

EnergyWatch



June 2011

<http://www.attardimarketing.com/energywatch/>
www.energywatchblog.com

A man said to his wife one day, 'I don't know how you can be so stupid and so beautiful all at the same time. 'The wife responded, 'Allow me to explain. God made me beautiful so you would be attracted to me; God made me stupid so I would be attracted to you! Bada Bing.....

Something to Think About... Housing Recession and the Economy - <http://www.strategic-briefs.com/BIB/ARMCURRENT.pdf> For those looking for a home, the news from the housing sector is about as bleak as it gets and has most of the economic analysts in a sour mood. Home prices continue to fall despite the assertion that the housing market has reached bottom. Now the consensus is that home prices will not stabilize until sometime early in 2012 but there are some who really do not expect the market to bottom out until well into the year. The reasons for the continued decline are the same as they have been for almost four years now. The most important factor is the glut of homes for sale coupled with a serious shortage of willing and able buyers. It is about as classic a case of demand and supply mismatch as one could find these days. The two most important factors on the supply side include the continued wave of foreclosure activity and the fact that there was such a massive glut of new homes built during the boom. The fact remains that for many markets there are just too many homes for sale.

The demand side is weak and that has severely limited the options for sellers. The traditional strength of the housing market has been people looking to trade up. They are the existing homeowners who want a bigger or at least a different house. This is a market that has all but vanished and what is left is the new home buyer and the investor that is buying up bargains. Neither of these buyers is going to provide much for a home seller who wants to get something substantial from their home sale. The only people selling in these circumstances are those who are desperate to sell and they will take whatever price they can get. This is a factor that has contributed to the reduction in the price of homes. It is only those who absolutely have to sell that are trying the market and that tends to distort the numbers. Those who can wait for the market to improve are doing so and without some balance the market is determined entirely by the buyer. Until there is a change in the seller's situation, the market will stay stressed. An improvement in the housing sector will essentially have to wait for an improvement in the economy as a whole. The desperate sellers are generally those who have lost their jobs or have been forced to relocate for one. The connection between employment and the housing market is a close one. One positive point is that real estate is exceedingly local and home prices are volatile from neighborhood to neighborhood. Even in some stressed cities there are areas where home prices are stable and even rising.

SPECIAL TRAINING SESSION:

Attardi Marketing is offering a behavior changing training session for sales professionals at Monmouth University, West Long Branch, NJ:



NOT TOO LATE FOR MONDAY JUNE 20, 2011

Sales Pro Solution Selling

An important asset of any company, especially one involved in the distribution of products and services, is its sales force and its ability to solve problems in today's increasingly diverse and global workplace. The current business environment is changing the makeup of both the workplace and, most certainly, your customer base.

This one-day advanced sales training workshop focuses on assessing the individual strengths and weaknesses we all have and the sales skills necessary to recognize and to solve those nagging problems that are impediments to successful sales closure.

Using a highly successful self-assessment instrument (DISC Model) online, the workshop provides the attendees an understanding of different behavioral styles essential for managing and selling more effectively in a diverse environment. In addition, the objective of the workshop is to develop the necessary sales skills to successfully upsell into a rapidly changing electrical industry with emphasis on the new energy efficient technologies and process selling. To convince today's customers to upgrade to the more technologically advanced products because of bottom line improvement and productivity gains that will be realized. The workshop engages and challenges participants through self-assessments, brief lecturettes, questionnaires, customized case studies and interactive group exercises.

Before the session, all participants will be asked to complete an online assessment:

The Success Insights® DISC Profile Behavioral Assessment – an analysis of each individual's behavioral style is used to increase your self-awareness and abilities to develop adaptive styles to meet the demands of your work and customer environments. Here's what you get:

- You get to take a 15 minute online assessment that will reveal your personal behavioral style
- Your Personal Success Insights® DISC Profile Behavioral report
- Expert analysis
- Complete binder to continue the learning process on your own
- Continental breakfast and break refreshments and lunch
- Professional Adjunct Professors: Bill Attardi and Mike Protono

Your cost: \$350.00 per attendee. The complete one-day agenda and registration available at:

www.attardimarketing.com/salesprosolutionselling

.....or send me an email at wattardi@attardimarketing.com for a group rate.



National Energy Issues to Watch...

