in IIDA and would go to their events. I've also attended numerous factory trips and have been able to develop relationships with the specifiers and contractors. It has all happened somewhat organically, but persistence and patience have helped me build up a new base.

You also mentioned that Austin is a tech-minded city, where people are expecting smart home solutions. Has that helped you promote Caséta?

The general public is pretty savvy about smart home technology, thanks to the influence of Google™ and Amazon™, so that makes introducing Caséta easier. Homeowners have really been open to this solution because of its simplicity and ability to integrate into new or existing homes.

In general, how receptive have your accounts been to Caséta? If an account is less than receptive, what's your strategy for getting them on board?

Overall, my accounts have been very receptive to Caséta. I've found that if people aren't receptive to Caséta, it's because they don't understand it, or think it's too complicated. So I start by introducing Caséta as a wallbox product instead of a lighting control "system."

Starting simple and building up is a lot easier for most people to digest than if they jump right in. Once they see how simple Caséta is to install, set up, and use, the rest is easy.

Have you encouraged your accounts to try Caséta for themselves in their own homes? Do you have it in your own home?

Yes, I definitely encourage my accounts to try Caséta. I certainly have it in my own home, and did before becoming a Lutron rep. It is the single best thing we did during our remodel and our favorite part of the house.

Once you live with it, you love it!

How do you get your accounts to connect with their customers about Caséta? Do you help your accounts determine the best strategies for marketing Caséta?

Selling Caséta is as easy as starting a conversation. Most people don't think about how they are going to control the chandelier they just bought. I ask the sales force to simply pose the question when selling any fixture: "How are you going to control your light?"

As far as marketing goes, each account is different, so you need to identify what about Caséta meets the needs of the account. Some accounts are excited about the app, others about saving energy; you need to hone in on what they are seeking and capture their attention.

“ Selling Caséta is as easy as starting a conversation. ”

You've been proactive in getting a production builder to standardize on Caséta. How did you go about doing that?

Persistence. I have a great relationship with an electrical company that works on production homes in central Texas. They believe in Caséta and were able to put us in touch with the right people.

Was Caséta a tough sell for this builder?

No, the builder had been asking for a smart home solution and had been having trouble with some low voltage systems he was trying out. He was interested in the simplicity of Caséta; once he knew that Caséta didn't involve any wiring changes, he was on board.

What Caséta components are standardized?

The standard package includes entry, kitchen, and living room dimmers/switches, one plug-in lamp dimmer, and a Smart Bridge. Of course, the homeowner has the option of upgrading with additional components.

What type of feedback have you received so far?

The sales force working the model homes say that Caséta is really easy to use. They have the Lutron App on their phones and are able to show potential homeowners the "wow" factor as they walk through the home (the timeclock for front porch lights is their favorite feature).

What's New

The latest app, new fixtures, and more colors

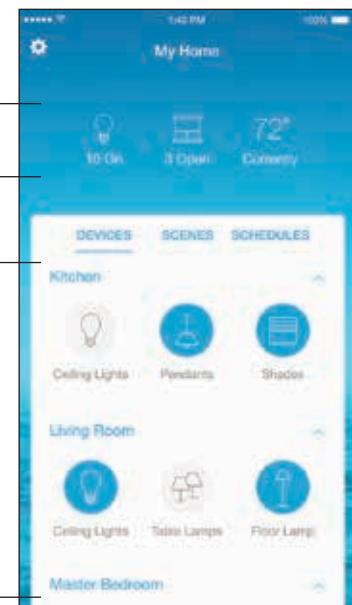


Updated Lutron Caséta and RA2 Select App

Sleeker. Faster. More intuitive. Say hello to the all-new Lutron App—reimagined and rebuilt. Version 5.0 provides a higher level of convenience and ease of use. And it raises the bar for smart lighting control. Here's some of what this new app has to offer:

New quick access status icons allow you to check on and control lights in a snap

Easier to navigate, room-based organization for all your devices, scenes, and schedules



Setup is even more simple—after adding devices to the system, Pico remotes will automatically configure to control the dimmers and switches in the room

iPad®-optimized layout gives you the same great experience no matter what device you're using; larger field of view means less scrolling to access information

iPad is a trademark of Apple Inc., registered in the U.S. and other countries.



Finiré Prime took home a CE Pro BEST Award at CEDIA 2017. The winning entries were chosen by independent voting by a panel of integrators along with the editors of *CE Pro*. Products were individually judged on multiple criteria including innovation, functionality, competitive advantages, benefits to the end user and benefits to the integrator.

