

Lutron®

LightShow

Summer 2008

A special publication to lighting showrooms

Selling the experience

Increasing profits
in a down market

Tools for designers

inspiration comes in many colors



Lyneo™ Lx slide dimmer in Sea Glass

Sea Glass is just one of our 20 Satin Colors® for dimmers, switches, wallplates, and accessories. See the entire line of colors – and discover how to save energy beautifully – at www.lutron.com/satincolors.



Find Satin Colors near you at select lighting showrooms, electrical suppliers, your electrical contractor, or call 877.258.8766.



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Summer 2008

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the main story

sell the
Experience—
and watch your sales grow

by Scott Denison,
Lutron Director of Experience Design

In today's marketplace, experience is everything, and marketers are continually looking for ways to differentiate themselves and make their brands more appealing. Just look at the success of businesses such as Starbucks®, Disney®, Nike Town®, Build-A-Bear®, American Girl®, and dozens more where people are paying a premium for experiences that hold emotional meaning for them.

You may not have thought about developing an experience around lighting control, yet lighting controls present the perfect opportunity to sell an experience. To make an experience successful, you need a three-pronged approach—one that includes conversation and demonstration, along with the actual experience. Here's how to make it all come together.

People are paying a premium for experiences that hold emotional meaning for them.

Starting the conversation

The benefits of dimming are straight forward and easy to understand, yet something your customers may not even know about. That lack of awareness gives you the perfect opportunity to share your knowledge.

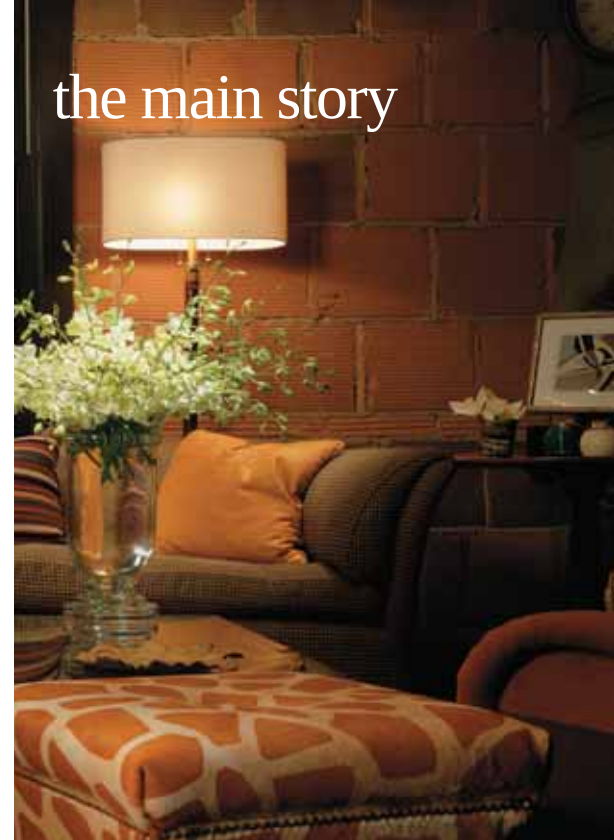


www.lutron.com/energy

You can start by explaining the practical side to dimming, such as the energy savings and the dramatic increase in the life of the bulb. Take your customers through the Lutron energy web site at www.lutron.com/energy so they can see firsthand what you're talking about.

Of course, dimming isn't only about energy savings. It's about energy savings combined with creating just the right light in any room in the house. Share some examples of where dimming can change the mood of a room. Explain how installing a dimmer in the bedroom lets you wake up slowly to a soft, gentle light—light you can later increase to full bright when you get dressed and ready for the day. Dimmed light in the bathroom creates a retreat—the perfect setting for a soothing bath. Add lighting controls to a kitchen, and it can be as versatile as any other room in the home.

Take your customers through the Lutron energy website at www.lutron.com/energy



the main story

Demonstrating what it's all about

Telling your customers about dimming is one thing, but showing them what you're talking about is another. Your presentation will become dramatically different when you actually dim lights. Demonstrating dimming offers a compelling story for selling a dimmer with every fixture or adding lighting control to all the existing lighting in a home.

The most basic way to demonstrate dimming is with the Lutron Marquee Display System. The Lutron Marquee Display is interactive so customers can try out different product styles, find their favorite model, and experience advanced features on our electronic dimmer, such as gradual-fade-to-off.



Lutron Marquee Display options.



