

Lightshow

Summer 2016



 LUTRON®



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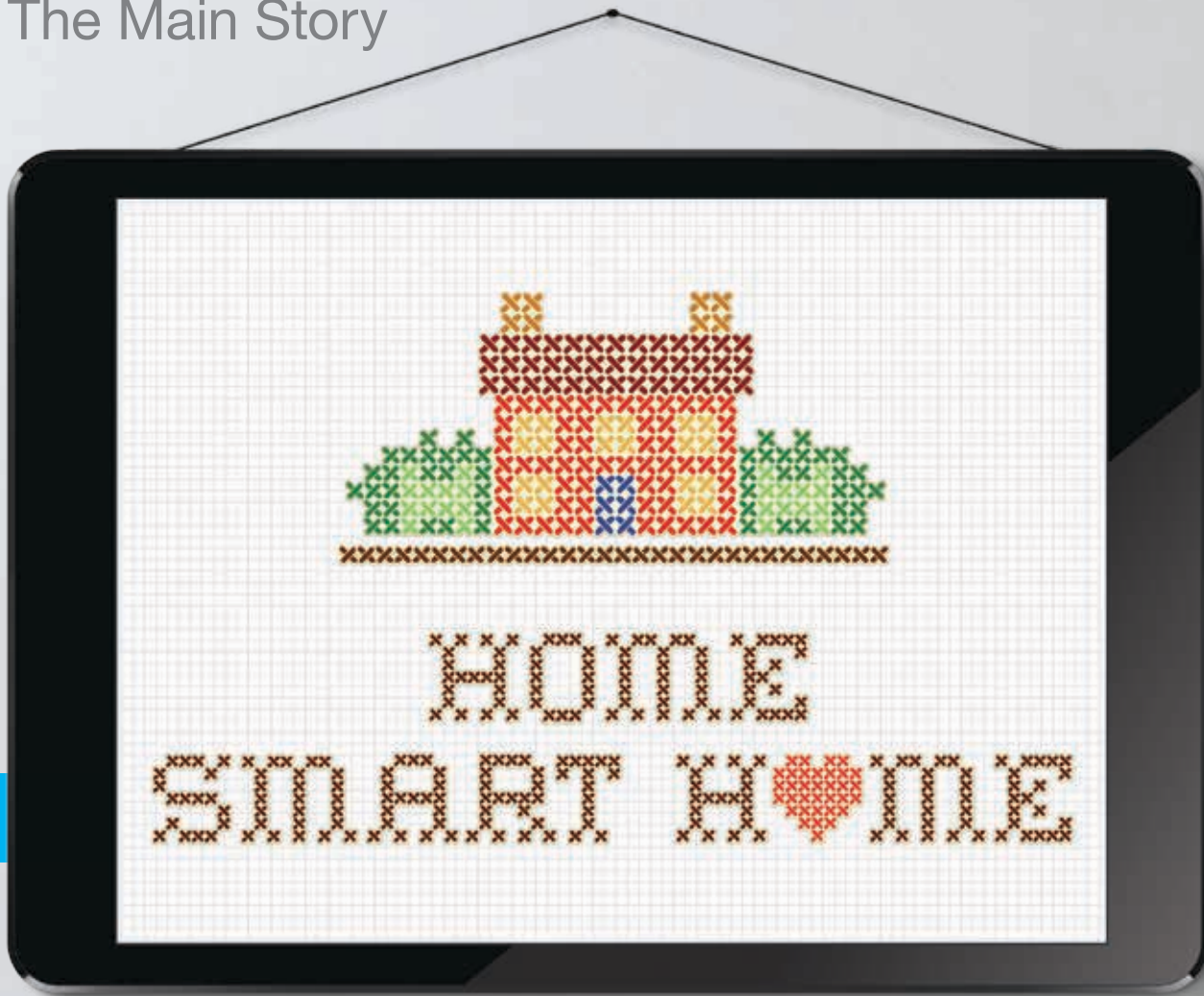
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The Main Story



Want connected home technology but don't know where to start? Look to Lutron for a simple, affordable, reliable solution.

Connected home, smart home...whatever you want to call it, technology designed to make your life easier, save money, and keep you in touch with your home no matter where you are, is here. And it's not just for high-end luxury residences anymore.

Today's homeowners can have their choice of smart home solutions. And according to U.S. News and World Report*, lighting, shade, and temperature control are three smart home features that homeowners are embracing now.

