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## Automated Lighting Control Second-Fastest Growing Home Technology Since 2002, According to New CEA Study

*Builders market lighting controls to remain competitive, differentiate themselves, satisfy specifications and increase potential profits*

Warrenton, VA - April 10, 2008 - Six out of 10 homebuilders offer automated lighting controls, and the rate of builder installation of lighting controls in new homes has increased 500% since 2002. However, only about one in 10 builders are proactively marketing lighting controls to buyers, according to the Sixth Annual State of the Builder Technology Market Study conducted by the Consumer Electronic Association (CEA).

Based on survey results in previous years, builders appear to be committed to offering home technology in both the up market of several years ago and today's down market, as home technologies are an important selling feature and are helping to maintain or increase builder revenues, according to the study.

The study confirmed automated lighting controls as the fastest-growing home technology next to energy management systems during the 2002-2007 period. About six out of 10 (58%) builders offered automated lighting controls to homebuyers in 2007, nearly double the number offering them five years earlier (31%). In 2007, builders installed automated lighting controls in 5% of new homes, more than double the rate of installation reported in 2002 (1% of new homes). Builders offer automated lighting controls to be competitive (29%), satisfy specifications (35%), differentiate themselves (28%) and increase potential profits (32%).

"About nine out of 10 builders consider home technologies as important to market new homes, and more than half believe marketing home technologies is more important now than in 2005," says Gary Meshberg of Lightolier Controls and chair of the Home Lighting Control Alliance, an industry consortium. "But not enough builders are proactively marketing it and not enough consumers are demanding it. That's why HLCA was recently formed—to educate consumers, integrators, builders and other interested professionals about the lifestyle and green benefits of automated home lighting controls, such as convenience, ambience, security and energy savings. We believe an educated builder is motivated to sell, and a consumer educated about what lighting controls can do for them will demand these controls in their homes."

To learn more about home lighting control, visit [www.homelightingcontrol.org](http://www.homelightingcontrol.org).

### **About the Home Lighting Control Alliance (HLCA)**

The Home Lighting Control Alliance is a consortium of leading lighting control manufacturers, systems integrators and industry support organizations. Its sole purpose is to promote the awareness, value and benefits of lighting control in residential applications.

Members include AHA Design, CEA, CentraLite Systems, Control4, Echelon, EH Publishing, ETC, FulTech Solutions, HAI, Integrated Concepts, iLuxe innovation, Karen Proctor Electric, Lightolier Controls, LiteTouch, Pass & Seymour, RL Johnson Construction, Savant Systems, S&S Electric, Somfy Systems, Square D/Clipsal, SST, Superna, Vantage Controls and Watt Stopper/Legrand.

### **About CEA**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org).

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