Another demonstration technique is the miniature room vignette—a step above the display system. Miniature room vignettes are commonly three-wall displays that remain open to the rest of the showroom and work much like an interactive museum exhibit. They can be effective for showing dimming in a hallway, entry foyer, porch, nook, mini-office, or other small spaces that feature one, or possibly two lights and/or fan/light combination. Room vignettes give customers a sense of space and help them visualize a typical application. Best of all, the customer can relate to them.

Although a demonstration can be extremely successful, it lacks the drama that comes from standing in a room and watching the lighting change around you. That's where creating an experience comes into play.

Vignettes give customers a sense of space.

Creating an experience

If you can create an authentic home or office where you can talk to the customer, demonstrate the product, and share an experience—dimming—then conversation, demonstration, and experience come together in a powerful event. Customers not only understand, but are moved emotionally. Dimming has become a real experience—and one that customers want to repeat in their homes.

A single room experience using multiple light sources gives customers the opportunity to set the scene for whatever mood they want to achieve. In a living room, for example, you can show customers how to set the lights at the level they want for watching a movie, reading, or having a game night with the kids. If a kitchen is your setting, demonstrate how they can brighten lights for making dinner and then dim them for entertaining friends.

A multiple room, or whole home story, makes even more of an impact on the customer. Multiple room experiences are the top-of-the-line, most effective method to immerse customers in the lighting control experience and to get their creative juices flowing. Customers quickly imagine all the new places in their home for special lighting, fixtures, and controls. At any of the Lutron Corporate Experience Centers, you'll find that the story begins outside the home where a single button turns on lights for safety and convenience. As the tour continues from the entry foyer, to the kitchen, family room, bedroom, bathroom, and home theater or media room, a Lutron employee paints the picture of a lifestyle that's enhanced by dimming.

With a multi-room experience not only can you demonstrate multiple room applications for combination lighting and room controls, but also mini-home systems, wireless, and even whole home systems.

The number of showrooms across the country that are creating their own multi-room experiences, or Lifestyle Experience Centers, is growing (See our call for photos on page 8.). Creating this level of experience is not as difficult as it may sound—and Lutron is at your service to help you with design, product, promotion, and to walk you through the steps to a successful program.



Lutron Orange County
California Experience Center

Dimming has become a real experience —
and one that customers want to repeat in their homes.

the main story

Designing your own experience center

Whether you are building a single room, multiple light experience, or multiple room lifestyle story you'll want to keep the following points in mind. Well executed, these points will deliver the emotion that moves customers to respond, **"I want this for my home."**



1. Make it engrossing

The first requirement for a dramatic experience is that it must be engrossing. Customers need to be able to step inside the room and be separated from other distractions like showroom chatter, merchandise, and displays. The objective is to capture their concentration. Customers will not be able to concentrate on the conversation or the demonstration unless they can leave the hustle and bustle of the showroom far behind. For a single room experience you should be prepared to dedicate no less than 100 square feet and ideally 200 square feet for the room. Add a door to entry baffle to keep the room away from distractions. Windowpane French doors make for a grand entrance, let you close off the space, and keep the room from feeling too confined.

2. Keep it believable

Believability is crucial to success. The room must have a comfortable look and feel. Be careful to insure that furnishings, colors, and fabrics are of the current trend or style or authentic interpretations of classic styles. You want your customers to aspire to the room you're showing them. Unless you are catering to the very wealthy, the room should not be so luxurious that customers quickly believe that attainment is out of reach.

3. Tell a story

Design your room and lighting to tell a story. In a media room or home theater, include lighting for multiple tasks like reading or playing games, and include accent lights, cove lighting, lamps, and possibly foot lights. Lutron makes many room system products that can achieve multiple effects. Maestro IR® can dim from the wall or by a remote control that features a favorite scene button. Spacer System™ teams up multiple light circuits, including table and floor lamps, and provides the ability to create and retrieve scenes at the wall or by remote. GRAFIK Eye®, combines multiple circuits (up to 6) into a single elegant control that delivers up to 5 scenes and a choice of dramatic fade rates. To integrate shades and lighting

"I want this for my home."



choose GRAFIK Eye® QS to demonstrate how Lutron electronic shades and draperies can be choreographed into your customer's lifestyle.

Creating a “tranquility” scene for a bathroom vignette, an “entertain” scene in the kitchen, or his and hers “reading” scenes in a bedroom lets you demonstrate a variety of lighting fixture alternatives and combinations. Controlling these lighting combinations from a single wall control unit illustrates how easy it is to achieve dramatic multiple effects and enhance multiple tasks. The result: Lutron lighting controls help you sell more lighting, because more lighting is (now) easy to control. (Remember to keep the focus on what you can sell; unless you are selling furniture and home theater systems don't let these items overshadow your lighting and controls.)