1. **What a Show!** <http://www.lightfair.com> - In my fortunate life in the lighting industry, I have attended virtually every Lightfair Show. For me, this was the most exciting show ever as it is clear to those of us who attended this one that the lighting industry is going thru a metamorphosis. Major electronic conglomerates exhibited and are looking to participate in the unfamiliar digital electronic lighting industry of the future. The unbelievable focus on solid state lighting (SSL) was something to see. This LEDfair is the harbinger of what's to come. I cannot wait to see how it will all shake out. Special was the LFI Innovation Awards that honors industry innovations for lighting-related products and designs introduced in the past 12 months. See the winners by category at: <http://dev.lightfair.com/lightfair/V40/test/iAwards2011/LFI%20Innovation%20Awards%202011/Welcome/>



2. **Acuity Brands Wins Top Award in Lightfair Innovation Awards** - Acuity's Revel OLED light fixture won Lightfair's most coveted new product award. The modular five-panel ceiling mounted system provides 60 LPW and 85 CRI.
3. **Osram Sylvania Adds Solid State Lighting Fixtures to Its Portfolio** - Osram Sylvania announced on 4/20/11 it plans to offer a comprehensive portfolio of energy-efficient lighting fixtures for commercial and residential use. The Sylvania fixture line is the latest expansion of the company's solid state lighting portfolio, which includes LED modules, power supplies, controls, lighting services and the number one line of LED retrofits in North America. The introductory Sylvania fixture line includes luminaires for outdoor, hospitality and residential applications. These solutions and other market leading products will be unveiled on May 17 at Lightfair. www.sylvania.com
4. **Osram Opto Unveils Brilliant-Mix LED Mixing Concept** - Osram Opto Semiconductors has unveiled an LED mixing concept named Brilliant-Mix, which combines white and amber LEDs to deliver warm-white light with high luminous efficacy (110 lm/W) and a color rendering index (CRI) of more than 90. The light-mixing approach uses EQ-White and Amber versions of Osram Opto's 1W-class Oscon SSL LEDs. Measuring just 3 mm x 3 mm, these LEDs can be closely clustered, which makes color mixing easier and also improves the optical design at system level. <http://www.ledsmagazine.com/news/8/5/15>
5. **Osram Sylvania and Lowe's Launch Expanded Line of LED Bulbs** - On the heels of their introduction of one of the brightest LED A-line light bulbs, Osram Sylvania and Lowe's are now offering an expanded selection of Sylvania Ultra Led light bulbs to consumers in all Lowe's stores nationwide and on www.Lowes.com with additional products to arrive by July 2011. The full line of Sylvania Ultra Led light bulbs contains more than 16 new product offerings that are a fit for a variety of indoor and outdoor home applications. The line includes LED bulbs that match the color temperature of most incandescent bulbs and last up to 25 times longer. 5/12 PRNewswire



6. **Philips Unveils EnduraLED A21 17-Watt Bulb** - Philips Electronics unveiled the Philips EnduraLED A21 17-watt light bulb today at the Lightfair International trade show. Designed to replace a 75-watt incandescent bulb, while reducing energy consumption by 80% and lasting 25 times longer, the Philips EnduraLED A21 17-watt marks another important milestone in LED lighting technology for everyday use. 5/16 HCN



7. **Controlling LEDs by Lutron's Amanda Beebe and Ethan Biery** - Ten years ago, many people didn't even know what an LED was. Today, they're the new hot item on the shelves – and everyone wants to use them. Often, designers do not know how to control LEDs or they have had negative experiences working with them. This white paper will provide a brief overview of what an LED is and how to use LEDs for general illumination applications and the advantages and limitations of doing so. It will also go into detail about why you should consider dimming LEDs and what questions need to be answered in order to dim LEDs properly to meet your expectations. The overall goal of this paper is to make you more comfortable with using LEDs on your projects. http://www.lutron.com/TechnicalDocumentLibrary/367-2035_LED_white_paper.pdf

8. **Siemens Moots Floating Up To 75 Percent of Osram** - Siemens executives have told analysts the German industrial conglomerate plans to float between 50 percent and 75 percent of the world's second largest lighting maker after Philips. Siemens has said it is looking to complete an IPO of Osram, which analysts estimate to be worth as much as 7 billion euros (\$10.3 billion), in the European autumn of 2011 and remain a major long-term shareholder thereafter. 5/4 Reuters

9. **LED Bulbs Hit 100 Watts as Federal Ban Looms** - Two leading makers of lighting products are showcasing LED bulbs that are bright enough to replace energy-guzzling 100-watt light bulbs set to disappear from stores in January. The new bulbs will also be expensive - about \$50 each - so the development may not prevent consumers from hoarding traditional bulbs. Osram Sylvania said it has overcome the heat problem and will be showing a pear-shaped 100-watt-equivalent LED bulb at Lightfair. It doesn't have a firm launch date. Lighting Sciences Group Corp. will be showing several 100-watt-equivalent prototypes, including some that solve the problem of cooling the LEDs by using microscopic devices that move air over the chips, like miniature fans. Before the 100-watters, there will be 75-watters on the shelves this year. 5/16 AP

10. **Draft Policy Regarding Measured Vs. Reported Values for ENERGY STAR** - Attached is the EPA's draft policy regarding certification of reported values for ENERGY STAR. This guidance is intended to address manufacturer needs to report consistent information on product performance, and is based on practices already being implemented by some certification bodies. EPA intends to finalize this policy on May 18, 2011.



