



For Immediate Release:

Contact Peter Hoagland (540) 349-9648  
[Peter@Hoagland.us](mailto:Peter@Hoagland.us)

## Home Lighting Control Alliance Launches Website

*Online Resource Provides Portal to Homebuilders, Consumers and Installers*

Warrenton, VA – November 3, 2006 – Lighting Control systems for residential use are clearly on the move with the adoption rate for new, single-family homes having tripled in a single year. According to the most recent CEA State of the Builder Technology Market Survey, Lighting Control represented the second biggest increase of any home technology eclipsing home theater, multi-room audio and structured wiring.

The extensive survey conducted by the Consumer Electronics Association (CEA), reflects homebuyer's increasing desire for convenience, security, automation and energy management. Coincidentally, the technology with the largest increase year on year was home automation which also supports similar motivations of the homebuyer. The survey is available to CEA members at the their website [www.ce.org](http://www.ce.org)

According to Gary Meshberg, Chair of the Home Lighting Control Alliance (HLCA), "Lighting Control systems have long been coveted by those who already own them. The satisfaction of current owners is extraordinarily high and virtually all would install lighting control systems in their next home. However for others, lighting control has been misjudged as only for technophiles or the rich and famous. In fact, today's systems are more affordable, easier to use and more flexible than those of just five years ago."

### Lighting Control Growth

Mr. Meshberg went on to add, "Lighting control's time has come. The products are easy to use. They look great, and they deliver valuable benefits like convenience, security, energy efficiency and the all-important wow factor. It's not surprising that the adoption rate has tripled in a single year. We expect this to continue for many years to come."

### 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.

Current partners in the Home Lighting Control Alliance include: AHA Design, Automated Outlet, CEA, CentraLite Systems, Control4, Crestron, Echelon, EH Publishing, ETC, Exceptional Innovation, FulTech Solutions, HAI, Home Logic, Leviton, Lightolier Controls, LiteTouch, Low Voltage Systems, Pass & Seymour, RL Johnson Construction, S&S Electric, Somfy Systems, Square D, Vantage Controls, WattStopper and Worthington Distribution.

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