If you're considering smart home technology, lighting control is a great way to start. Lutron has an affordable and reliable smart home lighting (as well as shading) control solution that you can install yourself in your current home.

*March 24, 2016



Getting started

Caséta® Wireless is a smart home solution that's perfect for a single room or several rooms in your home. It's made up of in-wall dimmers and switches, plug-in lamp dimmers, a 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 control. Add the Smart Bridge and Lutron App, and you can schedule and monitor

lights from anywhere—home or away—with your smartphone or tablet.

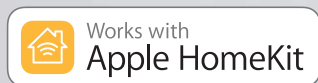
Installation and setup are easy. The lamp dimmer plugs into a receptacle, while the in-wall dimmer takes about 15 minutes to install (it replaces a standard switch). Plug the Smart Bridge into your router, download the free Lutron App, and follow the instructions—that's it!

Caséta Wireless

The Main Story



Sivoia® QS
Triathlon



Adding battery-powered shades

Caséta® Wireless also works with Lutron Sivoia® QS Triathlon® battery-powered shades. These shades are easy to install (you don't have to wire anything) and have an industry leading battery life. When you do need to replace the batteries, you don't even have to take down the shade.

If you add Sivoia QS Triathlon to your Caséta Wireless system, you'll be able to control your lights and shades right from your smartphone or tablet.

Temperature control...and more

Leaving work earlier than usual and want a warm or cool welcome home?

Caséta Wireless works with a wide variety of compatible thermostats, including the Nest Learning Thermostat, Carrier, ecobee, and Honeywell Wi-Fi thermostats.

It also works with other smart home solutions and technologies, such as Amazon Alexa (see page 05), Apple® HomeKit™ (so you can use Siri® to control lights/shades), and the Nest Protect Smoke + CO alarm.

Lutron App features

Personalization and scheduling are just two of the key app features for Caséta Wireless. Once you use them, you'll wonder how you ever lived without them.



Personalization

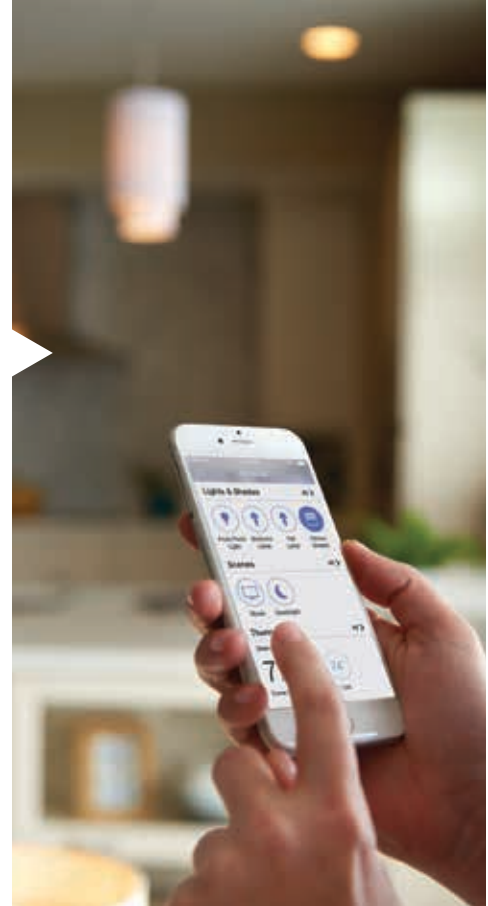
Add personalized scenes to control multiple lights and shades at the touch of a button. Create a “dinner” scene that dims lights and lowers shades when you and your family sit down for your evening meal. Or create a “goodnight” scene that turns off all your lights and closes shades before you drift off 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.

For more information, visit casetawireless.com.



Caséta® Wireless works with Amazon Alexa

She'll get the lights for you—just say the word

Caséta Wireless brings the convenience of a smart home to your fingertips with lighting and shade control. And now, Caséta Wireless works seamlessly with Alexa, Amazon's voice service that responds to questions or commands. You, or anyone in your family, can tell Alexa to turn lights on, off, or dim them to a favorite level. You can even control multiple lights at the same time.

If you need to be quiet, you can still use the Pico® remote control to adjust lights, rather than asking Alexa to do it for you.

In order to use Alexa with Caséta Wireless, you'll need an Amazon Echo, Dot, Tap, or Fire TV with voice control. You'll also need to install the free Amazon Alexa app on your Apple®, Android™, or Amazon device.