ENERGY_STAR_Certified_Ratings_Measur

11. **Pike Research Publishes First Fuel Cells Annual Report** - Adoption of fuel cell powered products is gathering increasing momentum from a wide variety of sectors. Between 2008 and 2010, according to the report, the fuel cell industry experienced a compound annual growth rate (CAGR) of 27%. The shift from an R&D-based industry to a fully commercial one is well underway but has not been without its setbacks. The first annual [Pike Research](#), Boulder, Colo., [Fuel Cells Annual Report](#) analyzes the state of the global fuel cell industry, its key barriers and drivers, where the industry could be in 2017, and why 2015 is shaping up to be such a crucial point for the industry. This report is produced from extensive industry interviews as well as the Pike Research fuel cell forecast model.



- 12. ASHRAE Releases 90.1-2010–Part 2: Lighting Controls** - Last month, the Lighting Controls Association published a guide to the new ASHRAE/IES 90.1-2010 standard, focusing on its prescriptive lighting power requirements as well as significant changes to its scope and administrative requirements. In Part 2 of this series on the new standard, we will focus on its extensive new mandatory and optional lighting control requirements. Regarding controls, the changes are nothing short of historic. To obtain a copy of the standard, visit the ASHRAE bookstore at www.ashrae.org or the IES bookstore at www.ies.org
- 13. New Solid-State Lighting Standards Help LED Gain Greater Market Share** - On Feb. 16, 2011, U.S. EPA updated its specifications covering the qualification of luminaires under its Energy Star label. Effective October 1, 2011 to qualify for the Energy Star label under Energy Star Luminaires, Version 1.0 (Luminaires V1.0), which replaces both the RLF V4.2, “Residential Light Fixtures” specification and SSL V1.3, “Solid State Lighting Luminaires” specification, luminaires must demonstrate a 30% increase in efficiency above the current qualification level. In addition, by 2013, performance must show an additional 10% increase — a 40% higher efficiency compared to the current qualification level. Moreover, the fixtures must continue to meet other performance criteria, such as quick start-up, high-quality light output, lamps that last 10 times longer than standard lamps, reduced toxics associated with fixture materials, and be backed by a three-year warranty. 4/21 EC&M
- 14. DOE Releases Special CALiPER Summary Report on Retail Replacement Lamp Testing** - The U.S. DOE has completed Retail Replacement Lamp product testing through the DOE Solid-State Lighting (SSL) CALiPER program. A Summary Report containing the results is now available for download on the DOE SSL website at www.ssl.energy.gov/reports.html. This special testing was undertaken to identify and test performance of solid-state lighting (SSL) replacement lamp products directly available to the general public through retail outlets (stores and websites). Product testing covered a limited sample of 33 SSL replacement lamps, including five A19, four B10 (candelabra), two C7 (night light), eleven MR16/PAR16, four PAR20, and seven PAR30. The 33 different lamps represented products by 10 different manufacturers and were anonymously purchased from eight different retailers. Detailed test results from this report will be available soon through the searchable online CALiPER system: www.ssl.energy.gov/search.html
- 15. Sens. Shaheen, Portman Introduce a National Energy Efficiency Strategy** - The Energy Savings and Industrial Competitiveness Act (S. 1000) of 2011 intends to increase the use of energy efficiency technologies in the residential, commercial and industrial sectors of our economy, while fostering job creation. Enactment of S. 1000 would:
- * Boost private sector investment in building efficiency upgrades by expanding the Department of Energy (DOE) Loan Guarantee program.
 - * Help manufacturers reduce energy use and become more competitive by working with states to establish a revolving loan program to help finance efficiency upgrades.
 - * Provide standards on outdoor lighting, residential heating and cooling systems, residential appliances, and other appliance products based on agreements between manufacturers and efficiency advocates.
 - * Work with states to strengthen national model building codes to make new homes and commercial buildings more energy efficient.
 - * Require the federal government – the single largest energy user in the country – to adopt energy saving techniques for computers, saving energy and taxpayer dollars, and adopt better building standards and smart metering technology. 5/17 Alliance to Save Energy



16. ENERGY STAR Integral LED Lamps Specification Version 1.4 - Attached is the Integral LED Lamp specification, Version 1.4. This version formalizes enhancements to the non-standard lamp labeling requirements and incorporates a number of refinements associated with the institution of third-party certification. Products qualified under previous versions of the Integral LED Lamp specification are not affected by this revision. EPA expects to finalize and post Version 1.4 by June 1, 2011.



ENERGY STAR
Integral LED Lamp Sp

17. Study Concludes Information-Based Energy Efficiency Can Save Americans Billions -

Environmental Defense Fund (EDF) today announced the findings of a major study analyzing the impact of information-based energy efficiency programs at eleven utilities across the country. The report identifies energy reductions that could generate billions in savings for Americans and reduce carbon (CO₂) emissions by more than 8.9 million metric tons per year if extended nationwide. Download Behavior and Energy Savings: http://www.edf.org/documents/11769_BehaviorAndEnergySavings.pdf

18. Xcel Energy 'Goes Game' with New iPhone Application - Xcel Energy announced today it has launched its first-ever iPhone application called "Bulb Blasters," a game with a mission to conquer energy inefficiency. Players fire a compact fluorescent light bulb cannon to blast energy-sucking incandescent light bulbs out of the sky. As players progress to more difficult levels, they receive an efficiency message about saving energy, money and the universe. They can also post their scores and challenge friends.

