

What Will It Take To Achieve Energy-Efficient Residential Lighting?

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Characteristics - N.A. Residential Lighting Market:

- Diverse – Many Manufacturers & Retailers
 - Retailers (Majority of Sales): Showrooms - Small Businesses, Often Family. Personal Service, Design Assistance, Installation & Customization
 - “Big Box” Retailers: Commodity Sales
 - Consumer Oriented
 - Luminaire Products Sold On Appearance (Via Retail Showrooms)
 - Luminaire Performance/Function Is “Visually Evaluated”, Not Calculated Or Photometrically Determined
 - Quality Lighting
 - Lighting Energy Efficiency of Limited Interest – Until Recently
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What Will It Take To Achieve Energy-Efficient Residential Lighting?

Technology

Product Availability

Consumer Education

Price

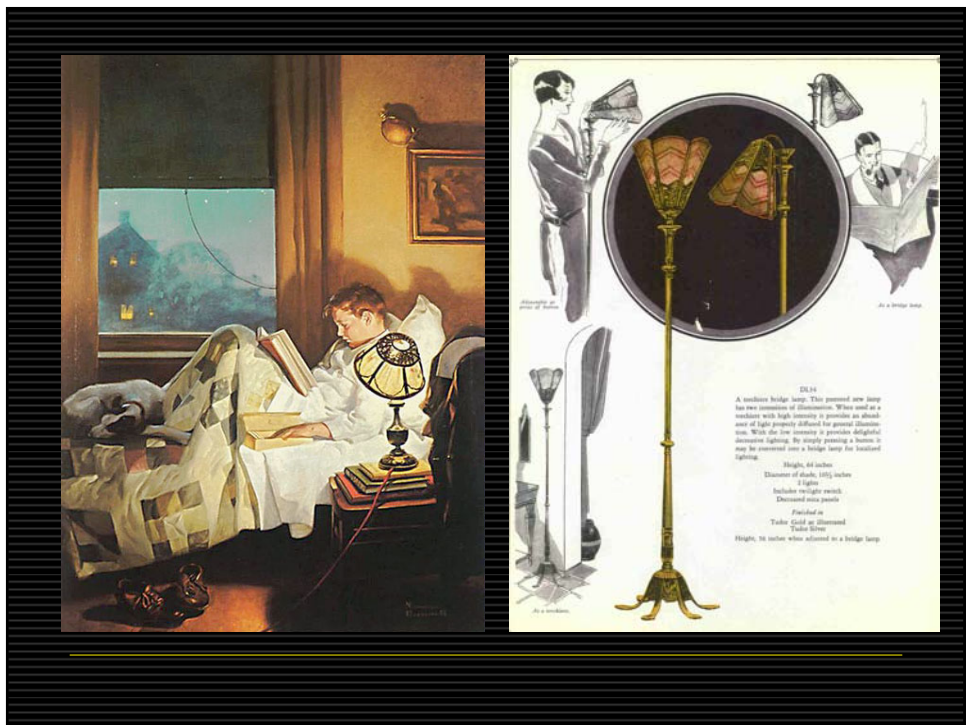
Promotion

Quality of Light



Early 20th. Century Quality Lighting





Quality lighting includes the “art of lighting” which developed in the lamp, luminaire and lighting designs of the 1900s and continues today. It changed residential lighting, in those most personal of spaces – our homes, from a utilitarian function into a decorative art and, therefore, part of our culture.



Residential lighting practice did not significantly participate in the fluorescent and HID light source “revolutions” now 70 years and 40 years old respectively. Will residential lighting – and the consumers who drive it - be a (willing) part of the LED revolution?

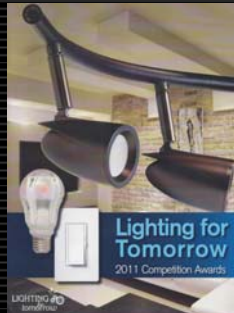
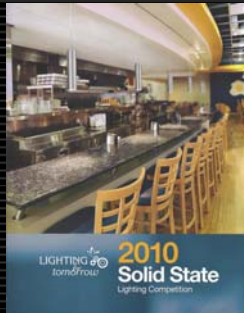


LED Table

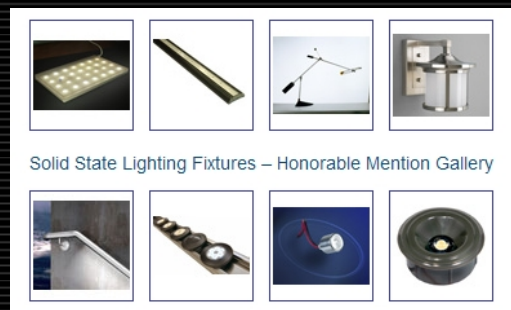
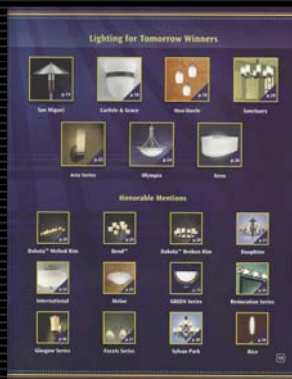


LED Sink and Tub

Here's One Way To Get An Idea of the Residential Impact of Energy-Efficient Lighting Products:



Lighting for Tomorrow – Energy Efficient Product Trends 2006



CFL Luminaires

LED Luminaires

<http://www.lightingfortomorrow.com/>

Lighting for Tomorrow – Trends 2010



Lighting for Tomorrow – Trends 2010



2700K & CRI = 90!

Lighting for Tomorrow – Trends 2010



Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



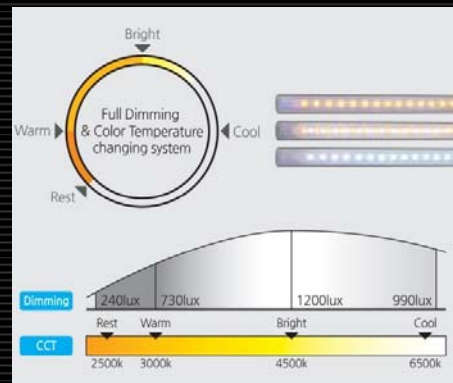
Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



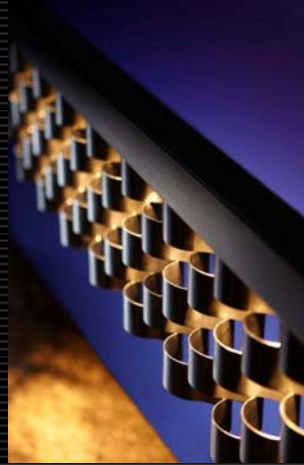
Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



Lighting for Tomorrow – 2012



Residential Energy-Efficient Lighting – Are We There Yet?



Residential Energy-Efficient Lighting – Are We There Yet With CFLS and LEDS?

- Quality Lighting Can Be Done
 - “Sweet Spot” Luminaires (LED Downlights, Under-Cabinet, Task & Accent) Are Common & Dropping in Price
 - The Market Is Increasingly Offering:
 - Variety of Product Choices, Styles, Finishes
 - Price Points
 - Custom Designs
 - Lighting Performance (Color, Flicker, Dimming & Control) Which Consumers Expect
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What About 2013?

The Lighting for Tomorrow Competition Will Include:

- LED Luminaires
 - Screw-in LED Replacement Bulbs
 - Fixture Retrofit Kits
 - Lighting Controls & Control Systems
 - OLED Luminaires (For the First Time)
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