For more information please visit casetawireless.com/alexa.

Featured Showroom



Echo Systems

Omaha, Nebraska



Photos courtesy of Echo Systems

Echo Systems is the residential/commercial automation and lighting division of Echo Group, Inc., and boasts a 12,000 square foot experience center. Here, visitors can walk through a dream home complete with the latest smart home technology, including lighting control and automated shades.

We talked to Doug Dushan, marketing coordinator/senior sales consultant for Echo, about their showroom and the value of “seeing the experience” for their clients.

Echo Systems is a result of the merger between the Echo Lighting and Echo Tech divisions of Echo Group, Inc. What was the impetus for the merger?

Doug: The merger in 2012 was the result of several factors. The sustained growth of the Echo Tech division eventually led it to exceed the volume of the Echo Lighting Design Gallery. We recognized both an overlap in the client base as well as a need for uniform management structure and direction.

Prior to the merger, what was the showroom like in Echo Lighting?

The Echo Lighting Design Gallery featured a large expanse with hundreds of fixtures and included hearth room, bedroom, and dining room vignettes.

Echo Systems overlaid their technology into those vignettes, as well as a board room and a private theater.

What was your goal in creating your new experience center?

Our goal was to build a space to show the many aspects of what Echo Systems does under one, very impressive roof. We wanted to create a high-caliber experience that would demand that anyone building or remodeling within a couple hundred miles would owe it to themselves to check it out.

Did you look to Lutron's experience centers for ideas?

Echo System's Vice President, John Palser, took inspiration from Lutron's experience centers from his early days designing HomeWorks® systems. Visits to multiple Lutron experience centers over the years left a significant impression on both John and his staff.

At 12,000 square feet, your experience center is huge. How many rooms does it have?

We feature a lobby, sitting room and landscape area prior to the “home” portion of the showroom. The “home” contains a foyer, hearth room, kitchen, dining room, home office, master bedroom and bathroom, Man Cave, and home theater.

We also feature an executive conference room and production room.



Featured Showroom

Your experience center is a showcase of technology, but yet, a lot of it is hidden.

Homeowners desire technology, but they also want to be able to conceal it. That's why we wanted our beautifully designed spaces to feature the most advanced technology, but with minimal visual impact.

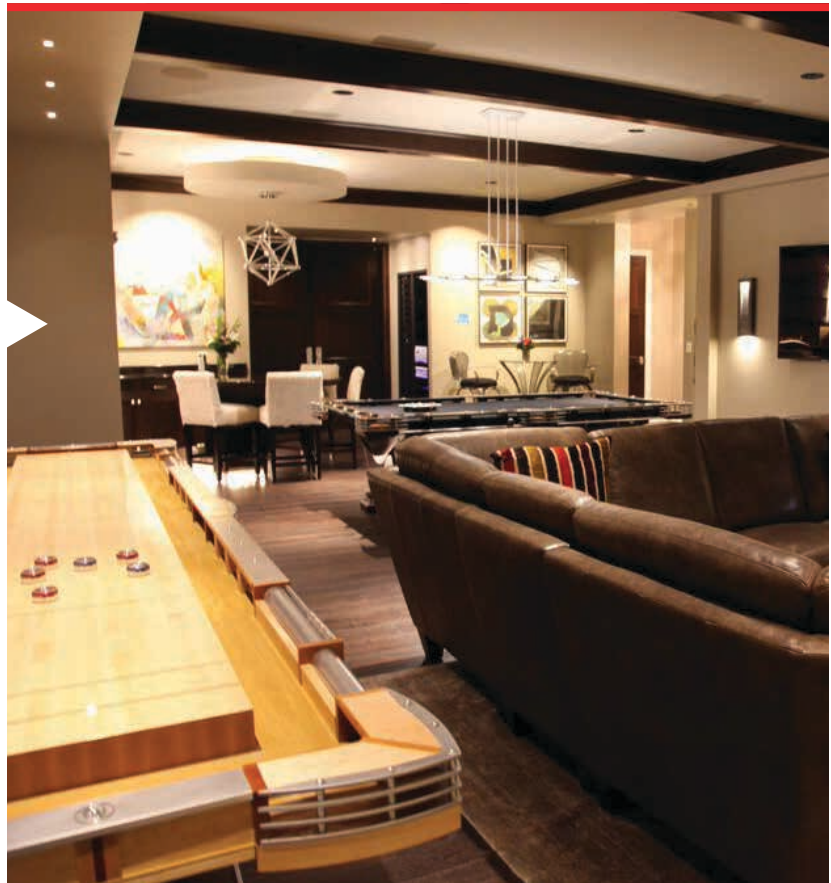
For example, the hearth room features a mirror TV and a completely concealed, high-performance theater system that lowers out of the ceiling (using Savant Pro) at the press of a button on a smartphone.

