



Lightshow

Spring 2014



Lutron Electronics
7200 Suter Road
Coopersburg, PA 18036

World Headquarters
1.610.282.3800

Technical Support Center
1.800.523.9466

To view online or to register
for your next issue visit
www.lutron.com/lightshow.

Lightshow is published three times a year.

© 05/2014 Lutron Electronics Co., Inc. P/N 367-2109 REV H

Lightshow

Spring 2014

02 The Main Story Introducing Caséta™ Wireless

06 What's New Glass Faceplates

08 Featured Showroom Lighting Unlimited

10 Trends Color: 2014 and Beyond

12 Featured Designer Michael Trent – Lighting Unlimited

14 LED Lighting Ivalo® Lumaris™ LED Linear Lighting

16 News and Events

18 How-to Guide Choose a Lutron home control system

The Main Story:

Introducing Caséta™ Wireless

Offer your clients the convenience of light control,
anytime, anywhere

Who hasn't settled down to watch a movie, only to realize the lights are still on? Or come home to a dark house after work, or a night out, and fumbled to find the light switch in the entry?

With Caséta Wireless, you can offer your clients an affordable light control solution that eliminates inconveniences such as these—while giving them the ability to create just the right lighting in a room.

The premise is simple: Caséta consists of an in-wall dimmer, a plug-in lamp dimmer, and a remote. Simply replace a standard switch with an in-wall dimmer, or add a plug-in lamp dimmer to a table or floor lamp, and your clients can control the corresponding lights with the remote.

The remote, which is the core component of Caséta, is flexible. A client can hold it in his hand, mount it to a tabletop pedestal, or mount it to a wall (without cutting the wall and running wire) for an additional point of control. He can also use it with the car visor clip for light control from his car. And he can pair it with multiple dimmers, so he can dim more than one light at a time.

Caséta Wireless dimmers work with dimmable LEDs and dimmable compact fluorescent bulbs (CFLs), as well as incandescent and halogen light bulbs, giving your clients options when it comes to bulb choices.

These dimmers also help dimmable LEDs and CFLs perform better than when used with standard dimmers. When dimming LEDs and CFLs with Caséta Wireless dimmers:

- lights will always turn on
- lights will stay on as you dim them
- lights won't flicker

To round out your client's system, you might want to suggest shade control, which is a great addition to light control. Our Serena® remote-controlled shades are wire-free and battery-powered, so they're easy to install. They're available in roller and insulating honeycomb styles, which you can control from anywhere in the room with a remote control.*

For more information on offering your clients Caséta Wireless, please visit **www.casetawireless.com**.

* Shades and lights are controlled independent of one another, using separate remote controls.



The Main Story:

Meet the Family

Create an affordable light control solution with just a few components



Remote control

- Battery powered
- Features a 10-year battery life
- Mount anywhere



In-wall dimmer

- Controls wall and ceiling lights
- Install in as little as 15 minutes
- Doesn't require a neutral wire



Plug-in lamp dimmer

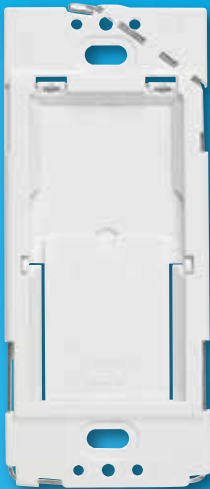
- Controls table and floor lamps
- Features two receptacles for simultaneous control of two lamps
- Plugs into a standard wall receptacle

Remote control accessories

Get the most flexibility from the remote control with these accessories:



Car visor clip



Wallplate bracket



Tabletop pedestal

Reliable control

Caséta™ Wireless utilizes Lutron's patented Clear Connect® wireless technology. This technology works around corners and through walls, and the quiet frequency band is essentially free of interference, so Caséta Wireless dimmers won't be affected by other wireless products.

Coming soon

What could be more convenient than controlling your lights from a remote? How about controlling them from your smart phone—from anywhere?

Your clients will be able to do just that this summer, with the introduction of an app for Caséta Wireless dimmers and Serena® shades.