4. Don't forget training

Finally, an Experience Center should be viewed as a program and not a project. A great room will not sell itself. Your program will need a great story and great storytellers. Write a script and keep your staff well trained on the pitch. Create repeatable, rewarding experiences for your customers and the word will spread. Your Experience Center—and your showroom—will become a destination.

Lutron lighting controls help you sell more lighting, because more lighting is (now) easy to control.

show us your experience.

Lutron®

Send us photos of
your Experience Center.

Lutron is looking for Lifestyle or
Experience Center showrooms with
incredible lighting and lighting control
experiences. **Do you have one?**

If you'd like to "Show Us Your Experience," go to www.lutron.com/lightshow and follow the instructions for posting your images. Please include a brief description about the success of your program and the products used, as well as your name and the location of your showroom. Images must be posted by 9/1/08. Submitting images constitutes agreement to use of images in Winter edition of Lightshow.

go to www.lutron.com/lightshow



Visit Lutron at these
upcoming events

HD Boutique

September 17-18, Booth #1154
Miami Beach Convention Center
Miami Beach, Florida

CEDIA

September 3-7, Booth #800
Colorado Convention Center
Denver, Colorado

Vierti®



Vierti dimmer with blue LEDs and a black wallplate.

Experience Vierti at
www.lutron.com/vierti

NEW Vierti® single-touch lighting control

Some people are calling it the iPod® of dimmers. One touch and you can understand why. Vierti ('ver-tē) lighting controls combine style and simplicity in a remarkably innovative product. Move your finger up the glowing line of LEDs and the room's light magically brightens. Move your finger down and the light dims. Touch the bottom of the control bar to turn lights on or off (when off the bottom bar subtly changes to a soft, glowing red).

Vierti dimmers offer numerous features and benefits, including:

- full-featured, multi-location dimming— from up to four additional locations
- LEDs that act as a subtle locator light in the dark
- audible feedback that confirms the user's touch
- adaptive LEDs brighten when touched to indicate the dimmer is responding, then glow softly when at rest
- a choice of 3 LED colors—blue, green, and white—and 21 different wallplate colors and finishes
- control of common load types including incandescent, MLV, ELV, and fluorescent



Promote the broad offering of Lutron designer style controls on your Marquee display. The Marquee Designer Full Line Kit features the New Vierti and Lyneo™ Lx dimmers, and provides an interactive experience for your customers. Marquee upgrade kits are available free with a qualifying order. To order the Full Line Upgrade Kit please contact your Lutron Sales Representative or call customer service at 1.888.LUTRON1. (Part number MM-FLPNL-UPGRADE)



training

Visit a Lutron
**Experience
Center**

Lutron Orange County California
Experience Center

If a picture is worth a thousand words,
then an experience is priceless.

That's what we've heard from countless designers, contractors, architects, and specifiers who have toured a Lutron Experience Center. Centers are located in Irvine, California, the Lutron Coopersburg headquarters, Plantation, Florida, and São Paulo, Brazil; all visits are by appointment only.

An Experience Center visit communicates the concept of one-touch lighting control in a way that words and photographs can't—and in doing so, can help close deals and win sales. In fact, Lutron Experience Centers currently boast a 99 percent close rate on major home system sales.

Most Experience Centers offer contractor and sales associate training classes and are a great way to get your employees excited about the impact of dimming on energy savings as well as your customers' lifestyles.

**Special experience center
training dates tailored exclusively
to lighting showrooms have
been scheduled for:**

**September 10th and 11th
in Plantation, Florida**

To register, visit
[www.regonline.com/builder/site/
Default.aspx?eventid=182874](http://www.regonline.com/builder/site/Default.aspx?eventid=182874)

**October 20th and 21st
in Irvine, California**

To register, visit
[www.regonline.com/builder/site/
Default.aspx?eventid=623354](http://www.regonline.com/builder/site/Default.aspx?eventid=623354)

**November 13th and 14th
in Coopersburg, Pennsylvania**

To register, visit
[www.regonline.com/builder/site/
Default.aspx?eventid=623345](http://www.regonline.com/builder/site/Default.aspx?eventid=623345)

Increasing profits in a down market

The downturn in the home building and remodeling industry has also had a direct impact on the lighting business, with fewer people coming through the lighting showroom front door. You can increase sales—and help compensate for less traffic—by attaching Lutron product to the initial sale.



