

# EnergyWatch



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*AULD LANG SYNE BY SISSEL – Happy New Year Everybody! It really is a wonderful world...*  
<https://www.youtube.com/embed/Rtajxo8d7js>

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***Something to Think About...The Whole Customer Value-Added Proposition by Bill Attardi -***

Let me define what I mean before I relate it to the lighting industry. Much has been written about the value proposition, the almost holy value proposition. You mean you do not know what your value proposition is....shame / shame! Read my lips: tell me what value you bring to the market. What makes you better than your competition? We must teach it at the under-graduate and graduate level in any marketing course and I have often wondered that maybe we place too much emphasis on it. Well, we don't. A compelling value proposition is the essence of all our selling efforts. In its simplest terms, a value proposition is a **positioning statement that explains what benefit your product or service provides for your customers and how you do it uniquely better than your competition.** It's what you actually provide that is tangible or intangible and everything else your customer needs to make it acceptable to them as a solution. Well, that does sound like VALUE! Warren Buffet tells us that we sell on price while customers buy on value. Bill Brown is even more emphatic: any salesperson that does not know the value proposition of their company or product isn't really prepared to serve their perceived marketplace or customers.

With that said, I think I just justified why we must sell on the Whole Customer Value-Added Proposition, with emphasis on value-added. In the high-tech digital world that we now find ourselves, my view is that we must expand the concept and must address three (3) distinct / essential offerings and they must all work together::

1. The Product
2. The Solution
3. The Service

Now let's look at the transition happening in the lighting industry.....and the Whole Customer Value-Added Proposition necessary if you intend to play in this new game.



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Let's first deal with THE PRODUCT.....tangible lighting products. Back in 1879, we experienced a disruptive innovation called the Edison bulb. Disruptive because it would eventually replace every kerosene lamp in the marketplace, and lead to the life changing electric power industry. For the first 50 years, it was all about quantity of light, then and who really knows when, quality of light became a focus. Quantity and quality of light for over 100 years was the value proposition. Then innovation took the form of longer life; then energy efficiency. All contributing to the evolution of a vibrant lighting industry. Disruptive innovation is happening again, right now, as every lighting source commercially available will be replaced by solid state lighting. The value-added value proposition is back to quantity and quality of light. Long-life and energy efficiency is off the table as it is intrinsic with SSL. When the possibilities are 300 lm/W and 100K hours of long life, let the innovators do their work and we get the benefit.

Next, THE SOLUTION: it's not just about light anymore. Light has always had ancillary benefits but now, we are talking about allowing us to manipulate the timing / intensity / tuning of light leading to incalculable benefits in our living and working activities. To explore how lighting products can solve a pain point. We are in the early stages of light becoming a value-added solution to many industry problems, dealing with improved productivity and increased performance. Lighting solutions in:

- Healthcare
- Human Centric
- Horticulture
- Automotive
- Outdoor / Streetlighting
- Sports
- Education / Institutional
- Many market segments: retail, hospitality, commercial, industrial, on and on.....
- Where there is light, there will be a value-added solution, maybe for the first time.

SERVICE: if it's not about light anymore then what is it about? It's about IoT / IoE / PoE / VLC / Li-Fi / VoIP / SAE / Big Data / Big Networking / LaaS and much much more... It's the LaaS, I want to address. Lighting as a Service! If lighting has the potential to be the core connector to every electronic / digital device you own, we are not talking about traditional customer service: having the right product; in the right place; at the right price. That's so yesterday....it's just not enough of a whole value proposition. If we believe the solution to today's lighting systems must be a managed solution dependent upon correctly designing / building quantity and quality of light, that requires intelligent specifications, competent installation, ongoing accurate measurement and monitoring, then we have no choice.....expanded services will play a more significant role, value-added and ongoing. We will be asked to guarantee both the savings and performance for the entire design life of the solution, beyond providing just illumination. LaaS is a game-changer, a chance to create new user services. Identifying the new specific services that will be required is subject for a follow-up blog..... who wants to write it? Let me know your thoughts and I'll credit your participation.