Stay tuned!



What's New:

Glass Faceplates

A fresh aesthetic

Glass faceplates add drama and another level of dimension to a room. The translucence of the glass captures light, softening ceramic tiled walls or beautifully accenting glass tile—making these faceplates the perfect complement to contemporary, traditional, or transitional décor.



Green Glass

- High-quality glass is heat-strengthened for durability
- Available for a wide variety of Lutron controls
- Laminate layer protects paint on back of faceplate



White Glass

- Only Lutron glass faceplates are available without screws, for a clean, sophisticated design
- Glass faceplates are available in Clear or Green glass on a white background.



Featured Showroom:

Lighting Unlimited

Houston, Texas

To kick off 2014, we're featuring Lighting Unlimited, a Lutron 5-Star showroom in Houston. Established in 1995, Lighting Unlimited stocks over 10,000 different products and caters to both residential and commercial customers.

We spoke with Bernard Woolf, Lighting Unlimited's CEO, about trends and how his business has changed over the years.

You've been working in lighting since you were 16. How did you get your start?

Our family business—contracting supplies and switchgear—had a tiny lighting section. I thought it was far more interesting to play around with different effects from light bulbs and tubes than with conduit fittings. Also, the residential dimmer was just starting to make an appearance, which was exciting.

Houston



You have such a large showroom and extensive selection of products. How do you keep your customers from feeling overwhelmed when they walk in the door?

Yes, seeing 200 ceiling fans at one shot is overwhelming. The fact that our showroom is divided into various areas helps. But what it really comes down to is helpful, caring assistance. We're a very customer-friendly showroom. Our people are always on patrol to answer questions and make meaningful contact with customers.

What sort of trends are you seeing?

Vast changes are taking place. Decorative lighting is simplifying at a rapid rate, with the majority of our clients requesting simpler lines, even on a traditional chandelier. Very few clients are asking for fixtures laden with oak and acanthus leaves.

Homeowners are also asking more technical questions about dimming, LEDs, and low voltage lighting. And our sales people have to be able to supply much more technical information than ever before.

How do you stay ahead of the latest trends?

That's the 64 million dollar question. We are aware of design and architectural trends. We also watch the fabric and furniture industry, as well as plumbing trends. And I visit a lot of art galleries. All of that gives you a feel for where we are heading. It's also a gut feeling!

How has your business changed over the years?

The internet, which makes comparison shopping so easy, is the 500-pound gorilla. So we spend a lot on showroom upgrades and are always trying to improve the experience for our clients.

We also continued our in-house lighting design department which began in our light bulb store in 1992. Whenever we expanded, it expanded. We now have three full-time people in that department.

And we recently added a stand-alone LED center. While a portion of our showroom is devoted to LEDs, we felt we needed that department to be more important and to allow for a huge expansion in the category.

How important is your showroom's online presence?

We're not too interested in trying to sell lighting on the web. The competition is too fierce for the margins that can be achieved. We do pay attention to social media and monitor Twitter, Facebook, Yelp, Google, and our own websites daily. We're also currently working on an online series of informative articles directed primarily to the homeowner.

In your opinion, what are some best practices for a successful showroom/ delivering the best customer experience?

As an owner you lead from the front. Keep your people happy but respectful. Make your customers your friends through service, attitude and a quality, trouble-free range of product. If a problem crops up – take care of it immediately.

Where do you see your business 5 years from now?

I see us as being more technical, but not forgetting our simpler roots. We'll be making an LU shopping experience much more exciting. Five years is a long time in today's world!

