

Lightshow

Winter 2016

 LUTRON®

Lightshow

Winter 2016



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The Main Story

Show Control!

Caséta® Wireless is your gateway to introducing customers to the connected home

While the connected home is all about making life simpler, getting started might seem overwhelming.

That's where lighting control—specifically, Caséta Wireless—comes in. This solution of smart lighting controls is affordable, scalable, and easy to install.

Caséta Wireless is made up of in-wall and lamp dimmers, switches, a Pico® remote control, a Smart Bridge, and the Lutron App.

With Caséta Wireless, you can control lights from anywhere in a room (or from your car) with the remote. Add the Smart Bridge and Lutron App,

and you can schedule and monitor lights (as well as shades and temperature*) from anywhere—home or away—with your smartphone.

Installation and setup are easy. First, install the in-wall and/or plug-in lamp dimmer (they work with dimmable screw-in LED, incandescent, and halogen bulbs). The in-wall dimmer installs in as little as 15 minutes. The lamp dimmer plugs into a standard receptacle.

Then plug the Smart Bridge into your Wi-Fi router, download the free Lutron App from the App Store® or Google Play™, and follow the instructions in the App.

Caséta Wireless



*Caséta Wireless works with a variety of temperature controls. Please visit casetawireless.com for a complete list.

The Main Story



Lutron App features

The Lutron App and Smart Bridge are the perfect foundations for smart lighting. The App features:



Personalization

Add personalized scenes to control multiple lights and shades (see “Adding Lutron shades” on page 05) at the touch of a button. Create a “movie” scene that dims lights and lowers shades as the movie begins. Or create a “goodnight” scene that turns off all your lights and closes shades before you drift off to sleep.

Scheduling

Schedule lights and shades to adjust automatically at set times of day. Maybe you want your porch light to turn on at sunset during the fall and winter months, when it gets dark earlier, so you always come home to a well-lit entry. Or maybe you want lights to turn on to a soft level while shades raise slightly every morning as you head into the kitchen for coffee.

Geofencing

The geofencing feature controls lights based on your location. Do you always forget to turn off the entry lights as you leave for work in the morning? Geofencing will turn them off once you’re out the door. It can also turn lights on when you come home.

Apple HomeKit enabled

The Smart Bridge contains Apple HomeKit technology, so you can use Siri to control lights and shades. Tell Siri to turn off all your lights and close shades just before going to bed or to dim your dining room lights as guests arrive for a party.



Adding Lutron shades

Lutron Serena® battery-powered shades are compatible with Caséta® Wireless, so you can incorporate them into lighting scenes via the Lutron App. (You can also control Serena shades as a standalone solution via the App or a Pico® shade remote.)

Serena shades are easy to install, the batteries have a long life, and they’re simple to change. You don’t even have to take down the shade! Choose from honeycomb and roller styles, in a wide variety of fabrics and colors.

Show Control™ program

The Lutron Show Control program was designed to help you more effectively demonstrate connected lighting control with Caséta Wireless and Serena shades, while also enhancing your fixture sales.

Demonstrating the advantages of dimming and wireless/connected home control—using Pico remotes and smart devices—provides additional opportunities to highlight fixtures, while showing the benefits beyond “on” and “off.”

The Show Control program is built around:

- A Cloud Control kit for your showroom to control fixtures and lamps (you and your staff will receive training on and supporting selling materials for the Cloud Control kit).

- Starter kits for key influencers, builders, and installers to use in their own homes, as well as for your sales consultants, so they can better speak to Caséta Wireless benefits and recommend it to their customers.

The program also involves displaying Serena shades so you can incorporate them into the “show control” experience.

Participating in the program is easy! For more information, please contact your local Lutron sales representative.

Motion Sensors



The Magic of Motion Sensors

Give your customers the convenience of simple, hassle-free automation

We've all been there. Hands full, trying to turn on a light switch with our elbow. Or stubbing a toe walking across a dark room, because the switch isn't near the entry.

There's an affordable solution to these everyday annoyances: a motion sensor switch. A motion sensor automatically turns lights on when you walk into a room and off when you leave, and is the perfect addition to any space.

Lutron's Maestro® sensor family includes sensor switches for either lighting or exhaust fans and a C•L® dimmer sensor for dimmable LEDs, incandescent, or halogen bulbs.