## LED Energy Watch...

1. **DOE Publishes New CALiPER Snapshot on Troffers** - Among the key findings of the Snapshot, which is based on DOE's LED Lighting Facts® database:
  - 1) The efficacy of LED troffers is notably higher than what's typical of troffers that are fitted with fluorescent lamps. About 10% of the listed products had a luminous efficacy greater than 125 lm/W.
  - 2) Color and power quality for troffers were very similar to that of fluorescent troffers.
  - 3) The LED troffers had a variety of CCTs, but almost all of them had a CRI in the 80s.
 While the new report focuses on basic photometric characteristics, choosing a product for a specific installation requires a more comprehensive analysis. <https://energy.gov/eere/ssl/downloads/snapshot-troffers>
  
2. **CLTC Kicks Off Life Testing for Commercial LED Products** - Recently, CLTC energized a round of life testing focused on evaluating commercially available medium screw base and linear LED replacement lamp solutions on behalf of the California Energy Commission! This work serves to provide our industry with independent lamp testing and validation in order to ensure high-quality LED lamps are identified, promoted and incentivized in the California market. Additionally, CLTC will leverage the life testing outcomes to develop innovative design specifications and prototypes for high-quality lighting products. Manufacturers interested in partnering with CLTC to bring these prototypes to the market are asked to send an email to Nicole Graeber [negraeber@ucdavis.edu](mailto:negraeber@ucdavis.edu)
  
3. **Zigbee Alliance to Unveil Universal Language for IoT at CES 2017** -Most IoT devices don't speak the same language even if they use the same wireless technology. The Zigbee Alliance will focus on the growing momentum behind Zigbee (3.0) products and development solutions, and the alliance's newly announced **dotdot** — the universal language for the IoT, making it possible for smart objects to work together on any network. The result is an Internet of Things that is often a patchwork of translations, adding complexity for developers and limiting users to single-vendor systems. The solution lies in a common language between all IoT devices on any network, giving developers a common platform to innovate on, and users the freedom to choose products that work for them. Today's zigbee devices speak a common language. With dotdot, that language – the application layer at the heart of zigbee technology – can be applied across other IoT networks. <http://ecmweb.com/design/zigbee-alliance-unveil-universal-language-iot>
  
4. **Lighting Based Indoor Positioning Revolutionizes US Stores** - Acuity Brands claims it has now deployed lighting-based indoor positioning systems (IPS) in swathes of retail space across the US. The company made the boast in a joint show of force with Microsoft, with which Acuity has been developing IoT products. The two companies showed Acuity luminaires communicating information to in-store shoppers and sending data to Microsoft's Azure cloud system to discern useful retail patterns and insights, during the National Retail Federation exhibition in New York. Users are believed to include both Walmart and Target, the first and second ranked brick-and-mortar retailers in the US, respectively. <http://luxreview.com/>
  
5. **2017 IES Illumination Awards Accepting Submissions** - Submissions are now being accepted for the IES' 2017 Illumination Awards program via the Illumination Awards portal. The deadline is February 17, 2017. The entry fee is \$125 per project. <https://iesilluminationawards.secure-platform.com/a/organizations/main/home>



