MINDFUL DESIGN

A NEW DIRECTION FOR LIGHTING

PEOPLE BEFORE TECHNOLOGY

A PERFECT MATCH: SHAPER LUMINAIRES + FILZFELT™

SIMPLE DOESN’T MEAN SIMPLISTIC

BETTER PRODUCTIVITY + LOWER COSTS: INDUSTRIAL FACILITIES & LED

DISTRIBUTOR Q&A

CREATE YOUR OWN PROJECT
I am thrilled to be joining the lighting business and the industry at such an exciting time. The lighting industry continues to progress through technology revolutions, including advanced LED and connected IoT lighting. On March 1, Eaton announced the spin-off of the lighting business. As we navigate the spin-off, we must balance between what we leave behind, what we keep and what we create that's new. What an exciting and challenging opportunity! There are many decisions to be made—of which our customers and employees will provide key guiding perspectives. I look forward to leading with a great and very capable team, the mindful design of what is to come!

Curt Hutchins

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**MOMENTUM**

For growth

**NEWCO**

is formed

---

1958

**HALO**

is formed and becomes the industry leading brand and innovator

---

**INNOVATION CENTER**

opens for research, design, validation & innovation

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**HALO HOME**

smart home lighting system launches

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**COOPER LIGHTING**

is formed

---

**SURE-LITES**

acquired by McGraw-Edison

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**MCGRAW-EDISON**

acquires HALO Lighting

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1965

**METALUX**

opens for business

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1966

**LUMARK**

acquires McGraw-Edison

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1985

**COOPER INDUSTRIES**

acquires McGraw-Edison

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1993

**FAIL-SAFE**

acquired by Cooper Lighting

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1999

**COORELITE**

acquired by Cooper Lighting

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1999

**NEO-RAY**

acquired by Cooper Lighting

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2007

**HALO**

introduces the first ENERGY STAR® LED downlight

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2008

**COOPER CONTROLS**

is formed by Cooper Lighting

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2009

**SHAPER LIGHTING**

acquired by Cooper Lighting

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2009

**COOPER LIGHTING**

acquires Cooper Industries

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2012

**EATON**

announces the spin-off of the lighting business

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2015

**WAVELINX**

connected lighting launches

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2015

**EPHESUS**

sport lighting acquired by Eaton Lighting

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2016

**ROOM CONTROLLER**

launched by Eaton Lighting

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2019

**EPHESUS**

sport lighting acquired by Eaton Lighting

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2019

**HALO HOME**

smart home lighting system launches

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2019

**TRELLIX**

IoT smart lighting system launches

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2020

**NEWCO**

is formed
I want beautifully-designed products without sacrificing quality

I want solutions that allow me to stay within budget and timelines

I want to deliver on-trend projects and wow my clients

I want beautifully-designed products without sacrificing quality

Mindful design begins by understanding human behavior in order to design better solutions that integrate and enhance lifestyle, rather than interrupt it. It’s about anticipating unmet needs. It’s crafting solutions that are simple, but not simplistic. It’s creating harmony, connection and more rich, meaningful experiences.
people before technology

HOW SIMPLE HUMAN BEHAVIOR DRIVES REAL LIGHTING INNOVATION

Lighting’s omnipresence underscores the need to consider its impact on human lives. As we gain a deeper understanding of lighting’s many effects on human health and well-being, there’s an opportunity to make a difference beyond “making” products.

Other industries have already caught on, too. Consider the airlines, many of whom have begun outfitting their aircraft with programmable LED lighting in recent years to help put passengers at ease, aid with sleep, and even reduce the effects of jetlag.

Companies—particularly lighting companies—have an obligation to not only understand these human effects, but to design around them. Here at Eaton Lighting, we aim to leverage lighting systems to enhance not just aesthetics or energy savings, but well-being and peace of mind in the places people live, work, and play.