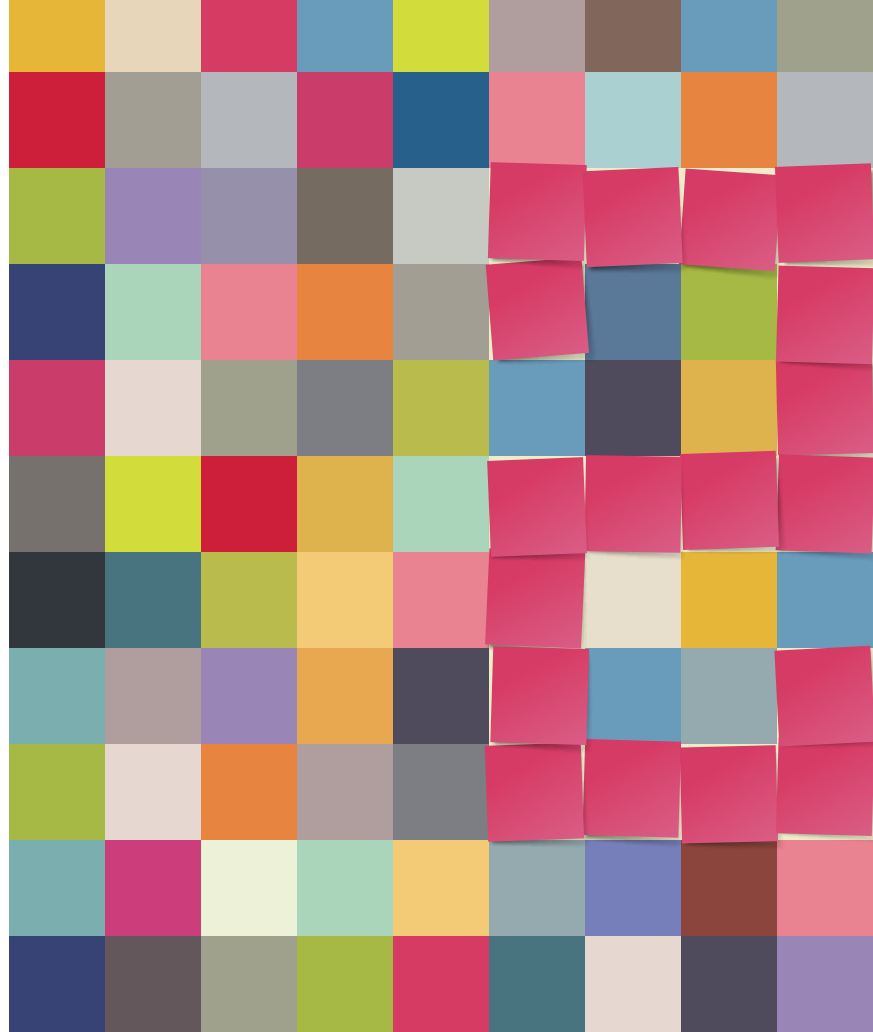
Trends:

Color: 2014 and Beyond

Three years after Pantone named Honeysuckle color of the year, the organization looked to the garden again, naming **Radiant Orchid** its 2014 color of the year. Described as “a harmony of fuchsia, purple, and pink undertones,” this warm tone works well as an accent color, adding intrigue to any space.

Pantone suggests using Radiant Orchid to liven up neutrals, including gray, beige, and taupe, complement olive and deeper hunter greens, or pair with turquoise, teal, and light yellows for a gorgeous combination.

And if you’re looking to get a jump on what’s coming down the pike, the Color Marketing Group has released its 2015 North American Color Palette. The 24 colors in this group range from earth tones such as copper rivet, toad stool, and moss appeal, to bright tribal red and berrylicious, as well as more subdued powdered and gossamer.



A passion for paint

Michael Shamassian, President of Shmaze Custom Coatings, was a guest speaker at the Color Marketing Group’s 2013 International Summit, where he presented “Where color meets the road.”

According to Mike, he’s had a passion for paint since the 7th grade—a passion that evolved from painting cars in his high school’s autobody shop into his current business, which is located in Lake Forest, California. His primary customers are cutting-edge commercial companies that manufacture cars, consumer electronics, sportswear, and medical devices, and his client list includes Nokia, Blackberry, and Nissan.

We asked Mike about his business, and where he thinks color is going this year.



Are your clients becoming more particular about color? That is, are they coming to you knowing specifically what they want and don't want?