Technology you can count on

Lutron sensors won't leave you in the dark. The technology in them (Lutron XCT™ technology) detects fine motion, ensuring lights stay on when a room is occupied and off when it's not. So even if you're sitting still while reading a book, the sensor will detect when you turn a page.

These sensors also contain Lutron's Smart Ambient Light Detection (ALD). Smart ALD senses daylight, ensuring lights stay off when there's plenty of natural light in a space.

Maestro sensors are great for:

Bathrooms

Add a dimmer sensor and you can forget about fumbling to turn the lights on in the middle of the night. In the morning, lights automatically turn on to a dim level when you walk into the room, so your eyes can slowly adjust to the light.

And then there's the kid factor: A sensor ensures they don't accidentally leave the lights on.

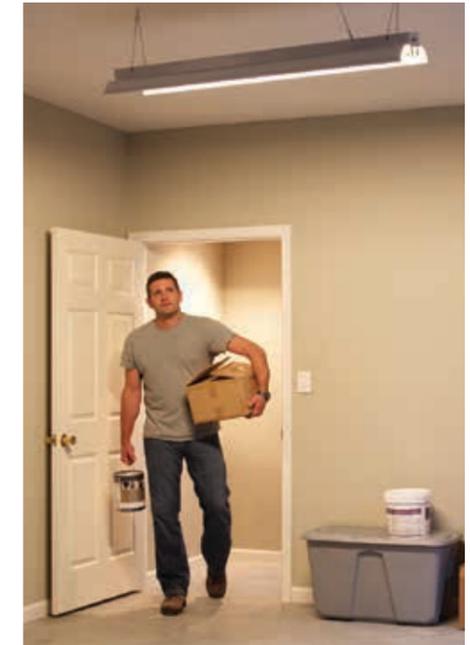
Hallways

A sensor switch works well in 3-way applications, and is great for creating a path of light to the kitchen for a late night snack.

Laundry rooms, foyers, garages

A sensor switch is perfect for rooms you often enter with your hands full. How often have you headed into the laundry room with an overflowing basket of clothes, walked in the front door with a bag of groceries under each arm, or stepped into the garage carrying project supplies?

It's also a convenient way to add on/off light control when the switch isn't near the entryway.



Maestro Sensors are easy to install (you can do it in about 15 minutes), and they look good, too. Choose from 7 gloss and 20 Satin Colors® to complement the décor of any room.

For more information please visit lutron.com/maestrosensors.

What's New

GRAFIK T™ RF C•L® Hybrid Keypad

This addition creates a full line of controls

It's truly all in the family for GRAFIK T, with the introduction of the hybrid keypad. Customers wanting beautiful, modern lighting controls for their entire house need look no further.

Adding the keypad, which is compatible with RadioRA® 2 and HomeWorks® QS, makes it possible to extend the GRAFIK T aesthetic throughout an entire home. It replaces an existing switch for an easy retrofit and is compatible with many LED loads.

This keypad was designed with the same attention to detail as the GRAFIK T dimmer and switch. It's easy and intuitive to use, with backlit engraved text that adds a subtle elegance to any space. You can use the keypad to control a group of lights or to control scenes (predetermined light levels) that you've created.

Features include:

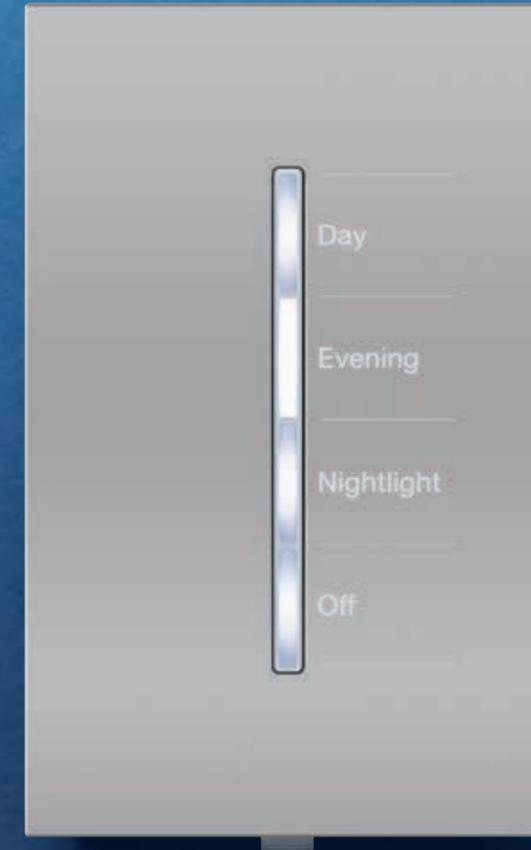
- 2, 4, 5, and 6 button configurations
- Backlit, engraved text
- Dynamic Backlighting Management™, which adjusts the backlight intensity to ensure the text is readable in any light conditions.
- Matching accessories, including receptacles and GFCIs

