

## **Lutron's Energy-Saving Diva® C.L Dimmer Wins Bronze Edison Award**

*Lutron Recognized at Edison Awards Gala in New York City*

**Coopersburg, PA** – The Diva C.L dimmer from lighting control manufacturer Lutron Electronics has been named a Bronze Award winner by the internationally-known 2011 Edison Best New Product Awards™. The Diva C.L dimmer is a winner in the Energy & Sustainability category, one of 12 categories honored by the Edison Awards.

The Diva C.L was designed to solve the difficult task of figuring out the right dimmer for the different light sources on the market, including dimmable compact fluorescent lamps (CFLs), dimmable LEDs, halogen and incandescent bulbs. This dimmer gives homeowners the ability to reliably control all of those sources and makes it easier than ever to save even more energy by dimming down the lights to the needed level.

The C.L dimmer uses Lutron's HED™ Technology, which features advanced dimming circuitry designed for compatibility with most high efficacy light bulbs to alleviate the common issues associated with dimming CFLs and LEDs. The use of HED Technology allows the dimmer to mix and match different loads (i.e. LED and halogen or CFL and LED bulbs) on the same circuit.

It is available now at home improvement centers, lighting showrooms, electrical distributors and online.

The distinguished Edison Awards symbolize the persistence and excellence personified by Thomas Alva Edison, inspiring America's drive to remain in the forefront of innovation, creativity and ingenuity in the global economy.

"It's an honor to have our new C.L dimmer recognized with an Edison Best New Product Award," said Joel Spira, chairman, founder and director of research at Lutron. "Innovation is at the core of every product we make – from how our products function, to how much energy they save in a home or commercial building. Lutron is committed to keeping Edison's innovative processes alive," said Spira.

Lutron is no stranger to innovation and excellence. In fact, its products range from the original, basic rotary dimmer, to the new C.L dimmer for dimmable CFLs and LEDs, to energy-saving total building control systems for homes and offices. Lutron estimates that the installed base of its products saves the nation nearly 10 billion kWh of electricity, or approximately \$1 billion in utility costs per year. These electricity savings significantly help the environment by reducing greenhouse gas emissions.

In commercial spaces, lighting accounts for 38% of the electrical energy in buildings. Lutron lighting controls and automated shades have been able to save 60% or more of the lighting energy in these spaces. The New York Times Building, for example, realized nearly 70% energy savings using Lutron's Quantum® system. Thermostats and plug-in appliance controls offer even greater savings when used in conjunction with the lighting and shade controls.

"More than any year, this year's award winners demonstrate the enormous value of teamwork, experimentation, consumer focus and market awareness," said Tom Stat, Executive Director, Edison Universe. "I'm especially pleased that so many of our 2011 award winners are innovating around innovation itself by focusing on education, market collaboration and open innovation. These honored award winners show that by stimulating our natural curiosity, fueling our drive for discovery and sparking our need to innovate, no challenge is too big and opportunities abound. Edison himself would be very, very proud."

Lutron crossed paths with Edison's spirit in 2010, when the company donated 12 historical items to the electricity collection within the Smithsonian's National Museum of American History in Washington, DC. The electricity collection includes Edison's early light bulb models, along with original telephone prototypes from Alexander Graham Bell.

The ballot of nominees for the Edison Best New Product Awards™ was judged by roughly 2,000 members of the not-for-profit Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. In a comprehensive peer-review process, the nominees are judged on Marketplace Innovation, Marketplace Success, Technological Innovation, Market Structure Innovation, Societal Impact, and Design Innovation.

Winners of the Gold, Silver and Bronze awards were announced April 5 at the historic Capitale ballroom in New York. In addition to announcing this year's Best New Product Award recipients, the evening featured the presentation of the prestigious Edison Achievement Award to Alan Mulally, CEO of Ford Motor Company, and to John Hendricks, Founder and Chairman of Discovery Communications, both of whom have made a significant and lasting contribution to innovation throughout their careers.

#### **About the Edison Awards ([www.edisonawards.com](http://www.edisonawards.com))**

The 2011 Edison Awards are sponsored by The Nielsen Company, Discovery Channel, Science Channel, Spencer Trask and USA Today. The Edison Awards are granted under the aegis of the Thomas A. Edison Papers at Rutgers University, a globally recognized research network dedicated to the study of innovation and its application in the 21st Century.

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

Lutron Electronics, headquartered in Coopersburg, Pennsylvania, designs and manufactures energy-saving lighting controls, automated window treatments and appliance modules for both residential and commercial applications. Its innovative, intuitive products can be used to control everything from a single light, to every light, shade and even stand-by power in a home or commercial building. Lutron products make any space more versatile, while enhancing ambiance, comfort and productivity. They also save energy and make light bulbs last longer, making them an eco-friendly addition to the home and workplace. Founded in 1961, Lutron estimates that the installed base of its products saves the nation nearly 10 billion kWh of electricity, or approximately \$1 billion in utility costs per year. Lutron manufactures more than 16,000 energy-saving products, sold in more than 100 countries around the world.

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