

Lutron®

LightShow

Spring 2010

A special publication for lighting showrooms

save energy • increase sales

The latest industry trends & news

 **LUTRON®**

save
energy
with
Lutron™ 

Show off your showroom

and give your business national exposure.

Lutron is currently compiling a best-of-the-best portfolio of showrooms from across the country. The book will showcase the most beautiful, unique, and effective use of showroom space in demonstrating lighting and lighting control, whether it's through the use of displays, vignettes, or entire experience centers.

Stay tuned for more information on how you can enter your showroom to be a part of this special publication or send inquiries to **lightshow@lutron.com**.

Space is limited—one showroom will be chosen for the main feature and receive a special grand prize.



Lutron® LightShow

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World Headquarters 1.610.282.3800
Technical Support Center 1.800.523.9466
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Commercial Projects— A Lighting Showroom Sales Opportunity

Today's successful showroom is focused on diversifying business with new customers and new product categories. With the residential housing market down, now is a better time than ever to search out different ways to drive sales.

The majority of lighting showroom customers tend to be homeowners, residential interior designers, and builders but many showrooms find themselves involved in small commercial projects, choosing fixtures, pendants, and sconces, as well as other lighting products and accessories.

By learning about what lighting controls can do for commercial spaces, you will not only uncover new business, but also increase sales on your current commercial jobs by providing better solutions to your designers and end users.

Restaurants are a great small commercial opportunity where providing the perfect visual setting with lighting is important. Choosing fixtures to complement a restaurant's décor is only the beginning. By adding lighting control, you give the customer the ability to make every fixture look its best and create just the right setting for any dining occasion.



Above and opposite page: inside Escalantés in Houston, TX; lighting by Lighting Unlimited

atmosphere



The patio at Café Annie in Houston, TX; lighting by Lighting Unlimited

Think of your showroom. Chances are you use low-wattage bulbs in your fixtures. Showrooms typically do so for three main reasons: to reduce power usage, to reduce heat, and to create a soft, attractive glow from within each fixture. A restaurant requires more flexibility than what you would get with a 15-Watt bulb, so the use of lighting control is crucial.

From the budget-friendly chains to fine dining establishments, there is one thing that all restaurant owners know they have to have: atmosphere. Choosing the right lighting fixtures and being able to control them is essential to creating the right mood. Décor and lighting define a space; in a restaurant they influence how you feel and create expectations of what your experience will be as well as the quality of food you'll be served.

Being informed about controls that are appropriate for restaurant applications is essential to capitalizing on these types of project opportunities. When you're knowledgeable not just about fixtures, but also about how to make the lighting in a space more functional, you bring more value to a project and provide an overall solution instead of parts and pieces.



Showroom Spotlight: Lighting Unlimited, Houston, TX

Those dining at Café Annie in Houston, Texas can't help but notice the glowing grand staircase or the striking bar made from a solid piece of illuminated onyx. What they won't notice as they dine is the subtle shifting of the light, achieved with the use of Lutron's LCP128™ lighting management system, that maintains the elegant ambiance throughout the night. Lighting Unlimited combined design, atmosphere, and control to help Café Annie create an unforgettable guest experience.

Design

Using mostly LED lighting throughout the restaurant, Lighting Unlimited produced an award-winning design. Beneath each stair on the grand staircase is an LED tape light, which gives the illusion that the stairs themselves are glowing. Inside the restaurant, the onyx bar, illuminated from behind by more LED tape lights, makes a design statement, while on the patio, LED can lights morph slowly, painting the space in an artistic wash of colored light.

Atmosphere

The lighting scene for dinner at Café Annie is about 30% lower than the lunch scene, but just try to pinpoint the moment when the restaurant transitions from lunch to dinner. Starting an hour before sunset, the lights levels slowly and subtly shift over the next 60 minutes so that when the sun goes down the restaurant is in its dinner scene.



The bar at Café Annie.



The American Society of Interior Design (ASID) recognized Lighting Unlimited for Best Use of Technology for their creative and effective use of LEDs in Café Annie.



These custom-made chandeliers used throughout the space also won an ASID award for Product Design.

Control

Behind the scenes, three Lutron LCP128 panels are at work to make it all happen. The built-in astronomical time clock knows what time the sun will go down on any given day. The lights in Café Annie are set to begin dimming an hour before sunset. In December, this starts around 4:30 p.m. and, without any adjustments being made, the process won't begin until around 7:00 p.m. in June.