The GRAFIK T keypad is available in a wide variety of matte colors and metal finishes as well as glass. For more information please visit lutron.com/grafikt.

GRAFIK T phase selectable dimmer

The phase selectable dimmer is another new member of the GRAFIK T family. This dimmer provides control of ELV, LED, MLV, incandescent, and halogen loads. It's compatible with RadioRA 2 and HomeWorks QS and is also available as a standalone control.

The phase selectable dimmer is available in the same matte colors, metal finishes, and glass options as the GRAFIK T keypad.



GRAFIK T™



Trends

Raise Your Home's IQ

App-based home control takes convenience and security to a new level

Basic home automation has been around for a while. Who hasn't put lights on a timer or programmed the coffee maker for 6 a.m.?

But app-based home automation, or home control, has taken basic home automation to a new level. And that makes sense, considering that most of us spend the majority of our days away from home.

Now we can control remotely—or receive alerts from—security systems, sprinklers, smoke detectors, and slow cookers in real time, adding convenience and providing peace of mind.

An abundance of mobile devices, hubs, and interfaces makes app-based home control possible, with something for every budget and need. Search Google® for “app-based home control” and you'll find over 150,000,000 entries.

We have an app for that

Lutron is no stranger to app-based home control. The Lutron App for Caséta® Wireless and the Lutron Connect app both let you stay in touch with your home, no matter where you are.

The **Lutron App for Caséta Wireless** (in conjunction with the Smart Bridge), lets you control lighting, Lutron automated shades, thermostats, and third-party systems, such as security and audio/visual systems. For a look at Lutron App features, see page 04.

The **Lutron Connect app** (in conjunction with the Connect bridge) provides a suite of smart home features for HomeWorks® QS and RadioRA® 2, including:

- Geofencing
- Apple® and Android Widgets
- Support for Nest and Honeywell® Wi-Fi thermostats

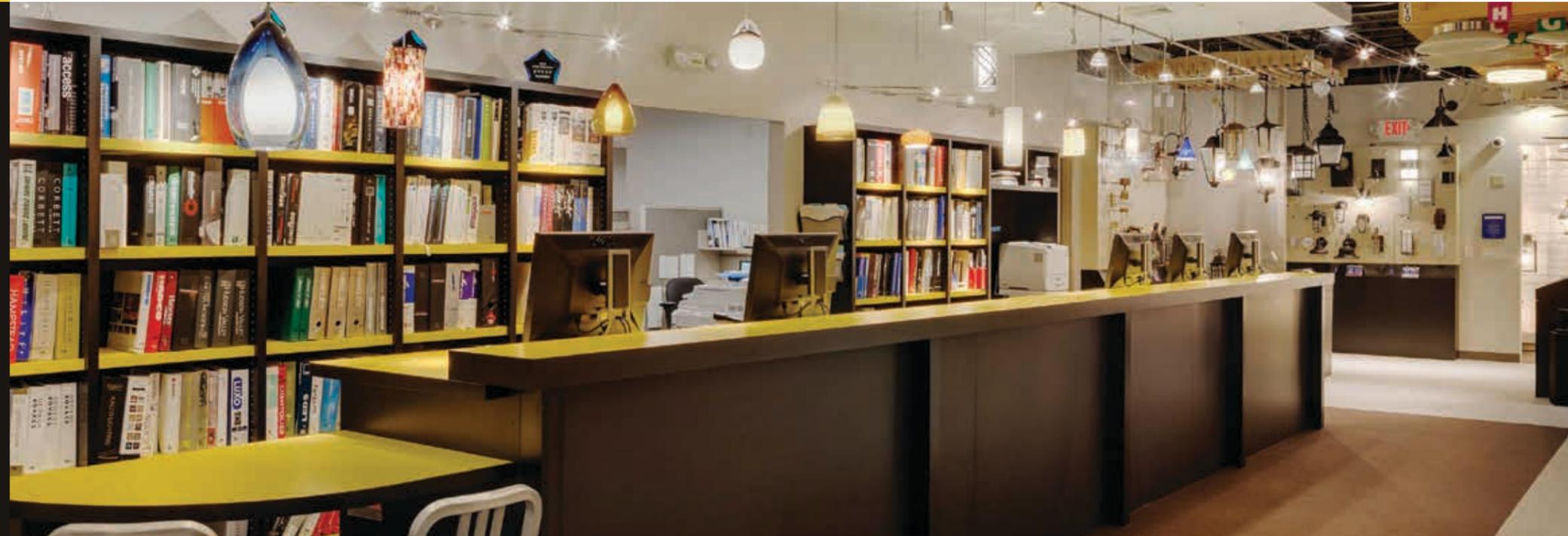
For more information about Lutron Connect, please visit lutron.com/whatsnew.