The master bedroom, bath, and shower all have hidden speakers and televisions behind mirrors and art lifts.

The landscape area has a 96-inch Stewart Starglass wall that transforms into a large outdoor video display, with the DPI projector concealed in a scissor lift in the ceiling on the other side of the wall.



Our Man Cave, though, is another story. This is our monument to technology. Here you'll see a 98-inch, 4K display showing video tiling. A curved television overlooks custom billiard and shuffle board tables. And a granite/wood bar is expertly lit with a custom mirror TV and a \$250,000 two-channel audio system.



What Lutron products do you have in the experience center?

The home contains a Lutron HomeWorks® QS system, so we can demonstrate lighting scenes throughout the space, as well as Lutron wireless (Roman and Venetian) and Serena® battery-powered shades. We have individually addressable Lutron drivers in the foyer, hearth room, kitchen, and dining rooms.

The executive conference room is illuminated by three fixtures from the Lutron Ivalo® Aliante® line. And we have a Serena battery-powered honeycomb shade that opens to reveal the back of our equipment racks. Here we can show clients what an engineered system looks like using proper wire management and Echo Systems standards, as we have nearly 15 miles of wire that terminates in this spotless room. We're also able to show clients a Lutron dimming panel.

In what rooms do clients most want lighting and/or shade control?

Most customers want lighting control in the main living areas, including the great room, kitchen, dining room, and foyer, as well as outdoor lighting. After that, they're requesting lighting control for the master suite.

Automated shades in the great room are a must for controlling light and glare and for protecting floors, furniture, and art from harmful effect of prolonged sun exposure.

Master bedrooms are also popular places for blackout shades.

Are your clients well-versed in the smart home? What are they looking for when they come to your experience center?

Some are. Many clients are initially intimidated by technology but they want their home to have modern amenities. Once they see that their home can look the way they want and that the technology is simple and reliable, they're strong advocates.

How has your business changed over the years, aside from building your experience center?

Our client base has grown substantially. Focusing on aesthetic integration of technology has been a game changer for us.

Can you share some best practices for successful showrooms?**Give everyone a tour!**

Every single person who walks through the door should see what you offer. And then they'll tell their friends, and the word will spread.

Featured Architect



Brion Jeannette Architecture

Newport Beach, California



Photos courtesy of
Brion Jeannette Architecture

This month takes us to the coast of southern California, where we talked to Brion Jeannette, lead architect of Brion Jeannette Architecture. The firm, which was established in 1974, is known for designing innovative, engaging, and energy efficient private homes and estates in the U.S. and throughout the world.



Brion shared his thoughts on lighting and shade control, and how these solutions contribute to sustainable design.

Do you consider lighting/shade control essential to a home's building blocks or simply "nice to have's"?

Brion: Lighting control systems are expected in every new or significantly remodeled home. They're not the "future" anymore –they are very much "today!"

We like to employ lighting and shade control in all of our projects in one form or another, because these solutions generally make a home more comfortable. When shades are synchronized electronically to the solstice we can reduce heat gain as well as fading of wood floors and fabrics. Quality shading fabrics also allow people inside to enjoy their views while reducing glare.

How do lighting and automated shading control contribute to your sustainable designs?

Sustainable design means working with the environment to reduce the use of electricity and other natural resources. Intelligent and sophisticated lighting and shade control systems, like those from Lutron, go hand-in-hand with our architectural objectives. Lutron's lighting control systems allow us to selectively reduce lighting wattage for specific areas, times of the day, or for particular uses. Astronomical time clocks ensure energy savings without having to think about it.

Automatic shade control allows us to buffer the intensity of sun pouring into a space to lessen heat gain, reducing the need for air conditioning and the subsequent cost of electricity. Likewise, during the colder winter months, raising shades during the day allows the sun to warm living spaces, reducing the need for heating systems.

Featured Architect

If your clients specifically request lighting and shade control, what they are seeking?

