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## Industry Leaders Form Home Lighting Control Alliance

*More than Twenty Companies Unite to Battle the Toggle Switch*

Warrenton, VA – September 8, 2006 – Nearly two dozen leading companies and organizations have united to spearhead an exciting new marketing initiative to raise the awareness, value and benefits of lighting control systems for the home. Named the **Home Lighting Control Alliance (HLCA)**, this group of lighting control companies, systems integrators, retailers, distributors and industry support organizations will fund an aggressive marketing campaign targeting consumers, homebuilders and the professional trade with a consistent message promoting home lighting control.

Modeled after prior successful promotional campaigns, such as Wiring America Homes and the Distributed Audio Alliance, the HLCA intends to mirror their proven track records for increased awareness, market penetration and long term success. Over the years, markets for structured wiring and distributed audio (aka multi-room or whole house audio) have experienced double-digit growth since their respective promotional campaigns and continue to be among the fastest growing product categories in home technology.

“Whether we are talking to builders or consumers, the Home Lighting Control Alliance has one fundamental goal: to help create an environment where the people, who decide whether to purchase and install our products, place a greater value on lighting control in the home,” explained Gary Meshberg of Lightolier Controls, Acting Chair for the group. “More than ever, today’s lighting control products are affordable, reliable, simple to install and easy to use so it is no surprise that this category is considered the next big thing.”

Mr. Meshberg went on to add, “We see tremendous potential to increase penetration, not only in the luxury custom home market, but also in moderately priced new home construction where lighting control is often overlooked. The HLCA is sending a clear message that our members recognize the valuable market growth opportunities made available by promoting lighting control in the home.”

Already a big inclusive tent, the alliance partnership includes leading manufacturers of lighting control products, experienced systems integrators and prestigious industry associations. The primary focus will be on residential applications for new construction, renovations and quality retrofit installations. Core product areas will include dimming system types (hard wired, wireless), control keypads and interfaces as well as lighting control system integration for a room or the whole house.

The alliance’s first activity will involve creating a clear, consistent multi-level messaging platform for use throughout the Consumer Electronics and Home Automation industries. For builders, the alliance platform will include a consumer value story built around current family lifestyle trends, helping the builder understand how to use home lighting control systems in their marketing programs and promoting a professional image of companies leading the industry as well as the network of dealers and installers across North America.

For consumers, the core messaging will focus on the lifestyle value and benefit of home lighting control, promoting the investment in lighting control to increase comfort, convenience, security, resale value, to support a call to action and decision-making path to help consumers select the right products for their family's needs.

For distributors and the varied professional installation trades involved with lighting control systems, the HLCA will provide straightforward, educational messaging about the category's exceptional value and benefits. This in turn will serve as a useful guide and resource for their sales and marketing efforts.

For all audiences, the HLCA will position itself as an online resource to obtain clear and accurate information on home lighting control. A dedicated website will feature various lighting control products and solutions, provide easy access to alliance members, showcase interesting applications and installations and provide information on how to access builders and installers.

As of this date, committed partners in the Home Lighting Control Alliance include: CEA, CentraLite Systems, Control4, Crestron, Echelon, EH Publishing, ETC, Exceptional Innovation, FulTech Solutions, HAI, Home Logic, Leviton, Lightolier Controls, LiteTouch, Pass & Seymour, S&S Electric, Somfy Systems, Square D, Vantage Controls, WattStopper and Worthington Distribution.

The HLCA is also seeking support by other relevant companies and organizations interested in promoting the value and benefits of home lighting control products. Interested parties should contact Peter Hoagland at (540) 349-9648 [peter@hoagland.us](mailto:peter@hoagland.us) or Gary Meshberg at (214) 647-7927 [gmeshberg@genlytecontrols.com](mailto:gmeshberg@genlytecontrols.com)

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

The Home Lighting Control Alliance is a self-funded, member-driven 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 products for residential applications.

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