Finiré Prime LED Recessed Lighting

The introduction of Finiré Prime expands our Ivalo options at an attractive price point while still delivering the Lutron fixture difference:

- Guaranteed Lutron control compatibility
- Standard Lutron 1% dimming driver with Soft-on, Fade-to-Black options
- Lutron one-stop-shop LED service and support

Features and benefits include:

- Quick-ship fixture solution
- Shallow ceiling options
- Round or square adjustable trim in Matte White
- 90+ CRI, 800–1000 delivered lumens

Satin Finish Pico Remote Controls

Lights, shades, and audio Pico remote controls are now available in Snow, Biscuit, and Midnight Satin Colors, providing matching aesthetics for Satin Colors dimmers, switches, and wallplates.

Snow	Biscuit	Midnight
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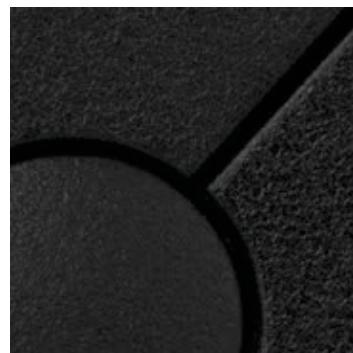
These controls work with RA2 Select, RadioRA 2, and HomeWorks QS.

Finiré Prime with Warm Dimming

This fixture delivers daylight at full on and candlelight at lower dimming levels. Combining this feature with Lutron's Soft-on, Fade-to-Black flicker-free dimming technology provides industry-best dimming performance that truly mimics that of incandescent bulbs.

Other features and benefits include:

- Finiré Prime trim options
- Dedicated shallow 3.9" height IC housing
- 800 delivered lumens
- 1800K–3000K LED color temperature range



Enlarged to show finish

Events



Lightovation

January 17–21, 2018
Dallas Market Center
Dallas, Texas
Visit our showroom #3301



Lightfair International

May 8–10, 2018
McCormick Place
Chicago, Illinois
Visit us at booth #2431

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Google is a trademark of Google Inc.

Become a Lutron 5-Star Showroom Today!

5-Star Showrooms represent the ultimate Lutron destination. At a 5-Star Showroom you can see, touch, and experience Lutron products and solutions in a fully functional environment. Each 5-Star Showroom is handpicked and certified by Lutron as one of a select number of locations throughout the U.S. and Canada.