Here are four easy ways to do that:



Let's say you just sold your customer a new ceiling fan with a fabulous lighting kit. Ask him, "Do you think you might like to control that fan or light from your bedside?" Then tell him

about Maestro IR®, which is simple to install and provides convenient remote dimming and fan control from the bedside.



A home theater is the perfect room for a GRAFIK Eye®. So when the home theater customer comes in looking

for sconces and overhead lighting, promote the benefits of GRAFIK Eye. Preset scenes and programmable fade times create a true movie theater experience, with a smooth transition between lighting scenes.



A customer purchases an elegant chandelier with dozens of shimmering lights for her foyer. Why not suggest a dimmer for that chandelier? Explain that dimming those lights just 10 percent will increase their life by 3 times (as well as save 10 percent electricity). And that means she'll spend more time relaxing and less time on a ladder changing light bulbs.



Your client is re-doing her living room and has spent hours picking out the right paint, wallpaper, fabrics, and window treatments. This is your opportunity to offer her dimmers, faceplates, switches, and outlets in Satin Colors® that will coordinate with her new décor. With 20 Satin Colors to choose from—as well as Stainless Steel—and wallplates available in a variety of gangs, she'll be able to add that finishing touch to her room.

Tools to tap into the design community

Capture the attention of interior designers and specifiers with Lutron sales tools created specifically for the design community, including tools for Satin Colors® and Vierti®—the new single touch lighting control.



Use Satin Colors key chains and storyboards to demonstrate how the Lutron Satin Colors palette complements various surfaces, fabrics, and paint. With Satin Colors, you can coordinate, accent, and blend lighting controls with your décor—and experience a new way of expressing style and taste.

A Vierti display is a great tool for showcasing the sleek aesthetic and intuitive operation of this lighting control, as well as the LED and wallplate color choices. Vierti displays—as well as Satin Colors key chains and storyboards—are available through your Lutron sales representative.

In addition to sharing these tools with the design community, you might also consider hosting an event combined with a continuing education (CEU) course. Lutron offers ASID continuing education courses to enable designers to earn credits and maintain their ASID membership.

To create an event around a CEU course, partner with your local Lutron salesperson or rep agent. Designers will appreciate the opportunity to learn, earn course credit, and experience your showroom as part of a co-branded Lutron event.

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Tools

New energy display

In case you hadn't noticed, the "Green Revolution" is in full swing.

To help your green efforts, Lutron has designed a new energy display that allows your customers to discover just how much energy they can save using Lutron technology. When a customer dims the lights in the display's photo using the working Skylark® dimmer, a digital readout on the display shows the light level, percentage of energy saved, and how long the bulb life will be extended.

Make the switch to a Lutron dimmer – and start saving today

If every US household installed one Lutron dimmer, we would reduce CO₂ emissions equivalent to that from 370,000 cars.

save energy - dimming by as little as 25% saves 20% electricity

increase bulb life - dimmed incandescent and halogen bulbs last up to 10 years

save money - many Lutron dimmers pay for themselves in 2 years

light level
35 %

energy savings
52 %

extend bulb life
20 times



dimmer

Use dimmers to make your bulbs last longer and shave dollars off your energy bill—while creating the perfect mood throughout your home.

dimming the lights about	saves electricity cost	bulbs last on average	5 year savings on average
10%	10%	3 years	\$19.00
25%	20%	6 years	\$37.00
33%	26%	10 years	\$48.00

Numbers based on 40 75 W bulbs, operating for 3 hours a day, at 10¢ per kilowatt-hour. Average dimmer cost is \$14.00 (1500-hour incandescent bulb at \$1.75 each or 3000-hour halogen bulb at \$3.35 each.)

LUTRON.

Use dimmers to make your bulbs last longer and shave dollars off your energy bill—while creating the perfect mood throughout your home. To order a display please contact your Lutron Sales Representative or call customer service at 1.888.LUTRON1. (Part number ENRG-CNTR-DISP)

See the energy display online version at www.lutron.com/energy (click "At Home")

Dimming by 50%, for example, saves 34% electricity and bulbs last on average 10 years.

There's an easier way to go green...



Simply install a Lutron® energy-saving dimmer

Replace a standard switch with eco-dim™
and save 15% instantly, while creating the
ambiance you want.

**Eco-dim is now available in five families –
Diva®, Maestro®, Skylark®, Ariadni®, and Rotary.**



To learn more about energy savings from Lutron
dimmers visit www.lutron.com/energy

Find Lutron dimmers near you at select home
centers, lighting showrooms, electrical distributors,
through your electrical contractor, or **call 877.258.8766**.



Diva eco-dim

save
energy
with
Lutron 
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