LEVERAGING A PRECIOUS RESOURCE: THE RELATIONSHIP BETWEEN SUNLIGHT AND LED

Complaints about bad “fluorescent” lighting are commonplace, and valid (unsurpassable bluish light found in fluorescents can cause headaches and disrupt sleep cycles, among other downsides). Creating a best-in-class, human-centric experience really comes from blending two, seemingly overlapping light sources: natural sunlight and LED; a power couple when it comes to delivering results that residents, employees, managers, and operators can all benefit from.

The best way to achieve this? Enhanced lighting controls that, using daylight sensing and harvesting, can adjust to shifts in natural light throughout the day. Not only does this result in logistical benefits (like increased energy savings, it also helps create spaces that are aesthetically-impactful, flexible according to time of day, and comfortable.

This is “people-first technology” at its best.

SMART MEETS PERSONAL: DESIGNING FOR A CONNECTED, MOBILE WORLD

Where lighting’s evolution is concerned, think personal preference and control. Does it adapt to the user’s lifestyle? Is it convenient to use?

That lifestyle is decidedly mobile-oriented; a Pew research study showed that 77% of Americans own smartphones. Connected smart homes are also becoming more commonplace; 68% of Americans think smart homes will be as common as smartphones within 10 years. Some 60% of millennials already own smart home devices with voice control.

Perhaps it’s not surprising, given the many emotional benefits of smart homes and offices. With smart lighting, there’s the peace of mind that comes from the security benefits (indoor and outdoor lights can be programmed to deter potential bad actors). It also helps set the mood throughout the day, since it can be easily personalized around the user’s schedule and routine.

But new technologies can easily become frustrating if the entire end-to-end product experience isn’t well thought-out. Not only should smart lighting products be engineered to be easy to install, but the user experience of the mobile app should be perfected. Only then can people fully enjoy the enhanced convenience and ambience that smart lighting affords.

TAKING SECURITY SERIOUSLY: SAFEGUARDING DATA FOR GREATER PEACE OF MIND

Tech companies and their handling of data are under increased scrutiny—both by regulators and the people who regularly use their products. Trust in technology is plummeting; according to the 2018 Edelman Trust Barometer, for one, trust in technology among the “informed” U.S. public dropped 19 points. Fear that data will be mishandled or breached can be extremely anxiety-inducing.

To help individuals and organizations breathe easier, a proactive approach to data security is vital in product development. According to Edelman, “Tech needs to think through and protect against the negative impacts of innovation. Recognizing the negative allows you to prepare for its inevitability and show your concern for society.”

A few of the ways that approach plays out here at Eaton? HALO Home, with an ultra-secure Bluetooth Mesh network connection; WaveLinx Wireless Connected Lighting System, featuring a UL2900-1 listing for Network Cybersecurity; and Trellis, with a sophisticated user and device authentication platform.

Lighting will only continue to get smarter and more connected; perhaps we’ve only scratched the surface of what lighting is capable of. After all, its pervasiveness makes it the perfect backbone for all kinds of technologies, from more advanced data collection to asset tracking and surveillance. Count on Eaton to lead the pack in bringing lighting’s next evolution to life.
BEST-IN-CLASS LIGHTING MEETS BEST-IN-CLASS ACOUSTIC MATERIALS

Eaton has partnered with industry-leading FilzFelt to develop the Shaper Sense acoustic lighting series. Shaper Sense fixtures combine Eaton’s high-performance LED lighting with state-of-the-art sound-absorptive FilzFelt, offering creative possibilities for inspired and acoustically-comfortable spaces where people gather, work and play. The right light can do more than enhance visual comfort. Shaper Sense does this in a stylish way. With classic lines, dynamic silhouettes and a broad palette, Shaper Sense fixtures provide designers the flexibility to create customized, sound-absorbing lighting fixtures that best fit and enhance any open space.
Open spaces were once the gold standard in commercial design, purported to boost creativity and face-to-face interaction. While there’s been a backlash in recent years after studies showed that open floor plans might actually have the opposite effect on collaboration, the appeal of open floor plans remains strong among companies that want to maximize space and save on real estate costs.