19. New Fuel-Efficiency Labels Announced with Details on Fuel Costs, Emissions - The U.S.

Department of Transportation and the U.S. Environmental Protection Agency today officially announced the new fuel-efficiency stickers. The new labels will provide more details, such as estimated annual fuel costs and information on the amount of greenhouse gas a vehicle emits. Left out of the new label was a controversial letter-grade system, which would have ranked cars on a scale of A through D based on their fuel economy and environmental impact. The labels will be required starting next year, with model year 2013 vehicles. 5/25 Detroit Free Press

20. Lighting Fixtures - Global Strategic Business Report - This report analyzes the worldwide markets

for Lighting Fixtures in US\$ Million by the following Product Segments: Portable, Non-Portable, and Parts & Accessories. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for each region for the period 2007 through 2015. Also, a seven-year historic analysis is provided for these markets. The report profiles 479 companies including many key and niche players. For more information click on:

http://www.researchandmarkets.com/product/7b103a/lighting_fixtures_global_strategic_business

Related Titles also available from Research and Markets:

- The US Market for Lighting Fixtures - Monthly Development, Primary Market - http://www.researchandmarkets.com/product/7b103a/the_us_market_for_lighting_fixtures_monthly
- Commercial, Industrial, and Institutional Electric Lighting Fixture Manufacturing Industry in the U.S. and its International Trade [Q3 2010 Edition] - http://www.researchandmarkets.com/product/7b103a/commercial_industrial_and_institutional_ele
- Trends in the Energy Efficient Lighting Fixtures and Ballasts Industry in North America - http://www.researchandmarkets.com/product/7b103a/trends_in_the_energy_efficient_lighting_fixtu



Comparison of efficacy by power (120 volt lamps

	Power (W)	Output (lm)	Efficacy (lm/W)
<p>21. <i>The Incandescent Bulb Will Not Make the Electronic Lighting Era</i> - The table shows the approximate typical output, in lumens, of standard incandescent light bulbs at various powers. As you all know, the lumen values for "soft white" bulbs will generally be slightly lower than for inside frost bulbs at the same power, while clear bulbs will usually emit a slightly brighter light than correspondingly powered standard bulbs.</p>	5	25	5
	15	110	7.3
	25	200	8.0
	35	350	10.0
	40	500	12.5
<p>22. <i>NEMA Publishes Two Solid State Lighting Standards</i> - The National Electrical Manufacturers Association (NEMA) has published two new solid state lighting standards: 1) NEMA SSL 1-2010 Electronic Drivers for LED Devices, Arrays, or Systems, and 2) NEMA SSL 6-2010 Solid State Lighting for Incandescent Replacement—Dimming. With these publications, NEMA establishes harmonized requirements and expectations for solid state lighting (SSL). Both are directed toward designers, manufacturers, and users of SSL products. For SSL 1: http://www.nema.org/stds/ssl1.cfm For SSL 6: http://www.nema.org/stds/ssl6.cfm</p>	50	700	14.0
	55	800	14.5
	60	850	14.2
	65	1,000	15.4
	70	1,100	15.7
	75	1,200	16.0
	90	1,450	16.1
	95	1,600	16.8
<p>23. <i>NEMA Publishes SSL 3-2011 High-Power White LED Binning for General Illumination</i> - This standard, first published in 2010, was produced by NEMA’s Solid State Lighting Section. SSL 3 offers categorization areas (bins) for chromaticity (colors), forward voltage measurements (an electrical designation), and luminous flux (light output) for light-emitting diodes (LEDs) used for general lighting. The binning process helps ensure continuity among suppliers. The standard also sets a level of expectation for characterization that result in a reasonable number of bins for stocking purposes. The contents of SSL 3 may be purchased for \$39, by visiting www.nema.org/stds/ssl3.cfm SSL 3 is the third solid state lighting standard published by NEMA in 2011, joining new publications SSL 1 and SSL 6. To learn more about the association’s lighting standards, visit www.nema.org/stds/lighting.cfm</p>	100	1,700	17.0
	135	2,350	17.4
	150	2,850	19.0
	200	3,900	19.5
	300	6,200	20.7
<p>24. <i>NEMA to Sponsor Free Webinar on Managing Lighting</i> - The enLIGHTen America campaign sponsored by members of the National Electrical Manufacturers Association (NEMA), Rosslyn, Va., will present a webinar on June 1 from 2–3 p.m. EDT, hosted by <i>Today’s Facility Manager</i>, focusing on the latest lighting management strategies and systems that enable building managers to reduce energy costs, improve energy efficiency, meet code mandates and enhance occupant productivity. The webinar will address technologies such as digital lighting controls, wireless systems, advanced daylighting and window shade controls, and occupancy sensors. Case studies demonstrating how lighting controls save energy and enhance occupant satisfaction will also be presented. To register for this free webinar go to: https://www1.gotomeeting.com/register/673099992</p>			
<p>25. <i>Employers Added 54,000 Jobs in May, Fewest in 8 Months; Unemployment Rate Rose to 9.1 %</i> - Employers in May added the fewest jobs in eight months, and the unemployment rate inched up to 9.1 percent. The weakening job market raised concerns about an economy hampered by high gas prices and the effects of natural disasters here and abroad. The key question is whether the meager 54,000 jobs added last month mark a temporary setback or are evidence of a more chronic problem. That total is far lower than the previous three months’ average of 220,000 new jobs per month. 6/3 Washington Post (<i>The McDonald’s fast-food chain may have been responsible for at least half the jobs created in the United States in May, according to numbers reported by MarketWatch.</i>)</p>			