6. ***LED A-Line Lamp Shipments Increase in Third Quarter of 2016*** - LED A-line lamps continue to grow, accounting for 32.4 percent of the market in third quarter 2016, and posting a 124.2 percent increase in shipments compared to 3Q 2015. They posted a 65.1 percent quarter-over-quarter increase in the third quarter of 2016 compared to the previous quarter. Halogen, Incandescent, and CFLs all posted a quarter-to-quarter decrease, 7.5 percent, 17.2 percent, and 12.8 percent respectively. Incandescent lamp shipments showed a 5.6 percent increase in 3Q 2016 compared to 3Q 2015 while halogen and CFLs posted an 11 percent and 53.9 percent decrease for the same time period. Halogen A-line lamps account for 44.5 percent of the consumer lamp market in 3Q 2016. CFLs captured 13.2 percent of the 3Q 2016 consumer lamp market and incandescents 10 percent. Incandescent A-line lamps largely consist of 15W and 25W lamps. <http://www.nema.org/>
7. ***IES Publishes Standard on Lighting for Seniors and Low Vision Population - RP-28-16*** is intended to increase the designers' understanding of age-related vision loss and the importance of their design decisions that could impact the safety and independence of this growing sector of the population. In the 2007 edition, applications were primarily directed at housing and senior care facilities but in the 2016 edition, coverage has been expanded to new areas of interest including offices, hospitality, healthcare, commercial and places of assembly. *RP-28-16* has also been revised to serve a wider range of users, including individuals, design professionals, owners/managers of commercial buildings, code and regulatory agencies and legislative bodies. It is well understood that healthcare costs will increase in the United States as its elderly population ages. As the country braces for this huge economic impact, appropriate lighting and a supportive visual environment should be considered. <https://www.ies.org/store/>
8. ***Case Study: Preliminary Results Show Promise for Tunable White Light in Senior Care Facilities by Hannah Fullmer*** - Color tuning opens a world of opportunities in lighting design, proving itself useful in a seemingly endless supply of applications—designing lighting “scenes” for special occasions, creating different atmospheres for a hotel versus a hospital or shifting the color temperature of the light in the room for potential health benefits. It’s that last example that especially intrigued a group of researchers in Sacramento. The Sacramento Municipal Utility District, the ACC Care Center (also in Sacramento) and the U.S. Department of Energy (DOE) partnered to explore if color tuning could benefit the residents of a senior-care facility. Researchers replaced some of the ACC Care Center’s fluorescent lighting in one corridor, two resident rooms, the nurse station, the common family room and the administrator’s office with tunable white light LEDs. Particularly, the researchers wondered how different color temperatures might affect the resident’s melatonin levels. <http://www.ecmag.com/>
9. ***New SBIR Phase I Grants Awarded for SSL Technology*** - The U.S. Department of Energy Office of Science has awarded four Small Business Innovation Research (SBIR) grants and one Small Business Technology Transfer (STTR) grant for projects targeting critical advances in solid-state lighting (SSL) technology. The five FY17 Phase I Release 1 grants will explore the technical merit and commercial potential of different innovative concepts or technologies that are expected to contribute to the achievement of the price and performance goals described in DOE's SSL R&D Plan. The Phase I recipients working on SSL are: 1. Pixelligent Technologies LLC; 2. Lumisyn, LLC; 3. OLEDWorks, LLC; 4. SC Solutions, Inc.; 5. MicroLink Devices, Inc. <https://energy.gov/eere/ssl/five-sbir-sttr-grants-selected-award-ssl-technology-fy17-phase-i-release-1>