Find out more about Lighting Unlimited at www.lulighting.com or contact them at (713) 626-4025.



Using Lutron seeTouch® keypads the staff at Café Annie can adjust the lights levels of an area or the whole restaurant, so if it's an overcast day and the lunch scene appears too bright in contrast, they can lower the light levels from a wall station control.

subtle control



Maestro® with occupancy sensor



Radio Powr Savr™ wireless occupancy sensor



Radio Powr Savr™ daylight sensor



GRAFIK Eye® QS wireless

What other controls should I consider using in a restaurant?

Occupancy sensors automatically turn lights on or off based on occupancy and also save energy by ensuring lights aren't on in unused spaces. These sensors are convenient in restrooms or areas where lights are often left on even when a space is unoccupied.

When the light outside shifts from bright sunlight, to cloudy, and back again, the atmosphere in a dining room isn't affected thanks to **daylight sensors** subtly adjusting the electric lighting automatically based on the amount of available daylight.

Controls like keypads and the **GRAFIK Eye® QS** replace banks of switches and clean up wall clutter.

Technology:

Taking Your Product Offering to the Next Level

Every customer that comes through your showroom door isn't looking for the same thing. If variety is the spice of life, then variety must also be the key to fitting every customer with the right solution. The more choices your showroom offers, the broader your possible customer base and the better your chances of not only staying afloat in a down economy, but growing your business as well.

Expanding into commercial projects and product offerings is one possible route, another is to take your residential portfolio to a new level with energy-saving technology and whole-room/whole-home solutions.

In September, Lutron unveiled its latest wireless innovation at CEDIA 2009: RadioRA® 2 (RA 2), which was introduced in the Fall 2009 issue of LightShow; if you've never worked with technology or systems before, RA 2 is an ideal place to start. It is a wireless light control system that provides convenient and intuitive control of lights, shades, audio-visual devices, and temperature in a single room or throughout a whole home.

RA 2 can scale from just two devices up to 200, allowing a homeowner to start the system in a single room and expand to many rooms or even the entire home. It is also the only system offering the choice of PC-based or button-press programming.



RadioRA® 2 seeTouch® keypads are easy to use, and the backlit buttons are easy to see, especially in the dark.



expand your business

RadioRA²

total light control



Goodnight



Dining



TV

ALA Conference Addresses the “Green” Opportunity

Each year the American Lighting Association (ALA) holds an annual conference for members, which provides top-notch seminars, expert speakers, and unrivaled networking opportunities. More than 470 member showrooms, manufacturers, manufacturer representatives, designers, associates, and their guests attended the 2009 ALA Annual Conference, held from September 13 to September 15, 2009 in Rancho Palos Verdes, California.

The conference speakers built on the theme of “Oceans of Opportunity.” Management Tools Inc. President Steve Mulvany, *E-Mail Marketing for Dummies* author John Arnold, and ENERGY STAR expert Paul Vrabel discussed how to take advantage of the business opportunities that exist now and how to be ready for the opportunities that will emerge as the economy recovers.

Paul Vrabel’s presentation discussed how to take advantage of the energy efficiency market by educating customers and sales staff as well as effectively merchandising energy-saving products. His presentation featured Lutron’s energy displays, literature, and websites as an example of how to successfully capitalize on the “green” movement.



display panels



energy display



lamp dimmer
display



eco-home
brochure



www.lutron.com/energy

How Can Your Showroom Play in the “Green” Game?

Make Every Fixture a Green Fixture

Don't wait for customers to come to you with questions about green lighting. Market yourself as able to deliver energy savings as well as the right design and quality of light. Put the power of design back in customers' hands. Let them pick the fixture they want and then make it green by adding light control.

How to Merchandise Green

Set up an energy savings section in your showroom or reinforce the green message throughout using Lutron’s various displays and eco product offerings.

Lutron Subsidiary, Ivalo Lighting Wins Award

Winners of the seventh annual Lighting for Tomorrow competition were also announced as a highlight to the ALA Conference. The 2009 competition featured a new focus on dimmable fluorescent products and solid-state lighting (SSL) applications.

Judges considered color consistency as the fixture dimmed, percent dimming, dimming smoothness, the ability of the fixture to start at the lowest dimming setting, and the value of the product.