Fortunately, even if an open floor plan is non-negotiable, you’ve got options to minimize the noise, disruptions and other disadvantages. Here are some creative ways architects and designers are helping businesses make open spaces work better.

**OFFER PLACES TO ESCAPE**
One solution that’s gaining popularity is incorporating nooks and shelters where workers can escape from chit-chat and other distractions. From pods to yurts to soundproof phone booths, the only limit is your creativity.

**INCORPORATE MOVABLE BARRIERS**
Partitions, dividers, movable whiteboards - there are all sorts of flexible, movable barriers available that can add both privacy and functionality to open spaces. Employees can create a huddle room or a workstation on-the-fly.

**CONSIDER ACTIVITY-BASED WORKING**
Gone are the days when employees performed monotonous tasks, at the same desk, day after day. Most people’s work routines look different from day to day, some days require more meetings and collaboration, while others demand more focus and solitude. Activity-Based Working (ABW) environments have been shown to work because employees can choose the space that best suits that day’s tasks.

**GET COZY WITH LIGHTING**
Open work spaces that only feature overhead lighting have a sterile feel – hardly conducive to collaboration and creativity. At best, dated overhead lighting is uninspiring and at worst, can dampen employees’ overall sense of well-being (especially if your lighting mainly consists of bluish tones or fluorescent tubes.) A variety of lighting can make open spaces feel so much more homey, not to mention more visually-appealing. Some of today’s control systems even allow the employee to customize their workspace lighting, so that it’s visually conducive to their style and daily tasks.

**MIND THE ACOUSTICS**
Open floor plans are noisy. While employees are accustomed to the inevitable background noise in an office, noise becomes especially problematic and distracting when paired with industrial-style spaces: hard floors, hard ceilings and lots of glass windows. That’s because every noise is amplified when sound waves bounce off of hard surfaces.

By incorporating sound-absorptive materials, you can create more tranquil “zen zones” that transform open spaces into a much more inviting environment.

**AFTER ALL, OPEN SPACES CAN ONLY FACILITATE COLLABORATION IF PEOPLE ARE ABLE TO HAVE CONVERSATIONS.**
Originally constructed in 1907, this Carnegie Library in downtown Columbus had already seen two prior renovations and expansions. With a desire for increased functionality and a clean modern feel, the owner engaged the design team to develop a concept in-line with needs of a 21st century library: open, engaging and dynamic. Thoughtful design and detailed collaboration with the architect have brought the building new life once again, along with delivering significant energy savings.

EATON LIGHTING BRANDS SHINE BRIGHT IN COLUMBUS LIBRARY RENOVATION PROJECT

**Tec Studio Inc., Columbus, Ohio**

**Project:** Columbus Metropolitan Library–Main Branch, Columbus, Ohio

**Design Team:** Ardra Paige Zinkon, CLD, IALD

**Architect/Interiors:** Schooley Caldwell & GUND Partnership

**Photography:** Scott Pease Photography

**Product brands featured:** Lumière, iO, Lumark, Portfolio, Shaper

EATON.COM/LIGHTING

CREATE YOUR OWN PROJECT

ARCHITECTURAL SPACES

**SHAPER 1400 & 1800**

Luxurious and affordable don’t usually go in the same sentence, but Shaper 1400 and 1800 is turning that around. Create eye-catching environments mixing and matching 12 finishes and 14 colored cords, without swallowing up the budget!

**CORELITE CONTINUA**

Be at the forefront of lighting design in 2019: modern interiors are based mainly on clean forms and Continua offers just that; with minimal lines and seamless illumination, you can say “bye” to lens gaps, and rippling and bowing when specifying long linear light runs.