Clients are definitely becoming more particular about color; they hire or have their own in-house design professional, and they come to us with their colors already picked out. Then we make those colors happen. So essentially designers form a concept, they come in and sit with us, and we figure out how to make what they really want. And we make sure we respect the art of creating a product; we preserve that color for the designer.

What trends are you noticing this year?

I'm seeing super bright neons and clean fluorescents— sophisticated brights and cleaner pigments with cleaner colors and more sophisticated trim. And I'm seeing a lot of materials, such as steel, concrete, and wood,

which look aged and worn. Customers are also asking for metals with a patina, and we're seeing requests for targeted, refined texture for products, including burlap and wood for sunglasses.

In your opinion, what influences color trends?

I feel color trends in the U.S. are influenced by politics, economics, and trendsetters, as we're enamored with athletes and movie stars. Sometimes colors are also influenced by the limitations of the market—that is, where the manufacturing is based.

What fuels your creativity?

I like the challenge of being able to pull off a job, I love being innovative and cutting edge, meeting great people, and nailing deadlines. I also love getting that awesome color out of a client's head.

Featured Designer:

Michael Trent

Lighting Unlimited Houston, Texas

This month we talked to Michael Trent, a lighting designer with Lighting Unlimited—our featured showroom for this issue (see page 08). Michael, who has worked in the lighting industry for just over 22 years, shared his thoughts with us about what he does and the increasing popularity of LEDs.

What's your background, and what intrigued you about lighting design?

I have a Bachelor of Fine Arts in graphic design and took several architectural drafting classes. Lighting design let me combine the two disciplines.

Do you work on commercial as well as residential projects? If so, which do you find the most challenging, and why?

I work on both residential and commercial projects. I enjoy residential more, because I can usually be more creative in homes than in stores or restaurants.

For example, in one house I used low voltage, 3-inch LED recessed fixtures for all of the recessed applications—and there were about 350 of them. The homeowners built the house mainly for their art collection, so I used more dedicated wall wash fixtures than in any house I have ever done.

What residential design trends are you seeing?

I'm seeing more and more LED fixtures and light sources in residences, and thankfully, less fluorescent (though we still use fluorescent fixtures in garages, some closets, and some under cabinet areas in work spaces and laundry rooms).

How has the phase-out of the standard incandescent bulb affected your designs?

Well, I've always preferred halogens, especially low voltage, so the phase-out hasn't really affected my designs. And now with the evolution of LEDs, I'm using them much more often. They're becoming more popular with clients, especially for under cabinet and tape lighting applications. We use a large amount of LED recessed retrofit lighting, as well, and I've done several spaces using only LED fixtures.

What inspires you?

Good design inspires me. I prefer simple, clean lines, with more contemporary plans. Living in Houston, I see a lot of traditional plans, but contemporary houses are becoming more popular.

The new LED products inspire me, too. Some of the LED products I'm using more often are the smaller, really efficient, and good looking light fixtures that are now available, and all the new fixtures with high CRI and color temperature options, no matter whether they're recessed, track, under cabinet, or simple tape lights.

And of course, I'm also inspired by enthusiastic clients who are receptive to different ideas!



LED Lighting:

Ivalo® Lumaris™ LED Linear Lighting

Looking for high-quality, LED linear lighting that also dims reliably?

Try Lumaris.

Lumaris, from the Ivalo Collection, guarantees compatibility between LED fixture, driver, and controls, while delivering flicker-free dimming down to 1%.

Lumaris is standard with the new Lutron UL Listed Hi-lume® A-Series LED driver, and is available in flexible lengths, multiple color temperatures and color finishes, making it ideal for a variety of residential applications.

Add Lumaris for sleek illumination:

Under Counter—accent lighting that can help set a mood

Cove—indirect/uplighting that adds warmth and ambience

Under Cabinet—task lighting that illuminates countertops

Path/Step—practical functional lighting that increases safety (it's perfect as a nightlight)

Under Shelf—display lighting that highlights decorative features or art





For more information please visit lutron.com/lumaris.

News and Events:

“Best of Year” Award Winner

The Lutron Coulissee Collection—our stylish collection of motorized shade fabrics—won a “Best of Year” award from *Interior Design* magazine. The *Interior Design* Best of Year Awards is the preeminent design competition recognizing superior interior design products and projects.