Both apps are free for download from the App Store® and Google Play™.



WOLFERS LIGHTING

Greater Boston Area



Photos courtesy of Wolfers Lighting

Wolfers Lighting, established in 1931, has the largest lighting showrooms in New England. Located in Allston and Waltham, Massachusetts, these Lutron 5-Star Showrooms cater to both residential and commercial customers.



Last fall, Wolfers served as a test location for Lutron's Show Control program. We talked to Steve Brand, President of Wolfers, and Kate Hazen, assistant manager for the Waltham showroom, about the program, as well as best practices for a successful showroom.

What are the current trends you're seeing in the industry (residentially and commercially)?

Steve Brand: We're seeing LEDs becoming a more integrated technology in the market. The small size of the diodes works well in cove lighting, under-cabinet lighting, and for illuminating book-cases and kick spaces.

LED technology has also served to reimagine the design of step lights, wall sconces, pendants, and chandeliers. These fixtures are now assuming forms that weren't previously possible with incandescent lamps, and they have better light quality.

And of course, the long life of LEDs proves useful in hard-to-reach areas and in harsh environments like landscape and security lighting.

How does Wolfers stay ahead of trends?

Steve: We hire, train, and retain a very skilled group of sales consultants. We team up with the best vendors in the market and display those new products that will benefit our clients. We also communicate on a regular basis with our customers electronically and within our showrooms.

Featured Showroom

How has business changed over the years?

Steve: The internet has given the consumer many options for researching and purchasing product outside of the traditional showroom channel. Showrooms need to find other ways to make their businesses important to both the consumer and trade.

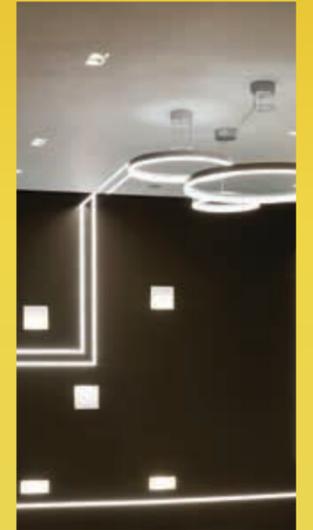
What are some best practices for successful showrooms?

Steve: A showroom needs to create lighting displays that make it easy for clients to make decisions. They need to hire people who have a passion for lighting and technology. And showrooms should work closely with key vendors and clients to find ways to grow together.

When did you install Caséta® Wireless for the Show Control test program, and how did the installation go?

Steve: We installed 30 plug-in lamp dimmers on floor and table lamps, as well as on fixtures in our cloud display in both showrooms in mid-September.

Installation was somewhat challenging because of our low voltage switching system, but we found a way to demo the products effectively.



Did your sales consultants benefit from installing Caséta Wireless in their own homes?

Steve: Our sales consultants were very enthusiastic about their own home installations. With that in mind I believe they now have a story to tell to our customers, as well as the confidence to explain all the Caséta benefits.

Kate Hazen: I installed Caséta Wireless in our family room, where we have a combination of overhead fixtures and floor lamps. We enjoy the convenience of dimming the lights while we're watching TV, as well as the ability to turn off all the lights in the room from one location.

I tend to control the lights with Pico® remotes more than my smartphone, as I don't usually carry my phone with me when I'm in the house.