- 10. Top 10 LED Picks for January 2017** - EW's editors would like to congratulate the product management teams from Acclaim Lighting, Appleton Emerson, Auroralight, Barron Lighting, Bulbrite, Easy Lite Corp., Econosense, HyLite LED Lighting, JESCO Lighting and Wattstopper/Legrand. If you have a new product that you would like considered for our monthly Top 10 LED Product Picks, please send a press release and high-resolution image (300 dpi or better) to Jim Lucy, *Electrical Wholesaling's* chief editor at [jim.lucy@penton.com](mailto:jim.lucy@penton.com) <http://ewweb.com/>
- 11. The NEW Next Generation Lighting Systems 2017 Competition Is Open** - The new NGLS will feature multiple competitions, a tighter focus on specific lighting applications—and an expanded evaluation process that involves installations in real-world settings and greater interaction among entrants, judges, and host sites. The first NGLS competition will focus exclusively on connected lighting systems for interior spaces. The new approach reflects the growing importance of easy-to-use luminaire-integrated control systems, especially for use in existing spaces, and the intense and widespread interest in learning more about the installation, economics, and operation of those systems. <http://www.nglsc.org/>
- 12. Times & Trends: PoE: The Next Game Changer to Watch?** by Jim Lucy - A sometimes overlooked trend with truly game-changing potential is the growing acceptance of PoE (Power-over-Ethernet) cabling, which is quickly changing how lighting systems are wired in many new buildings and retrofits. It's not too often that a new product technology comes into the electrical market with the proven potential to reduce the total installed cost of a system by up to 20%. Along with these installation benefits, PoE helps integrate lighting other control systems in a building; helps building owners maximize their investment in their facilities; and offers building occupants the ability to customize the color temperature of the light. And since PoE ties together the power for the lighting systems to a building's IT system, building managers or owners can take the usage data they collect from IoT-enabled LED fixtures to gain additional leverage during discussions with utilities or other energy entities on their energy bills and plans to shed loads at predetermined times. <http://ewweb.com/editorial-commentary/times-trends-poe-next-game-changer-watch>
- 13. Fairhair Alliance and the ZigBee Alliance Sign Liaison Agreement to Help Create Smarter Commercial Buildings** - The Fairhair Alliance and the ZigBee Alliance have signed a liaison agreement to collaborate on driving higher levels of product interoperability and standards unification in smart commercial buildings. The two organizations will explore opportunities to combine their technical specifications and take advantage of the ZigBee Alliance's extensive testing, certification and branding resources and expertise to simplify the development and deployment of lighting and building automation systems based on a common, IP-based network infrastructure. <http://lightingcontrolsassociation.org/>
- 14. EnOcean Alliance and IBM Partner to Standardize Intelligent Building Solutions for the Internet of Things** - The EnOcean Alliance has significantly expanded, and strengthened its program in building automation and the Internet of Things, with IBM supporting the EnOcean Alliance as a Promoter Member. The EnOcean Alliance is a consortium of more than 400 companies that standardize and develop intelligent building solutions integrating energy harvesting wireless technology. Together, IBM and the EnOcean Alliance will bring sensors to the cloud and develop self-powered solutions as a standard for the IoT. <http://lightingcontrolsassociation.org/>



- 15. Foxconn to Set Up \$7B OLED Display Plant in US to Supply Apple** - Sharp will soon scale up its OLED production—in quality and quantity—as required by its parent company Foxconn’s largest customer Apple. Foxconn aims to build a new display OLED plant in the US, stated Terry Gou, CEO, Foxconn. The \$7 billion OLED screen plant will create about 30,000-50,000 jobs in the US. A molding facility will also come up in Pennsylvania, USA. In 2016, Taiwan-based Foxconn’s business partner Masayoshi Son, head of Japan’s SoftBank, met Donald Trump and promised another investment of \$50 billion in the US. <http://bizled.co.in/foxconn-to-set-up-7-bn-oled-display-plant-in-us-to-supply-apple/>
- 16. Philips’ Profits More Than Doubled in 2016** - Driven by the flotation of its lighting business and the strong performance of its health technology division. Philips’ net profit rose by 126% to \$1.6 billion in 2016. Although Philips is a leading manufacture of lightbulbs, electrical appliances and television sets, it has stopped these businesses due to fierce competition from Asia. Instead, it focuses on health technology like computer tomography and molecular imaging, and household appliances like electrical toothbrushes and kitchen equipment. Philips intends to sell off its lighting division completely. Now it holds a stake of 71.23%. In December 2016, Philips sold 80.1% stake in its Lumileds LED lighting business to Apollo Global Management for \$1.5 billion. <http://bizled.co.in/philips-profits-more-than-doubled-in-2016/>