On December 5, 2013 over 900 people from the design community (designers and manufacturers) gathered in New York City for the 8th annual design competition. Award winners were selected from over 1,800 project and product submissions. The Lutron Coulissee Collection was selected as the winner in the Window Treatments category.

Lightfair International

June 3-5
Las Vegas Convention Center
Las Vegas, NV
Visit us at booth 2925

Dwell On Design

June 20-22
Los Angeles Convention Center
Los Angeles, CA
Visit us at booth 1515

Dallas International Lighting Market

June 18-21
Dallas Market Center
Dallas, TX
Visit us at booth 3301

AIA

June 26-28
McCormick Place
Chicago, IL
Visit us at booth 2431

Become a Lutron Star Showroom Today!

Star Showrooms represent the ultimate Lutron destination. At a Star Showroom you can see, touch, and experience Lutron products and solutions in a fully functional environment. Each Star Showroom is handpicked and certified by Lutron as one of a select number of locations throughout the U.S. and Canada.

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

Star Benefits

- Free and discounted products for showroom demo use
- Lutron Star Showroom plaque awarded annually
- Supporting materials for residential influencer events
- 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.



2013 5-Star Showrooms

Allied Lighting—Costa Mesa, CA
Bayshore Lighting—San Carlos, CA
Black Whale Lighting—Encinitas, CA
Boiteau Luminaire—Quebec City, QC
Bright Light Design—Newark, DE
Cabinet and Lighting—Reno, NV
Connecticut Lighting—Hartford, CT
Cost Plus Electric—Englewood, CO
Denney Electric—Ambler, PA
Echo Lighting—Omaha, NE
Energy Plus—Santa Rosa, CA
Feldman Brothers—Paterson, NJ
Franklin Empire—Ville Mont-Royal, QC
Gross Electric—Toledo, OH
Hunzicker Lighting—Oklahoma City, OK
Klaff's—South Norwalk, CT
LBC Lighting—Arcadia, CA
NEW! Light Bulbs Unlimited—Winter Park, FL
Lighting Concepts—Lewiston, ME
NEW! Lighting Unlimited—Scottsdale, AZ
NEW! Lighting Unlimited—Houston, TX
Lofings Lighting—Sacramento, CA
NEW! Melatio—Dallas, TX
Metro Lighting—Chesterfield, MO
M&M Lighting—Houston, TX
NEW! North Coast Lighting—Bellevue, WA
Northwest Electric—Mount Prospect, IL
Passion Lighting—Grapevine, TX
Rittenhouse Electric—Ardmore, PA
South Dade Lighting—Miami, FL
The Lighting Center—Newington, NH
Union Lighting—Toronto, ON
Urban Lights Inc.—Kitchener, ON
Vaughan Electric—Woodbridge, ON
NEW! Vivid Concepts Lighting and Design—
Edmonton, AB
Wabash Electric—Fort Wayne, IN
Warshauer Electric—Tinton Falls, NJ
Wolfers Lighting—Allston, MA
Wolfers Lighting—Waltham, MA

2013 Star Category Awards

Lutron recognized winners of the 2013 Star Showroom Awards during a congratulatory dinner at this year's International Lighting Market at Dallas Market. The Star Showroom Awards highlight top projects and outstanding achievements from elite showrooms throughout the U.S. and Canada.

Congratulations to the winners of this year's awards!



5-Star Showroom of the Year
Lighting Concepts, Lewiston, ME

Lutron Vision Award
Lighting Concepts, Lewiston, ME
HomeWorks® Project of the Year
Northwest Lighting & Accents
Mount Prospect, IL

RadioRA® 2 Project of the Year
Passion Lighting, Grapevine, TX

Shades Project of the Year
Northwest Lighting & Accents
Mount Prospect, IL

Largest Home Systems Sales Increase
Hunzicker Lighting, Oklahoma City, OK



How-to Guide:

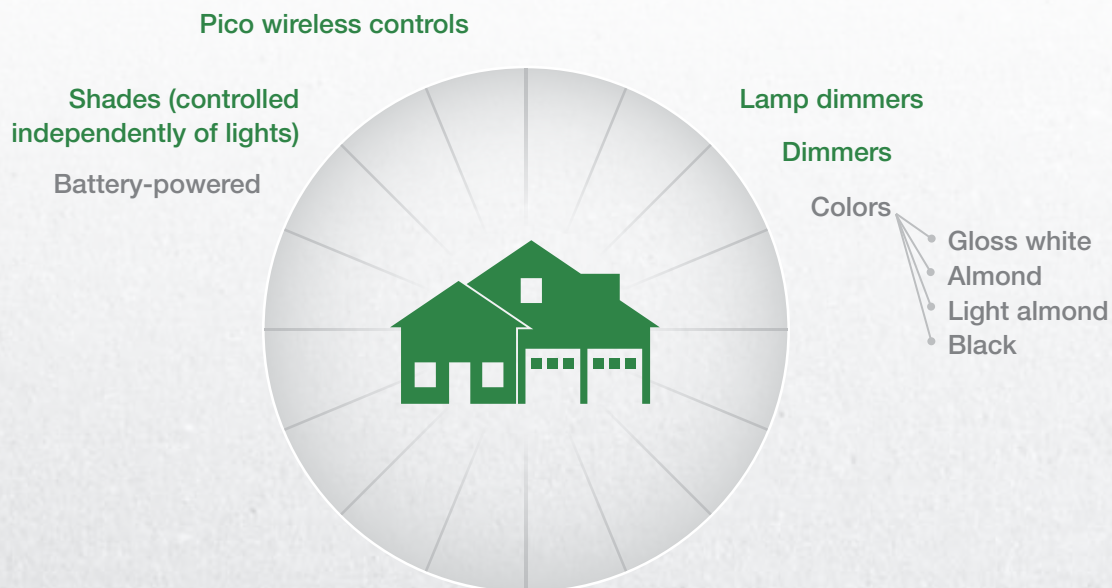
Choose a Lutron home control system

We offer three different home control solutions so homeowners can choose the one that best meets their needs and budget. In this “How-to”, we thought we’d share a quick overview of these solutions to give you a better understanding of what we offer.

The graphics on pages 18-21 list the components for each system; the colored text indicates components unique to that system, so you can easily compare system features.

Caséta™ Wireless

- Provides individual control in a single room
- Ideal for retrofit applications; no new wiring required
- One remote can control multiple dimmers
- Can add shade control (shades are controlled independently of lights)
- The most cost-effective solution