**NEO-RAY DEFINE**


**LUMIÈRE LANTERRA**

A beautiful inside should be preceded by an equally beautiful outside. Lanterra accomplishes this, no matter the application – accent, in-ground, pathway, sign, steps and wall. Make this your one-stop shop for wow-oozing outdoors.
I want to keep my employees safe
I need flexibility to adapt to future changes
I want to reduce our energy consumption
I want direct control of our environment
I want to optimize the way we use our space
I want to ensure my data is secure

TRELLIX AT A GLANCE:

Many top user experience visionaries of our time have made simplicity a fundamental goal, working tirelessly to rid their technology of excess buttons, steps, and clutter in the name of usability. We take the same approach when developing products. There is no better example of this than TrelliX. TrelliX transforms a smart lighting system into an IoT infrastructure with limitless potential to keep up with the growing service demands of people, property and resources. TrelliX, combined with our WaveLinx connected lighting system, is a distributed network of smart LED lighting fixtures with integrated sensing and beacon technology that captures real-time data; making your facility smarter so you can make smarter decisions leveraging an easy-to-use platform.

HOW A USER-FIRST APPROACH LED TO MORE POWERFUL IoT TOOLS, WITHOUT THE COMPLEXITY

HOW A USER-FIRST APPROACH LED TO MORE POWERFUL IoT TOOLS, WITHOUT THE COMPLEXITY

START YOUR INQUIRY AT trellixconnect.com
WHY EXTERIOR LIGHTING IS THE PERFECT PLATFORM FOR SECURITY SOLUTIONS

It’s no secret that adequate lighting gives people a sense of comfort, familiarity and safety, but it also creates an opportunity to enhance security from within the luminaire. With modern lighting design, LED luminaires can provide the right illumination, greater uniformity and increased energy savings, all while monitoring exterior spaces with an integrated security solution.

Q: WHY IS EXTERIOR LIGHTING AN IDEAL PLATFORM FOR SECURITY SOLUTIONS?

SACHETTI: A traditional security solution requires some form of power equipment to supply the right type of power to the camera and networking equipment. For this to work, you need line-voltage coming into the pole, while the devices usually run on a low-voltage, or DC, solution. You also need a form of communication — some way for the camera feed to reach the cloud or server. All this power and networking equipment has to be stored somewhere, and it’s typically in a box bolted to the pole or installed at the base by electrical contractors in a series of trips up and down the pole in a bucket truck.

Now, with a completely integrated, turnkey solution the process is simplified so that all of the power and networking gear, and even the camera, is built into the luminaire. Installation is easier, because all of the wiring is completed and pre-configured at the factory. Instead of having two separate installations in two separate bucket trucks, you only need one. The result is quicker, more seamless installations and reduced costs.

The opportunity to address common aesthetic issues present another reason to leverage the LED luminaire. Bulky boxes and camera mounting gear simply aren’t attractive. You put this beautiful luminaire up on a pole, but then clutter. Solutions like LumenSafe, in which everything is integrated cleanly, make for a much more aesthetically-pleasing result.

Finally, by integrating the two, you’re ensuring that your camera has the best lighting possible, and that the two don’t interfere with each other.

Q: WHAT IS IN STORE FOR EXTERIOR LIGHTING AS CONNECTED LIGHTING TECHNOLOGY CONTINUES TO EVOLVE?

SACHETTI: Eaton’s LumenSafe is one great example of leveraging the platform of lighting. The industry plans to continue to pursue ways to incorporate additional sensing technologies and built-in communication capabilities, such as 5G and Wi-Fi networks. We’re also looking to include other types of sensing capabilities that can feed other software applications to impact things such as analytics on traffic or vehicle communications.

Create safer outdoor spaces with our all-in-one lighting and surveillance system. Featuring a “plug-and-play” design, LumenSafe™ combines ultra-efficient LED fixtures with a discrete, high-definition camera for an integrated safety solution that’s quick to install, flexible to integrate and simple to operate.

Learn more at eaton.com/LumenSafe.