## Global LED Energy Watch...

- 17. Key Opportunities Brewing as Global Li-Fi Market Grow** - The global Li-Fi market is expected to exhibit growth at a robust pace between 2016 and 2023. Massive bandwidth owing to the growing RF spectrum crunch, together with a high degree of security and energy efficiency are expected to bolster the global Li-Fi market. While the features offered by Li-Fi and visible light communications (VLC) are quite similar, unlike the latter, Li-Fi does not require line-of-sight between receiver and transmitter. The technology offers data transfer at high speed due to the presence of lesser interferences and availability of large bandwidth over the network. Furthermore, internet video traffic is expected to grow considerably in the coming years, with video projected to contribute to a majority of consumer internet traffic. This increasing data production and usage will eventually spur demand for wireless optical networks and RF-based networks. <http://bizled.co.in/>
- 18. Intelligent Cloud-Based Street Lighting System** - Lighting Reality, a UK-based company, is all set to revolutionize street lighting by using cloud computing. In the new street lighting system, users can automate the analysis of luminaires, which helps manufacturers and electricity departments to calculate how a product would perform in as per different road configurations and luminaire placements. Usually, street lighting design applications can calculate a single set of calculations for a single luminaire with one road and luminaire configuration. But the new technology—Advanced Calculation Engine (ACE)—which is browser-based, can calculate the results for many different luminaires, across a number of roads, lampposts, and luminaire configurations. The new technology will become popular because of the calculations it can do, which will help planners and highways authorities to justify the lighting costs. The system ensures that they conform to standards like EN13201 in Europe, CIE standards and IES RP08 in the USA. <http://bizled.co.in/>



**19. Osram's Sale of Ledvance Anticipated to Receive Green Light from German Government by 2Q17**

Last July, IDG and its lighting partner MLS proposed to acquire LEDVANCE for US \$439.58 million. Yiwu State-owned Assets Operation Center and MLS will each hold a 36% stake and IDG Capital Partners will own 28% stake in LEDVANCE following the completed transaction. The terms of the acquisition requires MLS to prioritize the procurement of [LED](#) chips from Osram's newly constructed LED chip fab in Malaysia, moreover, the German lighting company is to receive additional payments from licensing trademark rights for a period of 10-years. Based on the agreement with Osram, Ledvance will continue using Osram and Sylvania's brand names at the product level, while intellectual property rights will be clearly separated. <http://www.ledinside.com/>

**20. Montreal Opts for Less Intense LED Lighting for Residential Areas** - The city of Montreal, after weeks of debate and dilemma, has finally decided to cancel the plan to install high-intensity LED lighting, replacing 132,000 streetlights citywide, over fears that the blue-white LED light can cause health problems and add to light pollution. Mayor Denis Coderre announced that the city will install the less intense 3,000-Kelvin LED bulbs in residential areas, instead of the brighter 4,000-Kelvin bulbs that it was initially planning to. He also pointed out that new technologies will allow the city to dim the lighting in certain areas, based on need and feedback of the residents. However, in places where security is a top priority, like parking lots, underpasses, commercial and industrial zones, and large thoroughfares, 4,000-Kelvin LED bulbs will be installed. <http://bizled.co.in/montreal-opts-for-less-intense-led-lighting-for-residential-areas/>

**21. Worldwide Streetlights to Grow from 315M to 359M units by 2026** - There are currently 315 million total streetlights in the world. This number will grow to 359 million total streetlights by 2026 with new and more efficient LED streetlighting expected to be \$57 billion. LED streetlights will transform cities and municipalities across the globe over the next decade. LEDs offer longer lifetimes, lower energy consumption, and reduced maintenance expenses when compared with legacy streetlight technologies. In most developed countries, LEDs are already an economically beneficial alternative to existing streetlights over the lifetime of the streetlight when energy savings are considered, despite their higher upfront cost. But in the next few years, LED streetlights are expected to reach cost parity with legacy technologies (and in some cases already have), making their benefits to costs immediately positive. At this point, they will make economic sense as replacements in almost all countries. Also, many emerging market countries are rapidly urbanizing and in need of improved urban infrastructure, creating further drivers for this market. 1/24 PRNewswire