Kate, how easy has it been to demonstrate the features/benefits of Caséta Wireless to customers?

Kate: It's been easy. Once we had the tablets and Pico remotes positioned in the showroom, it made the conversations with customers easier to start. If we're presenting a fixture that's controlled by Caséta, we can discuss the benefits it provides. And it's a good solution when customers express a need for remote access or tough control locations.

What features/benefits seem to appeal the most with customers?

Kate: Customers like the ability to control outdoor lights, floor, and table lamps, and the easy installation of 3-way circuits.

Do you have customers that come to Wolfers already knowing that they want some type of smart lighting control to pair with their fixtures?

Steve: Customers are often looking to dim their fixtures, so I think with the advent of the smartphone and products such as Nest, customers are more open to looking at smart lighting control as a natural next step.



Featured
Builder

Alden Homes

Southeastern Pennsylvania

Our first featured builder of the year takes us to Alden Homes in the rolling hills of Lebanon and Lancaster counties. Building homes since the 1990's, Alden Homes has three 55+ communities in Myerstown and Cornwall, but it's newest—the Gables at Elm Tree in Mt. Joy—is its first traditional neighborhood.

Alden Homes at a Glance

Single-family and villa-style homes
1,300 to 1,900 sq ft
Price range:
\$223,900 to \$265,900

Designed with Millennials in mind, this development was built to maximize space as well as incorporate the latest technology. And that includes Caséta® Wireless.

Liz Borg, Director of Sales and Interior Designer for Alden Homes, and Bill Martin, New Home Sales Consultant and Architectural Designer for Alden, spoke to us about this smaller and smarter community.

What trends are you seeing in new home construction?

Liz Borg: We're focusing on utilizing square footage with well-designed plans because design matters. How does the home live, how does it feel? We're concentrating on eliminating wasted space and incorporating optional features in our homes, such as Serena® shades, the Adorne modular track system and Honeywell® Wi-Fi thermostats. We want buyers to know we've taken their lifestyles into account when designing our homes.

Is the Gables of Elm Tree the first community where you're including connected home features?

Liz: Yes. We decided early on in the development of this new neighborhood that we wanted to focus on the Millennial buyer. Knowing their desire for technology and how it adds convenience to their daily life, we wanted to incorporate some features in our homes as standard that would appeal to them and their lifestyle, but we had no idea where to even look. Colleagues at our lighting vendor, Schadler Yesco, put us in touch with Erik Anderson [national sales manager] at Lutron. We visited the Lutron headquarters in Coopersburg, Pennsylvania to tour their smart home, and we were sold on the product from that point.

We believe we're the only builder in this area that is including Lutron as a standard feature.



Photos courtesy of Alden Homes

Featured Builder



In our model home, we incorporated Caséta® Wireless throughout and created specific scenes for realtor showings. We installed Serena® in the entire first floor as well as both stair landings, and added the shades to the scenes, too.

How are you promoting connected/smart home technologies in your marketing?

Bill Martin: We ran a full page ad in the real estate section of the Sunday paper and we invited over 500 local agents to our grand opening and included information about Lutron in the invitation. We're also using Twitter, Facebook, and Instagram to direct people to our website, gablesatelmtn.com.

What Caséta Wireless components will you be installing as standard?

Liz: Buyers will receive the Smart Bridge PRO, as well as a combination of in-wall switches and dimmers and plug-in lamp dimmers, up to a certain dollar amount. That way they can choose what's important to them.

Serena shades will be an option, and they can choose to include the cost of the shades in their mortgages if needed. And of course, they can add Serena or additional Caséta Wireless lighting controls even after they settle.