Our clients expect the convenience and efficiency of lighting and shade control systems. They want to be able to turn all their lights off or turn on a designated area with the touch of one button. No more wondering if you left the closet light on. No more coming home to a dark house.

Lighting and shade control provide a greater sense of security while also reducing utility costs.

What trends are you seeing in lighting and automated shade control and how can those trends be adapted for the average homeowner?

I think the trend is that today's homes would seem obsolete without these controls. Lighting and shade control are even common in remodeled homes and upscale merchant housing.

For your California clients, LED lighting is probably a given. But what about your clients elsewhere? Do you find those clients requesting LED lighting?

Our clients seek our firm because we implement sustainable, energy efficient, environmentally sensitive homes. The LED lighting systems are an important tool for reduced energy usage on all of our projects worldwide. We use them even for projects in Saudi Arabia.

Today, the wide spectrum of Kelvin and wattage available coupled with the variety of fixture types allow so much flexibility in lighting that it's inconceivable to use anything else. LED lighting is good for the homeowner and the environment.



Lighting and shade control
provide a greater sense
of security while also
reducing utility costs.





What are some of the most common design challenges with LED lighting?

Most of the challenges of years past are resolved. But if the fixture isn't compatible with the switches installed the LED can pulse or blink, which is unacceptable.

How easy/difficult is balancing energy efficiency with aesthetics?

I believe energy efficient, sustainable homes are complemented by the personal scenes that lighting control systems can provide. Being able to create scenes gives a homeowner beautiful aesthetics—while he's also getting energy-saving benefits from that lighting control.

How long have you been using Lutron solutions in projects, and why do you use them?

I have been incorporating Lutron solutions in our homes for over 25 years. The ability to create lighting scenes while saving energy is the hallmark of Lutron lighting and shade control.



I read that nature inspires you. Can you please elaborate on that?

My projects live following the solar axis. We use natural, non-carcinogenic materials, allowing the cooling breezes to cool our homes. More importantly, we orient glazing systems for heating in the morning hours and turn away the afternoon heat gain by orienting the windows away from the sun or utilizing shade control—deep overhangs and shade systems.

Working with nature plays an important role in our decisions. I am inspired designing homes that take advantage of the organic natural benefits of the site while utilizing a high level of technology to support sustainable, exciting architecture.

A photograph of a window with light blue curtains and a wooden floor. The curtains are partially open, revealing a bright, out-of-focus view of the outdoors. The floor is made of light-colored wood planks.

Design Line

Bringing shades ideas to life

Creating custom, manual and motorized window treatments is a craft that involves taking a design from concept to completion. And that's no small feat.

But Design Line, located in Tustin, California, has risen to the occasion.

This custom shades fabrication workroom serves high-end interior design firms whose clients often have several homes. Established in 1983, Design Line manufactures drapery, fabric shades, and custom valances. They sell wholesale to the trade only.

Mark and Claudia Seay, company owners, shared a snapshot of their business with us.

Keys to their success.

We have amazing people working with us. Our seamstresses are always looking to find new techniques to improve construction so our drapery will maintain that high-end custom look. Our installers are the best and do everything they can to make sure the job looks good when they finish. And our office manager orders and tracks everything needed to keep a job on schedule. She's also a whiz at pricing out hard window coverings.

The design process.

We meet with the designer either at our business or at the job site to discuss treatments. The job is then measured and estimated. Once the job goes into production the designer is always welcome to come by to "play" with the fabric and tweak the treatment.

How they work together.

We both estimate jobs and consult with designers on material/treatment functionality. We're always happy to meet with our designers at their job sites to brainstorm solutions for difficult windows.

Mark does the majority of the measuring, with Claudia helping on the larger projects. Mark is on job sites during the early construction stage to advise on placement of electrical and design of pockets to accommodate our window treatments.

Claudia keeps track of projects as they go through production. She watches for issues with fabric or style in order to head off any problems, and she alerts designers if changes are necessary.

On motorization.

About 15% of the drapery and fabric shades we manufacture ourselves are motorized. About 30–40% of the woven shades and 70–80% of the solar shades that we provide are also motorized.

We're seeing more and more requests for motorization, especially with new construction.

What's trending.

In terms of automation, we're seeing battery-powered shades becoming more common for existing homes. Not having to break into walls to run wiring is a big selling point to motorize a treatment.