**22. German Town Taps Bluetooth-Enabled Outdoor Luminaires to Transmit Information About What's Happening** - The German town of Wipperfürth is using outdoor LED luminaires to transmit wireless information to residents and visitors about things happening in the city, marking the first known public deployment of Osram's Bluetooth-based Einstone location-based service technology. Wipperfürth has installed about 20 of Osram's Siteco-branded City Light columns in pedestrian areas and parks, each equipped with Bluetooth transmitters mounted within the luminaire at the top of the columns, which also include Osram's new 540 Plus LED Module for illumination. Smartphone users who download the town's free WippApp receive information about events, shops, promotions, restaurants, churches, and more in Wipperfürth The town controls the lights centrally with Osram's Street Light Control (SLC) software, which can change light colors to provide different scenes, and which also provides remote monitoring of operations. <http://www.ledsmagazine.com/>



## LED Technology Watch...

- 23. New ENERGY STAR® Certified USHIO Utopia™ 3 LED A19 Lamps** - Ushio America delivers a true omni-directional LED replacement for the popular 60W A19 incandescent lamps. These dimmable LED A19 lamps replicate the form, fit and function of traditional E26 base incandescent A19 lamps and last up to 25 times longer. With a rated life of 25,000 hours and an energy savings of 85% compared to 60W incandescent lamps, the Utopia 3 LED A19 is ideal for most applications. With a 3-year limited warranty, the 9W LED A19 lamps operate on 120V with Soft White (2700K) and Daylight (5000K) color temperatures and are available in E26 medium base. For more information on any of the other lighting-edge technologies from Ushio America, Inc., visit [www.USHIO.com](http://www.USHIO.com)



- 24. New Ushio 95+ CRI Uphoria Edge LED MR16 with High R9 Value** - Available in 7W, these LED MR16s offer an energy saving alternative while providing excellent color rendering with a high R9 showing more vibrant reds. With the form, fit and function of traditional halogen MR16 lamps, these dimmable LEDs are lightweight with a smooth reflector design and provide 86% savings on energy costs. The COB design mimics panel lighting providing crisper, cleaner shadows. Also, these premium LED MR16 lamps are damp location rated and UL 1993 rated for totally enclosed fixtures. With a 3-year warranty, all Uphoria Edge LED MR16 (95+ CRI) lamps operate on 12V in either a Soft White (2700K) or a Warm White (3000K) color temperature. <http://www.ushio.com/>



- 25. Douglas Lighting Controls Bluetooth® Wireless Solutions** - A complete stand-alone wireless system to control lights in a variety of applications. The system includes wireless fixture controllers, switches, and occupancy/daylight sensors all using **Bluetooth®** wireless technology. Also available is a fixture mounted controller and sensor with Bluetooth technology providing wireless communication and occupancy/daylight control in one device. Each Bluetooth enabled device is its own wireless node for sending, receiving and sharing control commands through a wireless mesh network. Expandability is easy with each device passing information to the next thus expanding the reach and control throughout the network.



<http://www.douglaslightingcontrols.com/products/wireless>

- 26. Top 10 LED Picks for January 2017** - EW's editors would like to congratulate the product management teams from Acclaim Lighting, Appleton Emerson, Auroralight, Barron Lighting, Bulbrite, Easy Lite Corp., Econosense, HyLite LED Lighting, JESCO Lighting and Wattstopper/Legrand. If you have a new product that you would like considered for our monthly Top 10 LED Product Picks, please send a press release and high-resolution image (300 dpi or better) to Jim Lucy, *Electrical Wholesaling's* chief editor at [jim.lucy@penton.com](mailto:jim.lucy@penton.com) <http://ewweb.com/>



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## National Energy Watch...