Ivalo Lighting Company, a subsidiary of Lutron, was honored as the grand prize winner for the company's Aliante® 21" interior demi-sconce, which took home the award for its sleek aesthetics, superior dimming abilities (dims to 1%), and high quality.

Ivalo provides the design community with lighting fixtures that unite creativity and design with quality and advanced technology. Its products aim to be functional, aesthetic solutions for all types of spaces. The Ivalo product lines include suspended pendants, as well as interior and exterior sconces. To find out more about Ivalo Lighting Co. visit **www.ivalolighting.com**.

Since its inaugural competition in 2002, Lighting for Tomorrow has "recognized the best in decorative, energy efficient lighting fixtures." ALA, the Consortium for Energy Efficiency (CEE), and the U.S. Department of Energy (represented by Pacific Northwest National Laboratory) sponsored this year's competition.

Lighting for Tomorrow has announced that its 2010 awards will be focused on lighting control. For more information visit **www.lightingfortomorrow.com**.



Aliante demi-sconce



Do You Help Differentiate or Keep up with the Jones'?

by Erik Anderson

Let's set aside things like reputation, service and how many fixtures you stock for the sake of this article. Think about what products/solutions you offer your builder partners to help them set themselves apart from their competition. The bottom line is that if they lose a sale, you do too, unless you're working with their competitor.

Are your builder partners including granite countertops, undermount kitchen sinks, hardwood flooring, a refrigerator, or even a washer and dryer to set themselves apart? According to the latest survey results from the National Association of Home Builders Research Center, these are no longer items that set them apart. In fact, if they don't include these items they'll be in the minority and will not keep up with the competition.

So what can you do to help set your partners apart from the competition while adding products to their homes that their customers will find valuable?

What are the "hot items" today's consumers desire?

- **Technology**, in all shapes and sizes, from the iPod® and home networking systems to GPS units and HDTVs. The downside? Consumer frustration when they find it difficult to program or use a new prized possession. Offer solutions that address the desire for technology and point out the ease of use.
- **Green**, but what exactly does that mean? Saving the earth? Lowering utility bills? Giving the perception to others of being good citizens of the world? All of the above? Offer solutions for which you can provide a clear definition of how they are green. That way your partners can clearly explain the benefits to their potential customers. For example, "by dimming the lights 25% you will use 20% less lighting electricity."
- **Safety** is a concern due to the many realities of today's world. When people enter their homes they want to feel safe and secure. What better way to achieve that feeling than with light, and being able to have control of it prior to entering a home and while you are inside as well.



- **Convenience:** cordless phones, TV remotes, garage door openers, microwave ovens, gas fireplaces, and central vacuum systems were created for convenience and ease. What solutions can you offer to automate or provide control for your partners? Timers that automatically turn off vent fans, motion sensors that turn lights on/off in utility rooms, and keypads on walls that can turn all the lights off when you are departing the home are all desirable features that provide convenience and ease.
- **Finish** also can't be overlooked. Isn't that why granite countertops, hardwood flooring, stainless steel appliances, crown molding, and tile backsplashes have become so popular? If done incorrectly, lighting can make these same items look as if they are only worth a fraction of the true value. Ensuring these finishing touches are lit properly with the correct fixtures, in the correct location, and being used at the proper light level can enhance the look of these desirable items.

Lutron solutions provide the answer to all of the above with easy-to-use technology, energy savings, safety, convenience and aesthetics.

For example, with Maestro Wireless® you can add a dimmer to carriage lights on the exterior of the home that can be turned on, off, or dimmed from a stylish wireless control. It can be used from the car, carried on a person, or even mounted to a wall. This provides your partners the ability to market the concept of never having to enter your home in the dark and that energy is saved by not leaving the exterior lights on while gone for the evening or the entire day during the winter months.

If installed into the model, when the builder is touring the home and hands his (and your) potential customers a wireless control for the lights, it creates a memory point. Memory points help customers recall the other features of the home when comparing all the models they have gone through. This simple solution provides a cost effective way in which to truly set your builder partners apart and keep ahead of the Jones'.