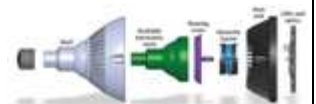
26. DOE Releases Latest Lighting Facts® Product Snapshot of LED Replacement Lamps - The U.S. DOE has published the May 2011 Lighting Facts® Product Snapshot of LED replacement lamps. The report uses verified performance data from the Lighting Facts product list, which now has nearly 1,000 LED replacement lamps registered, to compare their performance to standard technologies and the new performance levels mandated by the Energy Independence and Security Act of 2007. It is intended to help lighting retailers, distributors, designers, utilities, and energy efficiency program sponsors understand the current state of the LED replacement lamp market and its trajectory. Among the key findings from the new Product Snapshot:

- LED lamp performance remains highly variable across all performance metrics.
- LED lamp light output has been rising steadily, but not fast enough to replace 100W A-lamps by 2012.
- LED A-lamps performing at 450 lumens (40W incandescent equivalent) and 800 lumens (60W incandescent equivalent) are already available.
- No LED linear replacement lamps match the light output of linear fluorescent lamps.

The complete Lighting Facts Product Snapshot is available for download: www.lightingfacts.com

27. Light Bulb Saving Time - Bunny Williams, the no-nonsense decorator known for her lush English-style rooms, is laying in light bulbs like canned goods. Incandescent bulbs, that is — 60 and 75 watters — because she likes a double-cluster lamp with a high- and a low-watt bulb, one for reading, one for mood. She is as green as anybody but she can't abide the sickly hue of a twisty compact fluorescent bulb, though she's tried warming it up with shade liners in creams and pinks. Nor does she care for the cool blue of an LED. The law does not ban the use or manufacture of all incandescent bulbs, nor does it mandate the use of compact fluorescent ones. All sorts of exemptions are written into the law, which means that all sorts of bulbs are getting a free pass and can keep their energy-guzzling ways indefinitely. Nonetheless, as the deadline for the first phase of the legislation looms, light bulb confusion — even profound light bulb anxiety — is roiling the minds of many.
5/25 NT Times

28. Active Cooling Can Boost Lumen Output in LED Lighting - Active cooling technology can offer thermal capabilities that are superior to passive heat sinks and can raise lumen output and extend LED life in solid-state lighting, says Ryan Ahearn of Nuventix www.nuventix.com PAR38 reference-design model with Nuventix SynJet engine Synthetic-jet technology provides an active cooling solution for LED lighting, and has been adopted by many major global lighting companies. The compact cooling modules address all of the constraints currently hindering the development of LED lighting: effective heat dissipation, small form factor and reliability Synthetic jets are an alternative to the traditional fan and are much better suited to the increasingly challenging demands of LED thermal management. The jets are formed by periodic suction and ejection of air out of an opening that is caused by the motion of a diaphragm.. <http://www.ledsmagazine.com/features/8/6/10>



29. Havells Launches US Brand - Havells USA, a leading full-spectrum provider of professional lighting solutions, officially introduced its brand in the United States at this year's LIGHTFAIR International. It had been operating under the SLI Lighting brand for the past three years, ever since Havells acquired the South Carolina-based manufacturer. The manufacturer showcased their Concord and Lumiance product lines—a wide range of contemporary designed luminaires for commercial interior and exterior applications, which includes energy-efficient LED products.
www.havells-usa.com