- 27. LIGHTFAIR® International 2018 Will Take Place in Chicago** - The May 6-10, 2018 event marks LIGHTFAIR's first Chicago staging since 1995 and will afford the global lighting design community the extensive accessibility, convenience and service benefits present in the city and in the vast facilities of McCormick Place, which with 2.6 million square feet of exhibition space ranks as the largest U.S. convention center. LFI 2017 will take place in Philadelphia May 7-11 at the Pennsylvania Convention Center. In its 2016 showing in San Diego at the San Diego Convention Center April 24-28, LFI set new trade show floor and west-coast attendance records. <http://www.lightfair.com/V40>
- 28. Lighting Controls Association Publishes Lighting Controls Guide for Open Offices** - Hoteling, hot-desking and other open office design trends are increasing demands for lighting flexibility. Meanwhile, commercial building energy codes are increasing demands for energy efficiency. A well-designed lighting and control system can maximize both of these objectives. Authored by Steve Mesh, LC, this application guide by the Lighting Controls Association describes various control strategies that can be applied to open office spaces. These strategies can minimize operating costs, achieve energy code compliance and support workspaces that are more productive. The guide is free and can be downloaded at: <http://lightingcontrolsassociation.org/wp-content/uploads/2017/01/LCA-Open-Office-Application-Guide.pdf>
- 29. NEMA Confidence Indexes Soar** - Mixed in with guarded optimism, panel comments also noted some market softness and uncertainty about the policy course being charted by Washington. Nevertheless, buoyed by a surge of respondents reporting better conditions the current conditions index moved to 72.2, which is the highest reading in nearly 4 years. <http://www.nema.org/>
- 30. High-Intensity Discharge Lamps Standard Now Available** - A new version of ANSI C78.380 *American National Standard for Electric Lamps—High-Intensity Discharge Lamps* was released by ANSI Accredited Standards Committee C78, as announced by the National Electrical Manufacturers Association (NEMA). This standard describes a system for the designation of high-intensity discharge lamps, and includes compact, enclosed-arc discharge light sources such as mercury, metal halide, high-pressure sodium, and similar types of lamps. For convenience, low-pressure sodium lamps, although technically not high-intensity discharge lamps, are included with the group. Revisions to ANSI 78.380 include a new reference section and general edits. To participate in standards development activities, contact NEMA at [nemalighting@nema.org](mailto:nemalighting@nema.org)
- 31. HID Lamp Indexes Continue Decline in Third Quarter 2016** - NEMA's shipment index for high intensity discharge (HID) lamps continued to decline in the third quarter of 2016. Compared to the same quarter last year, metal halide lamp shipments fell 25.4 percent, sodium vapor lamps decreased by 15.2 percent, and shipments of mercury vapor lamps decreased by 11.0 percent. Metal halide lamps accounted for 60.3 percent of the HID market in 3Q 2016, while sodium vapor and mercury vapor account for 35.6 percent and 4.2 percent respectively. <http://www.nema.org/>



## City & State Energy Watch...

**32. Lighting in New DC Area Homes Will Feature Amazon Voice Controls** - In another example of the property business pushing into smart lighting, home construction company Brookfield Residential said it is building smart homes in the Washington, DC area featuring voice control of lights and other things using the Alexa system from Amazon. Calgary-based Brookfield calls the new line of houses The Smart Home powered by Amazon Alexa. It will offer the hands-free automated controls “at many new communities” in the DC area including northern Virginia, allowing people to verbally boss around lights, security cameras, door locks, window blinds, lawn sprinklers, thermostats, music systems, ovens, and many other things, Brookfield said. A typical Alexa system deploys a cylindrical speaker and microphone called Echo. Alexa and Echo are cornerstone technologies in Amazon's effort to expand the Internet of Things (IoT). Lighting companies including Philips and LIFX among others have added support for Alexa by offering apps that allow users to turn lights on and off, dim or brighten them, and create light scenes by interacting with the Echo device. <http://www.ledsmagazine.com/>

**33. Denver is the Latest City to Require Energy Benchmarks** - The Denver City Council unanimously passed an ordinance in the latter stages of December 2016 designed to reduce energy use in the largest source of greenhouse gas emissions by requiring energy benchmarking and transparency in multi-family and commercial buildings. Denver joins 16 other large cities to pass energy benchmarking ordinances to achieve climate goals. Los Angeles, Seattle, New York City, Boston, among several others have all adopted similar legislation. Beginning in 2017, commercial and multi-family buildings over 25,000 square feet in Denver will be required to track and report their ENERGY STAR score. In 2018, buildings over 50,000 square feet will be required to report their score. The ENERGY STAR score measures and tracks their energy use, will be made available to the public on an annual basis. <http://www.buildings.com/>

