

## **Lutron Introduces Wire-Free, Battery-Powered Cellular Shades Starting at a retail price of \$299**

*new, retrofit-able innovation offers incredible value with the quality of the Lutron brand*

**Coopersburg, PA (September 7, 2011)** — The automated shade world has been revolutionized. Lutron Electronics, the company that created the category of automated window treatments within the CEDIA community, is pleased to announce the release of battery-powered Sivoia QS cellular shades.

The cellular shades feature new, patent-pending Triathlon™ Battery Life technology, which utilizes hybrid drive design plus ultra-efficient standby power to extend battery life to three years – well above the current industry standard. Shades use standard D batteries.

Several options are being introduced, including those that work with Lutron's RadioRA® 2 and HomeWorks® QS total home control systems and Lutron's GRAFIK Eye® QS. A non-system option is also being offered.

The three options are:

Non-system version, controlled by an infrared remote

- base price is \$299

Non-system version, controlled by Lutron's Pico™ wireless remote control

- base price is \$324

Sivoia QS system version that is compatible with HomeWorks QS, RadioRA 2 and GRAFIK Eye QS

- base price is \$424

Prices will vary depending on size (up to 82" x 82", maximum) and fabric selection, but these base prices include entry level fabric for one window up to 3' x 5' (which covers most residential windows).

The addition of cellular shades rounds out an already extensive collection of automated window treatments from Lutron, including roller shades, Roman shades, vertical and horizontal draperies and Venetian blinds with independent control of lift and tilt.

The new, battery-powered, wire-free, cellular shade provides a crisp, clean look that enhances any décor and is available in three styles:

1. Single Cell Light Filtering Shades
  - allows daylight to filter into a space, even when shades are down
  - provides privacy from outside
  - styles include sheer, woven and crush fabrics
2. Double Cell Light Filtering Shades
  - allows some light filtering into the space

- saves energy with double cell, insulating design
3. Single Cell Blackout Shades
    - blocks light entering into a space
    - creates complete privacy from the outside
    - saves energy with aluminum lining

“The introduction of lower-cost, advanced battery-powered, cellular shades represents the evolution of Lutron shading technology,” said David Weinstein, Vice-President, Residential Sales at Lutron. “Lutron has been in the shading business for 20 years and has raised the bar with the first wire-free window treatment with a superior battery life. Its ability to be installed quickly and easily— with just two brackets – makes it simple to retrofit into a wide range of residential applications,” said Weinstein.

Lutron cellular shades are offered in more than 100 unique color/style combinations and almost 50 colors. The shades are built-to-order and are specified in Lutron’s Shade Configuration Tool (SCT). Shades will begin shipping in October.

#### **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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