- 30. OLED Estimated to be \$2.0B in 2016** - Industry analyst firm NanoMarkets has released its latest report titled, "The Market for OLED Materials 2011" which says that the market opportunities for the various materials used in OLED displays and lighting will exceed \$2.0 billion by 2016. http://nanomarkets.net/market_reports/report/markets_for_oled_materials_--_2011/ 6/1 PRNewswire
- 31. CEA Survey Finds Consumers Want Smart, Energy-Efficient Technologies But Lack Knowledge of Current Electricity Management Systems** - A new survey from the Consumer Electronics Association (CEA)(R) found consumers are concerned about the cost of their energy use, yet lack awareness of emerging energy management systems. While many consumers turn lights off, shop for energy efficient devices and practice other eco-friendly practices, just 10.2 million of 119 million U.S. households are estimated to have enrolled in electricity management programs. Utility companies, the study found, are in the best position to raise awareness of these programs to boost consumers' understanding of energy consumption. http://www.ce.org/Press/CEA_Pubs/8017.asp 6/2 BUSINESS WIRE
- 32. Acuity Brands Launches Acculamp Brand of LED Lamps** - Acuity Brands, Inc. has introduced its [Acculamp product line](#), the company's first-ever offering of LED lamps. The new product line consists of a broad range of LED lamps for commercial and institutional applications, including retail, hospitality and education. The LED-based Acculamp line is a result of the previously-announced business collaboration between Acuity Brands and Neonlite Electronic & Lighting (HK), Ltd. Neonlite is a leading lamp manufacturer, whose products are sold under the [Megaman](#) brand. <http://www.ledsmagazine.com/news/8/5/15>
- 33. Acuity Brands Enters LED Lamp Technology and Business Collaboration Agreement With Neonlite Electronic & Lighting (HK), Ltd.** - The companies announced that their agreement is specific to the United States and Canadian lighting markets and that they are collaborating on a broad portfolio of high performance LED lamps targeted at commercial and institutional applications for a variety of vertical markets, including retail, hospitality and education. Sold globally under the Megaman® brand, Neonlite's products are widely distributed throughout Europe, Asia, the Middle East, Africa and South America, covering more than 90 countries. 5/20 BUSINESSWIRE
- 34. U.S. DOE's Ultra Efficient Office Building Uses Finelite LED Products** - Finelite, the CA-based lighting-systems manufacturer, and MH Lighting, a CO- based lighting representative, provided the new Research Support Facility (RSF) on the campus of U.S. Department of Energy's (DOE) National Renewable Energy Laboratory (NREL) in Golden, CO with efficient task lighting for employee use in the RSF. The Research Support Facility is one of the largest ultra energy efficient buildings in the U.S., and was recently featured in The Wall Street Journal and the February issue of Lighting Design + Application (LD+A) magazine. Finelite met very high standards set by the design team. Compared with a field of half-a-dozen other LED task lights, the Research Support Facility design team chose Finelite's PLS LED desk lamp. 5/26 BUSINESS WIRE
- 35. Walmart Posts \$103.4 Billion in First-Quarter Sales** - Walmart reported net sales for the first quarter of \$103.4 billion, an increase of 4.4% from \$99.1 billion in the first quarter last year. Walmart's net income was \$3.4 billion, compared with net income of \$3.3 billion in the prior-year quarter. The company said it expects U.S. same-store sales for the second quarter to range from down 1% to up 1%. 5/18 HCN



State Energy Issues to Watch...

- 36. National Grid Selects SmartWatt Energy as an Energy Solutions Partner for Large Business Program in Upstate New York** - SmartWatt Energy announced today that they have been named an "Energy Solutions Partner" by National Grid, for their Large Business Program. This unique program pre-qualifies turnkey energy efficiency contractors, and is geared toward increasing the energy efficiency of large commercial and industrial businesses in Upstate New York through lighting retrofits. SmartWatt Energy estimates that as many as 4,700 large commercial and industrial businesses in Upstate New York will qualify for this Program. Business customers with an average demand use of more than 100 kilowatts of energy per month will qualify for the Program, in which SmartWatt Energy provides complimentary commercial energy audits and National Grid provides rebates of up to 50% of the cost of the installation of energy efficient lighting. 5/26 PRWeb.com
- 37. Boston College & NSTAR Launch Aggressive Energy Efficiency Agreement** - NSTAR is working with BC to target energy efficiency opportunities including improving existing operational control systems, laboratory process improvements, lighting upgrades and occupancy sensors, and numerous mechanical system upgrades. Along with the substantial energy reduction and environmental benefits that come with these upgrades, NSTAR estimates BC will save about \$1 million a year on utility costs after the three-year initiative is complete. www.nstar.com
- 38. PA Districts Look to Save More Energy When Faced with Funding Cuts** - Faced with up to \$1 billion in education cuts statewide, area school districts are turning off the lights. In an effort to save energy -- and money -- schools are changing light bulbs, installing sensors and considering solar panels. Superintendents, who at some districts are struggling with proposed state cuts that equal more than \$1,000 per student, say saving energy is a must for the environment and their budgets. 5/31 The Times-Tribune
- 39. La Grange to Replace Street Lights with Energy Efficient Ones** - A brighter community at a cheaper cost will soon become a reality in La Grange, NC with the replacement of 345 aging street lights with environmentally-friendly, energy-efficient ones. The town council unanimously voted this week to upgrade its street lights, powered by mercury vapor bulbs, to 175-, 250- and 400-watt fixtures illuminated by LED bulbs. As ordered, the town will contract with Stuart C. Irby of Rocky Mount to buy 132 lights -- equivalent to 175 watts in power -- at \$320 each for \$42,240. It will buy 71 street lights equivalent to 250 watts from WESCO of Raleigh at \$481.45 apiece for \$34,182.95. The remaining 142 lights, equivalent to 400 watts in power, will be purchased from H.D. Supply of Wake Forest at \$651 each for \$92,442. The grand total is \$168,864. They received a \$155,475 grant from the federal American Recovery and Reinvestment Act. 5/4 The Free Press
- 40. St. Louis County to Offer Loans for Home Energy Efficiency** - St. Louis County is set to offer more than \$10 million in low-interest loans to help homeowners finance energy-saving upgrades and lower their monthly utility bills. Loans up to \$15,000 will be available under the program, called St. Louis County Saves, for eligible energy-efficiency upgrades, such as air and duct sealing, insulation and high-efficiency heating and air conditioning equipment. Interest rates will be 3.5 percent. 5/24 St. Louis Post-Dispatch