**34. Houston's NRG Stadium to Showcase Its Energy-Efficient Lighting During Super Bowl** - The New England Patriots and Atlanta Falcons will face off for the National Football League title in Super Bowl LI on a field illuminated exclusively by 65,000 LED lights on Feb. 5. Houston's NRG Stadium, home to the NFL's Houston Texans and the Houston Livestock Show and Rodeo, became one of the first professional venues to use energy-efficient LED lights in 2015. The new lighting system uses 337 kilowatts when at full power, about 60 percent less energy than the previous system did. <http://www.accuweather.com/>

**35. Top 10 states for LEED in 2016** - <http://www.usgbc.org/>

Rank	State	Certified	Gross Square Footage	Per-capita	Certified GSF
1	MA*	24,398,765	3.73	6	NV* 6,397,602 2.37
2	CO*	15,921,457	3.17	7	MD* 13,426,623 2.33
3	IL*	36,188,485	2.82	8	VA* 18,444,309 2.31
4	NY	48,405,204	2.5	9	WA* 15,103,478 2.25
5	CA*	88,891,641	2.39	10	TX* 41,942,393 1.67



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## Monthly Special Feature...

***NEMA Lamp Indices Show Shift in Technology*** by Doug Chandler  
*in Electrical Marketing's LiveWire* <http://electricalmarketing.com/blog/>

The latest round of shipment indices for lighting products tracked by the National Electrical Manufacturers Association (NEMA), Rosslyn, VA, gives us a snapshot of shifts underway in various lighting technologies during the third quarter of 2016.

LED A-line lamps continue to grow, accounting for 32.4% of the market in third quarter 2016, and posting a 124.2% increase in shipments compared to 3Q 2015. They posted a 65.1% quarter-over-quarter increase in the third quarter of 2016 compared to the previous quarter. Halogen, incandescent and compact fluorescent lamps (CFLs) all posted quarter-to-quarter decreases, 7.5%, 17.2%, and 12.8% respectively. Incandescent lamp shipments actually showed a 5.6% increase in 3Q 2016 compared to 3Q 2015 while halogen and CFLs posted 11% and 53.9% decreases for the same time period.

Halogen A-line lamps accounted for 44.5% of the consumer lamp market in 3Q 2016, while CFLs captured 13.2% and incandescents 10%. NEMA said the incandescent A-line lamps shipped largely consist of 15W and 25W lamps.

NEMA's shipment index for high intensity discharge (HID) lamps continued to decline in the third quarter of 2016. Compared to the same quarter last year, metal halide lamp shipments fell 25.4%, sodium vapor lamps decreased by 15.2%, and shipments of mercury vapor lamps decreased by 11.0%.

Metal halide lamps accounted for 60.3% of the HID market in 3Q 2016, while sodium vapor and mercury vapor account for 35.6% and 4.2% respectively.

Since 2014 the linear florescent lamp index has been on a downward trend and that trend continued in 3Q 2016. The index for T8 lamps which account for 63.0% of the consumer lamp market decreased on a year-over-year basis by 27.3% in 3Q 2016 compared to 3Q 2015. T5 and T8 shipments also continued to decline decreasing by 27.7% and 27.3% respectively on a year-over-year basis.

NEMA/BIS has added T-LED shipments to the market penetration graph to begin tracking their impact on the market. When more historical data is available T-LED shipments will be added to the index, NEMA said. In 3Q 2016 T-LEDs accounted for 12.8% of the linear lamp shipments.

NEMA's overall Lighting System Shipment Index, a measure of demand for lighting equipment, decreased by 9.7% in 3Q 2016 compared to 3Q 2015 and by 4.7% compared to the previous quarter (2Q 2016). The decrease was driven by all components of the index which includes fixtures, emergency lighting, ballast, and lamp – large and miniature – components which all posted year-over-year decreases, NEMA said.