We seem to be in a period of wanting things to be cleaner and simpler, not so formal. So we're manufacturing fewer fancy valances and doing simpler drapery installed on decorative hardware. Our fabric shades have also become simpler, as they're mostly flat Romans.

We're also seeing more grays and soft tones in natural fibers, especially linen.

How To

Maximize your Website

Tips for standing out from the crowd

If you build it, they will come. But will they stay?

In today's business world, having an effective website means not only generating traffic to your site, as opposed to a competitor's, it also means enticing customers to look around and then return.

Looking for more site loyalty? We've put together 16 best practices to keep in mind for creating a user-friendly and effective website.

1

Highlight the benefits you bring to customers. Don't just tell them what you do. Yes, you sell lighting fixtures—but what else do you bring to the table that delivers value?

For example, do you offer free consultations? If so, tell your customers about that on your site's landing page. Does your showroom have interactive vignettes? Give customers a taste with a quick (5 second) video clip.

2

Invest in **market research** to find out what's important to your customers. You might be surprised to find out what they say.

3

Grab your customers' attention with a beautiful photo or catchy headline.

4

Identify your brand values—such as personalized attention or a large selection of “Made in America” products, and make sure they speak to your customers.

5

Create a **professional brand look** and feel. Then make sure your branding, including design (colors, fonts, type sizes) and tone of voice, is consistent throughout your site.

6

Keep your site **free of clutter**. Less is more. Try to have a good balance of text and photos on a page. Avoid overwhelming your customers with too many animated GIFs on a page.



7

Make sure your site is **easy to navigate**. If customers have to click too many times to find the information they're looking for, they'll leave. Break information up with heads and subheads so it's simple to scan, and don't overload a page with information. Also avoid intricate fonts. They might look impressive, but they'll be more difficult for people to read.

8

Invest in photos or videos of your showroom/vignettes and to highlight new products.

11

Provide added value by **sharing expertise** from you and your staff. This can be as basic as a lighting tip of the week. Or you can provide more in-depth information, such as the best lighting design for a dining room (taking into account layering light to accommodate activities, such as eating, as well as decorative light to highlight features/furnishings).

12

Update your content, including images, regularly. If you have a blog, keep it current. Providing new content gives returning customers a reason to stay on your site.

14

Make sure you have a search function.

15

Offer something in return for capturing customers' email addresses, which you'll want for email marketing purposes.

16

Make sure your website is **accessible on a number of platforms/operating systems**, including Chrome, Firefox, and Safari, as well as optimized for mobile devices.

9

“

Include testimonials from customers, particularly those about excellent customer service.

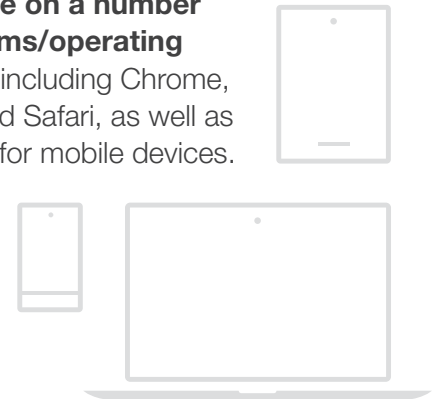
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10

Make it personal. Use an “About Us” tab to tell your story. Include photos of your team; if you have a small staff, include their background/or their role on your team.

13

Provide clear—and many—calls to action, such as “stop by and see us” or “connect with us.” Make sure your contact info (phone, email, physical address) is accessible on every page. You want to make it easy for customers to get in touch with you.



Building a Better Business Card

A.D. Cola Lighting in Natick, Massachusetts, launched their website in 1998. Since then, the site has gone through numerous revisions in order to keep its design, content, and products up to date.

Ed Colasacco, owner/manager of A.D. Cola, talks about how they turned their website into a powerful business card for their marketing arsenal.



What are some of the major changes you've made since launching your site?

Ed: One major change is that we hired an advertising agency to manage our website. Originally we tried to manage our website ourselves—creating content, adding photos, pricing, and a vendor list—because it was a big expense to have someone else do it. But we failed because we just didn't have the time or expertise to keep up with everything and make it look professional.

Our agency handles the website and the advertising for the site. That helps tremendously with linking our promotions, ads, and website content together.

We also have a provider for our online catalog. When we launched our site we only showed product, but then we updated the site to include an online store.

And we have a dedicated in-house employee—Diane—who is in charge of the site.

Do you use online marketing?