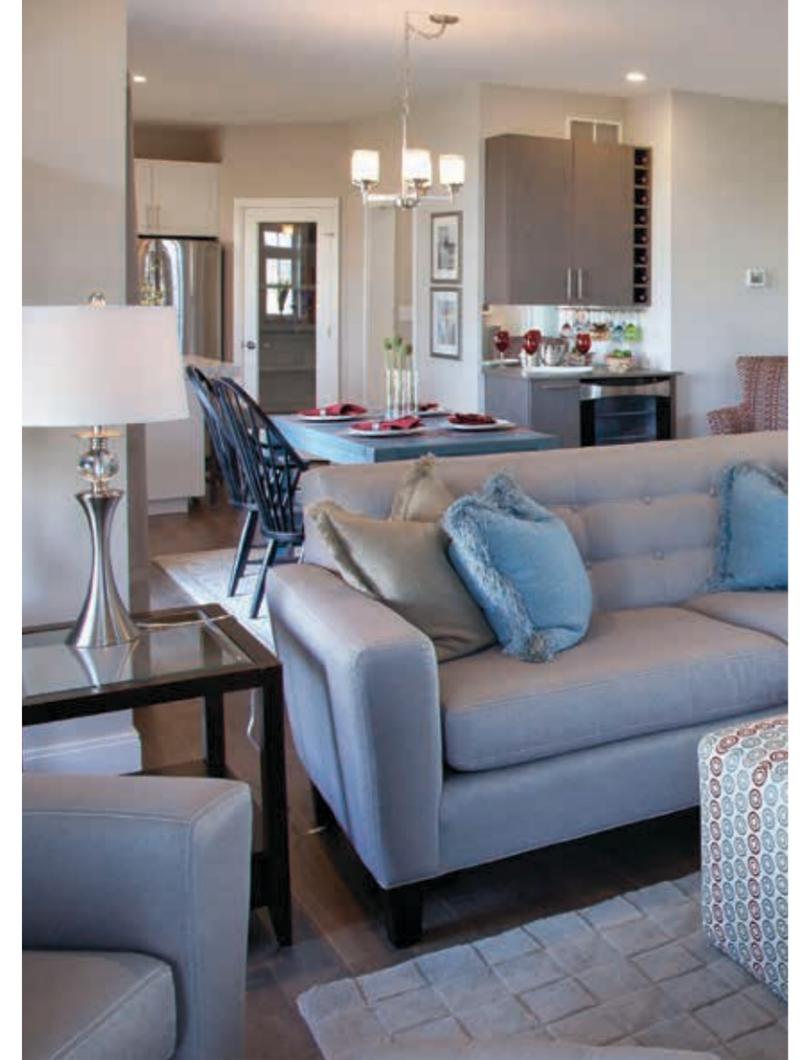
What do you see as the main benefits to the buyer?

Bill: Smart lighting and shade control provides convenience for busy lifestyles, security, and a "wow" factor. It's so easy to set up the system, it's relatively inexpensive, you can eliminate the need for 3-way switches in some locations, and you can expand it at any time.

Do today's prospective buyers expect connected/smart home technologies as standard?

Liz: I don't believe they expect it as a standard feature, especially here in Lancaster County, so when they find out we're including a starter package they're pleasantly surprised.

We've had the opportunity to demonstrate lighting and shade control using the Lutron App and a smartphone to prospective buyers. They've been blown away. It's truly fun to see their reaction.



News and Events

News

Caséta® Wireless wins CEA Award

The Consumer Electronics Association (CEA) awarded Caséta Wireless a Mark of Excellence award, naming it Lighting Control Product of the Year for 2015.

The Mark of Excellence awards recognize the best in custom integration and installed technology from manufacturers, distributors and systems integrators, and are judged by a panel of experts across a variety of categories.

Events

Dallas International Lighting Market

January 20–26, 2016
Dallas Market Center
Dallas, Texas
Visit our showroom #3301

Lightfair International

April 26–28, 2016
San Diego, California
Visit us at booth #2320

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.

