

Lutron Refines, Automates Venetian Blinds with Intelligent Tilt Alignment™

Chicago, IL (November 16, 2010)—Venetian blinds are an attractive and effective way to ensure privacy while still allowing daylight to filter into a space. Light control manufacturer Lutron Electronics is pleased to introduce Intelligent Tilt Alignment technology, which maintains uniform tilt and lift positions across blinds, combines smooth, quiet motion with independent control of lift and tilt and features presets to recall blinds to a predetermined height and tilt angle for the ultimate in performance and style.

The new Venetians with Intelligent Tilt Alignment offer many technological advancements, including:

- **Independent control of lift and tilt**
 - adjust the height of the blinds as the sun's position changes, or access a window without affecting the tilt
- **Intelligent Tilt Alignment maintains uniform tilt and lift positions across multiple blinds**
 - tilt position between adjacent blinds will remain within 1/16th of an inch
 - blinds feature Intelligent Hembar Alignment, a hallmark of all Lutron shading systems, which maintains hembar position within 1/8th of an inch at all times
- **Store and recall presets**
 - blinds go to a predetermined height and tilt angle when a preset is recalled
 - multiple presets can be defined for the same blind or group of blinds
- **Venetian blind controls offer tilt adjustment buttons for precise positioning**
- **Range of tilt can be adjusted from full tilt in either direction down to a fixed tilt angle**

The Venetian blinds will be offered in over 50 hardwood slats with rich wood stains and designer paints, 14 painted and brushed aluminum choices, nearly 30 optional decorative tapes and four valance styles. Custom color matching will also be available.

Venetian blinds will begin shipping in December 2010.

About Lutron Electronics Co., Inc.

Lutron Electronics Co., Inc., headquartered in Coopersburg, Pa., is the world leader in the design and manufacture of light control solutions for both residential and commercial applications. The company offers a wide variety of lighting controls, whole-home and whole-building dimming systems, and electronically controlled shading solutions. Lutron products save energy, increase space flexibility, and enhance occupant comfort and productivity, making them essential to any home and building. For more information, view www.lutron.com.

#

Commercial Contact

Paul Licata
Lutron Electronics Co., Inc.
610.282. 6398
plicata@lutron.com

Residential Contact

Melissa Andresko
Lutron Electronics Co., Inc.
610.282.6440
mandresko@lutron.com