Erik Anderson, CGA, CGP is the National Sales Manager – Residential Construction for Lutron Electronics. He is an active member of the NAHB and NCHI at the National level. He works with the 20 Club Program, chairs the Marketing/Communications workgroup of the Home Technology Alliance (HTA) and sits on the CGB Board of Governors. He also chairs his local HBA's Education Committee and is on their Board of Directors. He can be contacted at eanderson@lutron.com or (484) 809-3867.



Maestro Wireless® dimmer and Pico™ wireless control



Product Update:

Maestro Wireless®

The Maestro Wireless family now includes several new products that expand the capabilities of the line. Help homeowners add greater functionality to their spaces or solve practical problems in their homes using wireless light control.

Pico™ wireless control — homeowners can now choose from a new two-button control with on/off functions, a new three-button control with on/off and preset functions, and the original five-button Pico, which includes the ability to adjust light levels. These different control options allow customers to choose the functionality that's right for their needs.

Plug-in modules — work wirelessly with Pico controls and Radio Powr Savr™ occupancy/vacancy sensors. The dimming module can be used to adjust light levels of lamps from a convenient location using Pico, or to make sure lights turn off automatically with a wireless occupancy sensor. The switching module can be used with a Pico to wirelessly control task lighting or to turn appliances on or off, helping to save energy by eliminating vampire loads from things like microwaves and TVs, which draw current even when they are not in use.



Pico five-button control



Pico three-button control



Pico two-button control (available Q2)



plug-in modules (available Q2)



Fluorescent dimmer and non-neutral switch (now available)



Lutron Featured in *K+BB*

The September 2009 issue of *Kitchen & Bath Business* (*K+BB*) featured “Back to Basics,” an article by Matt Donati, Product Manager at Lutron.

Along with giving examples of how lighting control can be used effectively in two of the home’s most hardworking spaces (the kitchen and the bathroom), the article features Lutron’s innovative Maestro® with occupancy sensor, which combines a discrete sensor with a dimmer or switch for a sleek control that also saves energy.

The article can be found online at www.kbbonline.com.



On the Road with Lutron's Mobile Experience Center



Lutron's new Mobile Experience Center (MXC) launched in September 2009 and is traveling across the U.S., taking the Lutron experience to the masses and showing them what light control can do in a single room or throughout an entire home. The first half of the tour introduces visitors to many of Lutron's various controls, from steadfast favorites to new and innovative products that are changing the possibilities for how we live. The second half of the tour is a whole-home experience that integrates lights, shades, and A/V controls. The tour lets visitors experience for themselves how light control can enhance the way they live, whether it's using a single dimmer, or controlling every light in a home.

What is grabbing attention?

Pico™ wireless control

From homeowners to seasoned contractors, Pico, which works with Maestro Wireless® controls, has excited visitors to the MXC with its flexibility and easy set up. There are many possibilities for control with Pico—whether it's clipped on a car visor to turn lights on/off from a car, kept on a tabletop, or mounted to a wall without any new wiring. People are often intimidated by technology and programming, but Pico takes just seconds to set up with a simple button press.



Occupancy/vacancy sensors

Visitors are also impressed by Lutron's occupancy/vacancy sensors. Those who weren't familiar with the concept of occupancy sensors before taking the tour were interested in how they work to save energy and what applications they can be used. Visitors more familiar with sensors were curious about Lutron's XCT™ Technology, which has revolutionized sensor technology by reliably detecting fine motion to ensure lights stay on in occupied spaces.



Energy

Energy savings has transcended fad and become a part of the way people think and live — each day new products are appearing to help save energy and money. Tour-goers are introduced to the many ways that Lutron is able to contribute to savings, from dimming to save energy and extend bulb life, to controlling high-efficacy light sources.

Whole-Home Control

The ability to create lighting scenes in a single room and throughout a home at the touch of a keypad button gets visitors excited about the possibilities of light control. The experience portion of the MXC demonstrates not just how whole-home systems work, but the kind of convenience that can come from a single dimmer, such as using one as a nightlight in a hallway or kitchen.

Integration

One of the big wow factors of the tour is when the guide hits the “Movie” button on the tabletop control. The lights dim down and the shades lower as a piece of artwork over the mantel begins to move and reveal a flat screen television. The concealing artwork (shown right) is custom-made by Media Décor and uses Lutron’s Sivoia® QED shade drive to silently move the artwork to conceal and reveal the television.