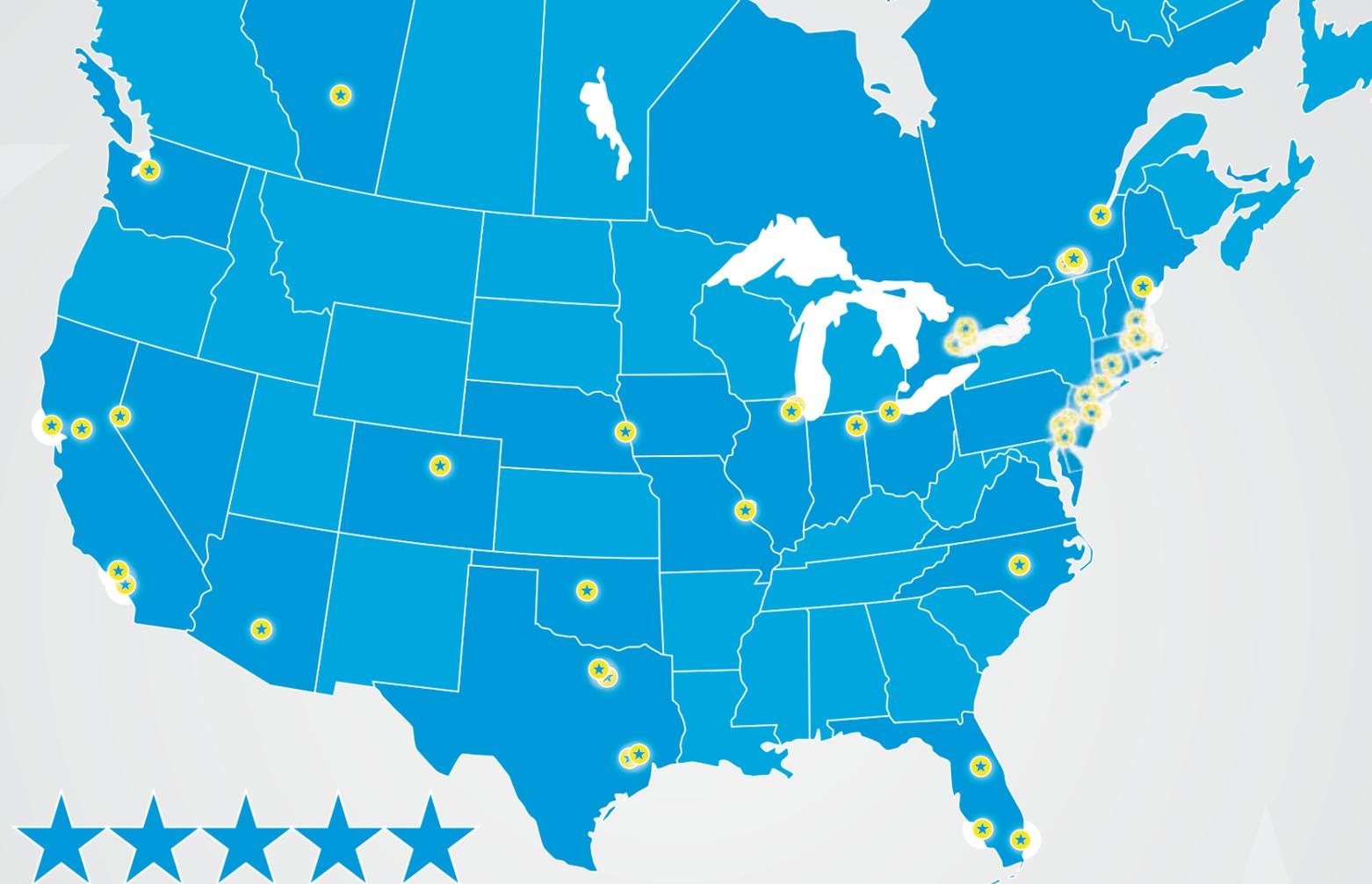
5-Star Qualifications

- 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 2015 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.



2015 5-Star Showrooms

AD Cola — Natick, MA
Allied Lighting, Inc. — Costa Mesa, CA
Bayshore Lighting — San Carlos, CA
Boiteau Luminaire — Quebec City, QS
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 Lighting Design Gallery — Omaha, NE
Energy Plus Wholesale Lighting & Design — Santa Rosa, CA
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 — Winter Park, FL
Lighting Concepts — Lewiston, ME
Lighting First — Bonita Springs, FL
Lighting Unlimited — Scottsdale, AZ
Lighting Unlimited — Houston, TX
Lofings Lighting, Inc. — Sacramento, CA
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
Rittenhouse Electric Supply — Ardmore, PA
South Dade Lighting — Miami, FL
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



Control your lights with one touch

Set the scene for movies with one-touch remote control, or adjust your lights from anywhere with your smartphone or tablet.

You can also expand the system to add light control throughout your home, and include shade and temperature control.

To experience a live demo of Caséta Wireless, please see this lighting showroom's sales associates. For more information, visit casetawireless.com or call Lutron customer service at 1.888.588.7661.



Pico® remote

In-wall dimmer

Smart Bridge

Your cell phone with FREE Lutron app



Caséta Wireless

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

LUTRON®