Inquiring minds

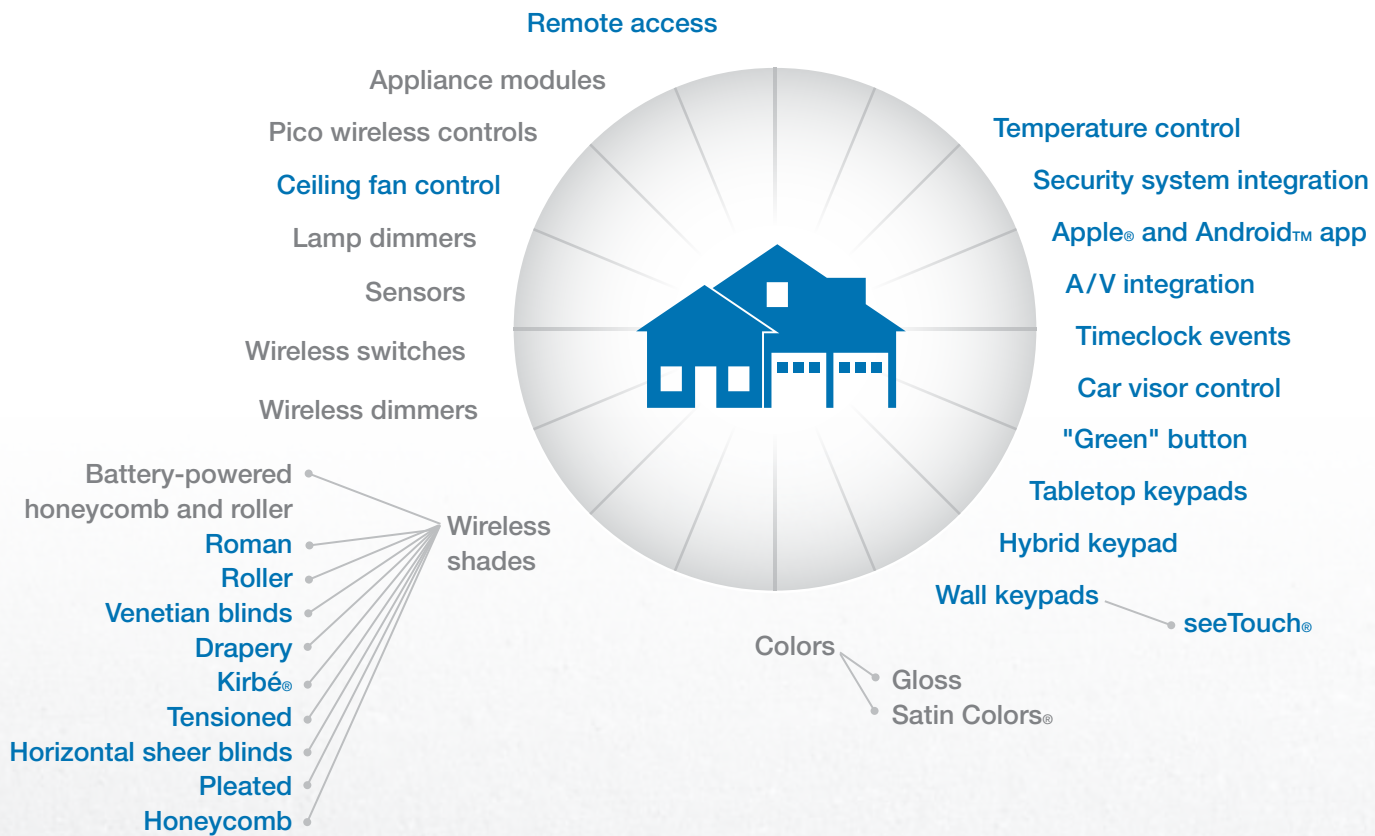
The following questions are a good starting point for helping homeowners pinpoint the amount of functionality they're looking for:

Do you want to:

- Provide individual control in a single room?
- Press a button so overhead lights and table lamps dim?
- Walk into a room and lights automatically turn on; walk out of the room and they turn off?
- Press a button and overhead lights and table lamps dim, and shades close?
- Press a button to control shades?
- Press one button to turn off all lights in a home?
- Control house lights from the car, couch, or bedside?

RadioRA® 2

- Provides coordinated control in a few rooms or a whole home (up to 5,000 square feet)
- Controls the full line of Lutron shades
- Can control temperature
- Can control shades and lights simultaneously
- Utilizes keypads
- Can integrate with security systems



HomeWorks® QS

- Wireless, wired, or hybrid system
- Provides coordinated control for an entire home (up to 30,000 feet or more)
- Offers the most keypad options, including customized keypads
- Hidden panels eliminate dimmers and switches on the wall
- Offers Vacation mode for added security while away from home for an extended time



Apple is a trademark of Apple Inc., registered in the U.S. and other countries.
 Android is a trademark of Google Inc. Use of this trademark is subject to Google permissions.



Dim

the newest bulbs?

Yes, you can!

If you want to dim the latest energy-saving bulbs and get the best results, you'll need a compatible dimmer.

Lutron C-L® dimmers were designed specifically for dimmable LEDs and compact fluorescents, as well as for halogens and incandescents.

Create ambiance. Add versatility. Install a dimmer.

C-L dimmers are available in a variety of styles from your local home center, lighting showroom, or from your electrical distributor.

www.YouCanDim.com



Diva® C-L dimmer



© 04/2014 Lutron Electronics Co., Inc. P/N 306-0066 REV A