Kirbé™

Kirbé is a recently introduced shading solution that takes drapery in a new direction . . . vertical. The innovative system pulls drapery up and completely out of view at the touch of a button. This solution is ideal for windows or sliding glass doors where space to “stack-back” fabric is limited. Kirbé can be used as a wired or wireless solution and can also be integrated into Lutron’s whole-home systems.

To find out more about the Mobile Experience Center or to see where it will be next visit www.SmartToDim.com or contact your local Lutron rep.



Universal Design

By designing for people of every age and ability, a single home can cater to multiple needs.

Universal Design not only considers how a space will be used now, but also how it will be used in the future. As needs of users change, so do the needs they have of their spaces.

How does Universal Design relate to lighting showrooms?

Lighting—the right light in the right places—and being able to control it are fundamental aspects of Universal Design. People of different ages need different amounts of light because the eye changes as we age. Typically, the older we become, the more light we need to see, simply because our eyes require it.

This doesn't mean that the wattage of our light bulbs should get progressively brighter as we age. The ideal solution is to have light in appropriate places and to give users the ability to adjust light levels to meet their needs.

Here are some examples of using lighting to create a Universal Design:

- Lights that focus on the lock and handle of an entry door to make entering in the dark easier.
- Lights that illuminate transition spaces in a home, like a level change in the floor or around doorways between rooms.
- Ensure lighting controls are located at no more than 48" from the floor according to Universal Design Standards.
- Use lighting controls that are easy to use and unobstructed.



Pico™
control



Maestro Wireless®
dimmer



Maestro Wireless
switch



Maestro Wireless
lamp dimmer



Radio Powr Savr™
occupancy sensor

Incorporate lighting controls into Universal Design:

The compact and intuitive **Pico™ wireless control** puts control of lights anywhere a homeowner needs it. The battery-operated Pico works with **Maestro Wireless®** controls and can be used from anywhere in a room or from the car with a car visor clip. Mount the Pico to any surface, from drywall to concrete, to create a new, easily accessed point of control. Pico controls are also available for use with Lutron's wireless electronic shade solutions.

Occupancy sensors turn lights on automatically when a space is occupied and turn them off again when it's unoccupied. Occupancy sensors are ideal for those who may enter or exit a room with their hands full, or for someone with limited mobility. Try the **Radio Powr Savr™ wireless occ/vac sensors** with Maestro Wireless controls or the **Maestro® dimmer or switch with occ/vac sensor**.

Maestro IR fan/light control makes it easy for homeowners to control their light levels or speed of ceiling fans with a simple remote. With this control, out-of-reach pull chains are no longer needed and anyone can use the remote to adjust the fan or lights.

The large captured slide knob and rocker switch of **MeadowLark™ eco-minder™** make it easy to use for people of any age. Pair MeadowLark with **Claro®** paddle-style switches, which have a clean and intuitive aesthetic and are offered with an optional backlight that glows softly to make locating the control in the dark easier.

Lutron's **Credenza®** lamp dimmer features a large, easy-to-use slider that helps make control of table and floor lamps more accessible. Credenza requires no installation. Simply plug it into a receptacle and then plug the lamp into Credenza's power socket.

intuitive aesthetic



Maestro®
occupancy sensor



Maestro IR dimmer
and fan control



MeadowLark™
eco-minder™ dimmer



Claro® switch



Credenza®
lamp dimmer

Not all occupancy sensors are created equal...
or as
beautiful

Lutron's **NEW** Maestro® dimmer with occupancy sensor offers homeowners functionality and energy savings without sacrificing style.

Stylish

- Sleek, low profile design can be used throughout the home
- Available in 27 colors to match any décor

Energy-efficient

- Saves up to 50% energy* over a standard switch by turning lights off based on room occupancy
- California Title 24 compliant version available

Reliable

- Exclusive XCT™ Technology detects even the smallest motions to ensure that lights stay on when a room is occupied

And don't forget, all Lutron dimmers can be installed in minutes to save energy—while creating the right light.



Maestro® dimmer with occupancy sensor (front and profile view) shown in Greenbriar

For more information contact your local Lutron rep, call 877.258.8766, or visit www.lutron.com/occsensors

* Energy savings based on a 20% average dimming level, and the sensor reducing average lighting usage from 5 to 3 hours by preventing the lights from being left on in unoccupied spaces. Actual savings may vary depending on usage.