- 41. City of Bryan, TX Installs Cooper Lighting LED Streetlights to Reduce Energy Costs and Increase Light Quality** - Bryan Municipal Utilities applied for and was awarded a \$540,000 matching grant through the ARRA to install approximately 1,400 energy-efficient streetlights. After an extensive evaluation process, the city chose two LED luminaires from Cooper Lighting to replace its 150-watt HPS street lighting fixtures. Expecting to see a savings of 25 to 30 percent in energy costs by installing Cooper's Streetworks™ OVH LED Cobraheads (80W) and CLB Generation LED Decorative Post Top Luminaires (70W), officials are achieving an actual energy savings of 30 to 35 percent, and meeting the city's sustainability goals. 5/13 PRNewswire
- 42. Texas Tops in 2010 Construction of Wind Farms** - Texas led all states in the wind construction during 2010, but during 1Q 2011 one-third of all wind farm development was in three states — Oregon, Washington and California. American Wind Energy Association (AWEA) said in its report, "U.S. Wind Industry Annual Market Report 2010," that the U.S. wind market entered 2011 with 5,600 MW under construction — more than twice the amount of megawatts under construction at the start of 2010. 5/23 PRNewswire/
- 43. Website Offers Expanded Coverage of Growing Oklahoma Green Building Scene** - Green-Real-Estate.com's mission has been to showcase local green building projects, products and services all over the U.S., but the website is currently based right here in Oklahoma. This innovative website has increased its nationwide scope by expanding both geographically and vertically in the rapidly growing green building industry. Green-Real-Estate.com is riding the wave of several emerging megatrends that enable the site to leverage online video, social media and content duration to provide its users with easy-to-use tools for learning more about the concepts, benefits and how-to's of green building and remodeling where they live. 5/26 PRWeb.com
- 44. NV Energy Customers May Get Zapped for Conserving** - NV Energy said programs it funds, such as subsidizing energy-efficient light bulbs and helping customers replace old air conditioners and refrigerators, will result in a loss of \$35 million in energy sales this year in Clark County. A rate increase of almost 5 percent will reimburse the utility for its loss. 5/4 Las Vegas Sun
- 45. Power Bills Rising to Pay for Energy Efficiency Programs** - Southern Nevada energy rates will rise about 3.4 percent or about \$5.29 a month on the average residential home bill, to pay for energy efficiency programs and the lost sales related to those efforts for NV Energy, the Public Utilities Commission of Nevada ruled unanimously today. The rate increase was the result of legislation passed in 2009 that allow the company to recover costs of energy efficiency programs the company implements, such as subsidizing light bulbs and replacing old refrigerators and air conditioners, and the resulting energy sales it would have made without those programs. 5/25 Las Vegas Sun
- 46. ASHRAE Standard 90.1-2010 Preview Document Available** - ASHRAE has released a preview version of Standard 90.1-2010. You may view (but not download or print) the entire codebook [here](#) (some users may need to download a Java plug-in). Published in November, the 2010 version of ASHRAE Standard 90.1 can [achieve more than 30 percent energy savings](#) compared to the 2004 standard, according to an announcement made today by ASHRAE at its 2011 Winter Conference. The determination was the results of an analysis by Pacific Northwest National Laboratories in support of the DOE Building Energy Codes Program. Without plug loads, site energy savings are 32.6 percent and energy cost savings 30.1 percent. Including plug loads, the site energy savings are estimated at 25.5 percent and energy cost savings 24 percent. For more details, view the [ASHRAE press release](#) on Standard 90.1-2010.