Yes, we have cut out almost all print and Yellow Pages ads and focus our spending on our website and online advertising. We currently have a presence on Facebook and Houzz. We started this about a year ago at the suggestion of our advertising agency. They do the research that helps us make our decisions.

We also have an online campaign, mainly with Google, that targets consumers in our local area.

However, while we advertise/sell product online, our main focus is to use our website as a tool to get local consumers to come into our store, where our service sets us apart.

You have an email marketing component on your site. Who manages that? Do you have a high rate of customer engagement?

Our advertising agency also handles our email marketing. We do a good job of getting people to sign up for our email list, but like anything, we're always looking to improve.

Right now we're offering customers a discount coupon when they sign up, which helps get people in the door.

You need to give people a reason not to just come to your site, but to come back.

Does someone review the analytics for the site/make recommendations?

Yes, our advertising agency helps analyze the data and provides recommendations. We do pretty well on our own, but they are the experts and are invaluable at helping us make good decisions.

Do you create a yearly marketing calendar?

Absolutely. We sit down in November to plan for the following year. That being said, we'll change up ads or campaigns based on what we see in the marketplace or if there's a new, exciting product we want to promote.

How often do you update/refresh content?

Updating content happens constantly. We may go a month or so at the most without making changes on our site, but we're always working in the background on the next change. Customers always want to see something new. You need to give people a reason not to just come to your site, but to come back.

Can you share any hits and misses?

We've had great success promoting Lutron on our site. We show our custom Lutron displays that we built as well as share content about Lutron product. This helped us to win the "Best Presence on Showroom Website" award for Five-Star Lutron showrooms.

Our latest addition is content about Caséta® Wireless and a link to a Caséta Wireless video. The connected home is bigger and bigger these days and Caséta Wireless is an easy way to get customers on board. This content, combined with exposure in our showrooms and employees who are trained on Caséta Wireless, really helps us sell this product.

One miss we had was when I thought we were overdoing it with a specific Facebook campaign and I told our agency to stop running the ads. Our numbers dropped drastically. At their advice we put the campaign back up and our stats recovered nicely. This was a good learning experience—trust the professional's advice!

What are some of your best practices/do's and don'ts?

Simply put, do pay attention to your whole website and online marketing, and don't forget about it. Some ideas work well and some don't work at all. You just have to stay on top of it. We put a lot of resources into our advertising agency and dedicated in-house marketer. Without their efforts our site would get stale quickly.

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 2016 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.

2016 5-Star Showrooms

A.D. Cola Lighting — 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 Systems — 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
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
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

Kathy Mourlot

ALA Certified Lighting Consultant

Idlewood Electric Supply Inc., Highland Park, Illinois

You've been at Idlewood for 16 years. How did you get started in the industry?

Before being transplanted to Chicago in 1980, I was a manufacturing rep in Ohio for a wall covering company. I'd always been intrigued by lighting, so after I moved to Chicago, I began working at a local lighting showroom. I've been in the industry ever since then.

What do you love about the lighting industry?

My favorite aspect of lighting is that it enhances all the other design elements in a space. Lighting has the power to transform a dull, basic room in any home into a dynamic focal point.

I also love the fact that the lighting industry continues to evolve, both in regard to design and technology. It's incredible to see how far we've come from a rotary dimmer to integrated lighting controls systems, where you can turn on your lights and alarm system even when you're away on vacation.

And because the industry is constantly changing, there's always something new and exciting to learn.

How do you approach lighting control with your customers?

When I'm working with customers, I'll not only talk about the fixtures, but how necessary it is to control the lighting as a whole. From basic dimmers to an integrated system controlling the lighting, alarm systems, shades, and more, it's very important for customers to understand their myriad of options.

Dimming can dramatically change the ambiance of a room and many customers will always make a point of wanting their lighting choices to be dimmable, especially with LEDs. With whole and partial home control systems becoming more readily available to the everyday consumer, the importance of this conversation with our customers is essential.

What trends are you seeing with customers?

The biggest trend I'm seeing is LED technology. Many customers are looking to convert all of their lighting to LEDs. Other trends include:

- Customers wanting to control their whole house—including lighting, temperature, and shades—all from an app on their smartphone.
- Classic, understated designs that will endure with time, instead of in-the-moment fixtures.
- Customers asking for integrated LED fixtures. LED fixtures used to be only modern and contemporary, but now customers who have a transitional style have more options.



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 1.844.LUTRON1.



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®**