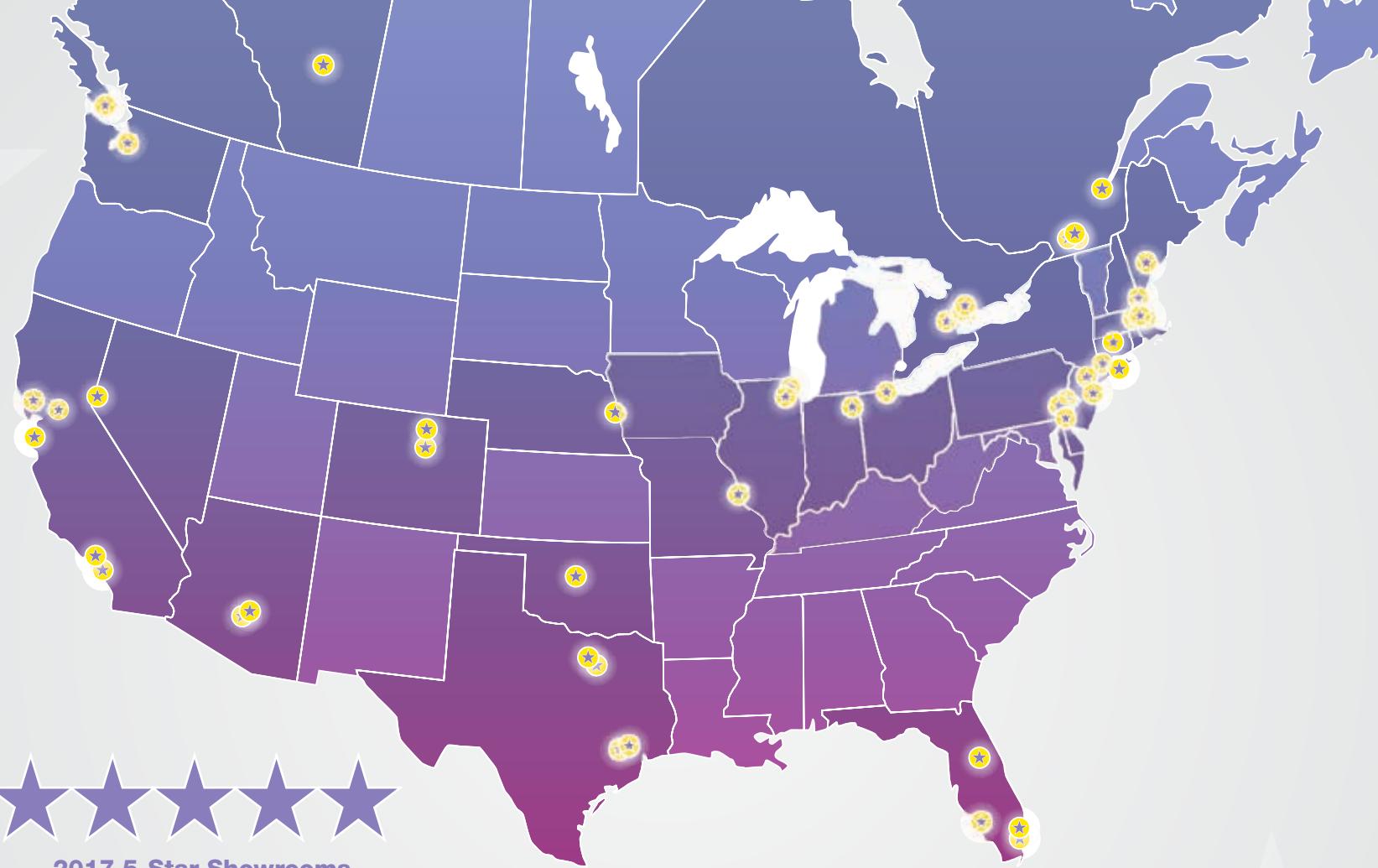
5-Star Qualifications

- Provide a working experience destination for Lutron dimmers, light control systems, shades, and fixtures
- Align with certified installers to provide home system and shading solutions
- Host residential influencer events throughout the year to promote light control solutions
- Become fully trained on all Lutron residential solutions

5-Star Benefits

- One-time MDF load of \$2,500
- Annual 5-Star plaque to display in showroom
- Included in exclusive 5-Star showroom promotions
- Supporting materials for residential influencer events
- Opportunity to win a 5-Star Category Award during January Dallas Market
- Noted as an Experience Showroom on www.lutron.com/wheretobuy website

Contact your local rep for more information or Erik Anderson at 484.809.3867 or eanderson@lutron.com.



2017 5-Star Showrooms

- A.D. Cola Lighting — Natick, MA
 Allied Lighting, Inc. — Costa Mesa, CA
 Bayshore Lighting — San Carlos, CA
 Boiteau Luminaire — Quebec City, QC
 Bright Light Design Center — Wilmington, DE
 Cabinet & Lighting Supply — Reno, NV
 Connecticut Lighting Centers, Inc. — Hartford, CT
 Cost Plus — Englewood, CO
 Denney Electric — Ambler, PA
 Echo Systems — Omaha, NE
 Energy Plus Wholesale Lighting & Design — Santa Rosa, CA
 Eurolite — Toronto, ON
 Feldman Brothers — Paterson, NJ
 Franklin Empire — Ville Mont-Royal, QC
 Gross Electric — Toledo, OH
 Hunzicker Lighting Gallery — Oklahoma City, OK
 Idlewood Electric Supply — Highland Park, IL
 Klaff's, Inc. — Norwalk, CT
 LBC Lighting — Arcadia, CA
 Light Bulbs Unlimited — North Miami Beach, FL
 Light Bulbs Unlimited — Winter Park, FL
 Lightform Lighting — Phoenix, AZ
 Lighting Concepts — Lewiston, ME
 Lighting First — Bonita Springs, FL
 Lighting Unlimited — Scottsdale, AZ
 Lighting Unlimited — Houston, TX
 Lofings Lighting, Inc. — Sacramento, CA
 McLaren Lighting — Victoria, BC
 Meletio Electric — Dallas, TX
 Metro Lighting — Chesterfield, MO
 M & M Lighting L.P. — Houston, TX
 Montreal Lighting & Hardware Inc. — Mont-Royal, QC
 North Coast Lighting — Bellevue, WA
 Northwest Electric — Mount Prospect, IL
 Passion Lighting — Grapevine, TX
 Revco Lighting and Electrical Supply — Southampton, NY
 Rittenhouse Electric Supply — Ardmore, PA
 South Dade Lighting — Miami, FL
 The Light Center — Fort Collins, CO
 The Lighting Center at Rockingham Electric — Newington, NH
 Union Lighting — Toronto, ON
 Union Lighting — Montreal, QC
 Urban Lights Inc. — Kitchener, ON
 Vaughan Electric — Woodbridge, ON
 Vivid Concepts Lighting and Design — Edmonton, AB
 Wabash Electric — Fort Wayne, IN
 Warshauer Electric Supply Co. — Tinton Falls, NJ
 Wolfers Lighting, Inc. — Allston, MA
 Wolfers Lighting, Inc. — Waltham, MA

Sales Consultant Spotlight

Getting to know your 5-Star Showroom staff



Photo by Rene Roy



Danica Jacobson

**Lighting Concepts,
Lewiston, Maine**



You're the showroom manager for Lighting Concepts, but you have a B.A. in interior design and worked in the kitchen and bath industry for 8 years. What lead to your switch to the lighting showroom industry/what appealed to you about it?