Monthly Special Feature...http://www.lightingwizards.com/Downloads/EHID_LED_5-16-11.pdf

A White Paper by Stan Walerczyk - His hibay, interior lighting and exterior lighting seminars further discuss how EHID compares with LED and how they compare with other technologies. Complete bio, seminar schedule, testimonials and other information are available at www.lightingwizards.com

Executive Summary:

EHID, which this document focuses on 45 – 320W 20,000 – 30,000 hour rated CMH lamps, and LED can often cost effectively replace or be used instead of:

- HPS
- Standard or probe start MH
- Pulse start quartz MH driven by magnetic ballast
- MV
- LPS
- Induction

Although most people are quite familiar with LEDs, EHID is often a secret. The above table shows that EHID and LED will probably both improve more rapidly than most other technologies. EHID and LED can have about the same performance and use about the same wattage, but EHID often costs less, especially when existing fixtures can be retrofitted. Parts and labor to retrofit a well designed fixture that is still in good shape with EHID may cost one fourth compared to replacing that fixture with an LED one. Some fixture manufacturers have high performance reflector kits designed for specific CMH lamps for their fixtures that have been in use.

Two 315 – 320W CMH lamps with two electronic ballasts is often more cost effective than LED to replace 1000W HPS or MH, because so many LEDs would be required, which increases cost. There are some EHID fixtures and kits with two lamps and one 1-lamp electronic ballast with only one lamp on at a time, so some kits and fixtures will not have to be relamped for up to 60,000 hours, which is about the same life as LED fixtures.

EHID and LED can eliminate the yellow light and low color rendering of HPS and LPS. Some CMH lamps are warm color tone 2800 – 3000K, which may be preferred to 6000K or even 4000K LEDs.

Some electronic ballasts for EHID are dimmable, so controls can be used. Some CMH lamps are being developed to have very short dimming time down to 50% and back up to maximum light output, allowing them to be used with high/low occupancy sensors.

In general, we should focus on footcandles per watt or dollars per footcandles where the light is needed instead of LPW. Both well designed EHID and LED fixtures can be cost effective with regards to footcandles per watt and dollars per footcandles.

Some lighting professionals feel more comfortable with time proven technologies, including EHID, compared to LED

Several applications will be discussed. Long term benefit, which is a type of cost of ownership, is included, because that is much more important than payback.



It will be an LED or another type of solid state lighting world, but right now, don't automatically go with LED without comparing it with EHID.

Induction is not that good compared to latest generation EHID and LED. EHID and LED will continue to rapidly improve, while mature technology induction will lag further behind EHID and LED down the road. No matter what induction people state, don't buy it for most applications.

Tech Timeline - System Lumen Efficacy

• HID

- Current system efficacy 105 lm/W
 - Several companies have announced work on 140-150 lm/W lamps (by ~2013)
- 130 lm/W systems**

• Linear Fluorescent

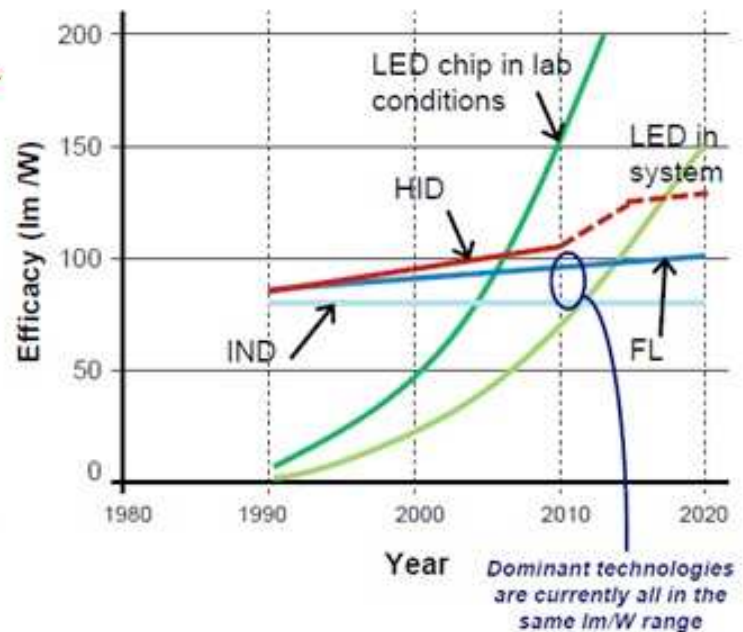
- Slow but steady progress in efficacy and longer life

• Induction

- Little or no progress in lumen output or life. Some catching up is in progress on lumen maintenance for low-cost products.

• LED

- Fast improvements. Large differences between lab, source conditions and bulk of systems in the market. US DOE prognosis is 150 lm/W by 2020, 200 lm/W by 2030.



Global Plant Lighting SAR, March 2011

SLIDE 9

These are all of his free white papers, which are downloadable:

- EHID & LED For Exterior, Hibays, Etc.
- High Bay Occupancy Sensors: A Comparison
- How to Retrofit Parabolic Troffers
- LED vs. Induction – Full Cut-Off Streetlights, Etc.

White paper that costs \$50: Best Practice Report



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