Danica: While working as a kitchen designer, I met Mitch DeBlois, owner of Lighting Concepts. We both served on the Maine Chapter of the National Kitchen & Bath Association (NKBA). I often referred my clients to Lighting Concepts as they always took excellent care of them. Mitch invited me to coffee to discuss the idea he had of my working with him and the Lighting Concepts team. I loved the idea that I could continue to grow and add to my design knowledge and experience. What I discovered is that without the right lighting all other design aspects don't live up to their full potential.

How did your kitchen and bath experience transfer to lighting showrooms?

Both trades rely on retail showrooms with walk-in customers, which means quickly switching gears. You may be working on a layout when a customer comes in and wants to discuss bathroom vanity light fixtures. Being able to pick up where you left off without sacrificing time and attention to detail is important to keep a job moving forward.

You've been at Lighting Concepts for 6 years, starting as a sales associate. How has your role grown over the years?

I started out part-time working closely with the owner, developing a network of trade partners—builders, electricians, and designers who see the value we bring to the project, whether we're helping with design and specification or providing competitive project pricing. In my current role I still work with those same trade partners, but instead of assisting the owner I am managing the relationships, designing the projects and having our team assist me. As both the showroom and design manager, I oversee product procurement for display and stocking in our two showrooms. In addition, I mentor and help our lighting associates on their projects and with their retail customers.

What are the most challenging aspects of your job?

One of the most challenging aspects of my job is bridging the gap for the customer between what he wants and making sure it's aesthetically and functionally appropriate for the project. I also have to be sensitive to the customer's budgetary constraints.

How do you stay current with what's going on in the industry, as well as specifically with Lutron?

I attend Lightovation each January in order to see the lighting manufacturers' newest offerings. In addition to Lightovation, I often attend the International Builders' Show and the Kitchen and Bath Industry Show. I attend local chapter events hosted by the NKBA and Maine Interior Design Association, which include CEU presentations and networking with peers. I also take online webinars presented by manufacturers, the American Lighting Association, and other associations.

You mentioned that you spend about 50% of your time on trade projects. What types of trade projects do you work on and what types of lighting control are they looking for? Are they requesting LED control?

Projects that come from our trade partners can vary widely, from working with customers building custom homes, to those doing a small bath remodel or helping re-light a dentist's waiting room. Customers are savvy these days and have often done some research before starting a project, so they're requesting LED lighting and smart home controls, but they often don't understand the importance of making sure that the two are compatible.

What are some of your personal best practices to ensure that projects go smoothly?

To ensure that a job goes smoothly I make sure I know all the key people involved. It's important to know who the decision maker, the buyer, and the key contact on the job site are, as well as who will

be doing the installation. If you're not talking with the right person to get a decision made or approval to order there will be miscommunication or delays on the job site. It's also important to be aware of project timelines, such as the installation dates or home closing.

When homeowners come in with a blank slate, when do you bring up the subject of lighting control?

I bring up lighting control as soon as we start talking about lighting! Our 5-star showroom is set up to show customers that they can easily dim one light or many lights in their home. Lights throughout the showroom are on motion sensors so we can discuss simple lighting control such as motion/occupancy sensors as well as dimming while walking around.

I often use real life experiences as examples of how lighting control can make life easier: welcome home lighting control from a Pico in your car or an app on your phone so you never enter a dark house, a sensor in the laundry room where your hands are often full, one button on a keypad to turn lights on full bright to cook dinner and one button to dim the lights when you want to avoid the dishes.

Where do you see the lighting and the lighting control industry going in the next 5 years?

I see these industries becoming more service oriented. Customers want good lighting and they're looking for someone to help them achieve this in their day-to-day lives. They are going to seek professionals who can help them determine what makes good lighting and who can help find what works best for them. I see smart home lighting control becoming more mainstream as customers begin to experience it not only at their friends' and neighbors' homes but also in their places of business. Lighting and shades that automatically adjust throughout the day will become standard once people see how easy it is to add these smart solutions to their homes.

RA2 Select

Whole home lighting control made simple



SIMPLE. FAST. FLEXIBLE.

Easy app setup

Automated system configuration

Connect up to 100 devices
throughout the home

Visit lutron.com/RA2Select to learn more.

 **LUTRON**