We sat down to chat with Jay Sachetti, senior marketing manager, Connected Communities for Eaton’s Lighting Division, about the innovative approach of blending lighting with security surveillance.
Lumadapt offers greater visibility, control, and flexibility than has ever been possible in sports lighting. By leveraging the most-advanced solid-state lighting technology available, Ephesus created a lighting system that is more than just a series of fixtures. Meaning that it’s a network—remotely accessible to the venue director for complete control (troubleshooting to remote upgrades) in the palm of their hand. And retrofitting solved that. But being pioneers, it falls on us to keep breaking new ground, driving innovation, and pushing the boundaries of what’s possible with lighting technology, just like we’ve done with Lumadapt.

Q: WHAT MAKES LUMADAPT BENEFICIAL TO THE END USER?
A: The Lumadapt system is a solution we developed based on several years of customer feedback and input. And what they said they want is a simple-to-use solution, that meets the unique needs of their specific venue, with zero surprises. The solution is Lumadapt. We tailor each system to include whatever features a manager wants—and they have the option to connect Lumadapt to the internet—so we can securely and remotely push out new software and firmware updates to keep our systems on the cutting edge. Additionally, athletic directors and facilities managers can focus on more important things, because we’ve virtually eliminated maintenance and have remote health-monitoring capabilities. So down to the fixture level, they’ll always know how the system is performing.

Q: WHAT’S BEEN EPHESUS’ ROLE IN INTRODUCING LED TO THE INDUSTRY?
A: We’re the flag bearers when it comes to bringing LED to sports lighting. We created the category by devising a retrofitting approach that allowed for the safe and efficient replacement of outdated, inefficient, and quite frankly, dangerous metal halide fixtures with solid-state LED systems. LED is the all-round better product—there’s no argument there. The challenge was making it financially possible for everyone to get the product. And retrofitting solved that. But being pioneers, it falls on us to keep breaking new ground, driving innovation, and pushing the boundaries of what’s possible with lighting technology, just like we’ve done with Lumadapt.
The Lumadapt system offers a degree of adaptability that no traditional light can match with remote upgrades to keep you ready for the future. Apply a digitally based, systematic approach to your lighting. Save money by buying only what you need today: then add features as needed, such as dynamic scenes or full RGBA functionality.

**Q: How does Lumadapt impact the game?**

**A:** Beyond the FMs and ADs, what’s really great is that fans get an incredible boost in their gameday experience—whether live or at home. Crisper light on the playing surface is also optimized for broadcasting at up to 8k levels. Visibility is better for players under reduced glare, so they can play their best, and whether high school, college, or pro, everyone gets pumped thanks to the dynamic effects at the start and duration of the game. And people living close to fields get their nights back, thanks to excellent light cutoff, combined with minimal spill, and sky glow.

**Q: Which venues is Lumadapt best suited for?**

**A:** Lumadapt is for venues of all sizes. From major leagues and D1 universities, through junior colleges, high schools and even some municipalities. We’re even using Lumadapt to light convention centers.

**Q: What’s the benefit of an adaptable lighting system?**

**A:** Sports lighting is a technology. Think of it like your phone. You don’t want to be stuck with an outdated piece of tech that remains stuck in the past. Lumadapt scales to meet the unique needs of any venue, agnostic of purpose or size—so you only pay for what you need. And remote upgrades let Lumadapt grow with the venue’s needs, while embracing new efficiencies, technologies, and abilities as they are developed.

**Q: Where’s the value in a connected lighting system?**

**A:** Lumadapt is a connected system, not a set of standalone fixtures. How that translates into the regular day-to-day is that it puts controlling and monitoring the whole system, or even one fixture, in the palm of your hand. Having 24/7 access to data puts managers in control without the guesswork of analog troubleshooting. So, you now have smarter, actionable data to optimize energy use and be more efficient. The system is putting dollars back in your pocket to be reallocated to other needs. All said and done, the Lumadapt system makes for an unbeatable fan experience, a simple management atmosphere, and a great return on investment.

**With its LED technology, Ephesus was the first to:**

- Light a Super Bowl (Super Bowl XLIX)
- Light an NFL Stadium (University of Phoenix Stadium, home of the Arizona Cardinals)
- Light an Outdoor NCAA Stadium (Williams Field at Jack Katz Stadium)
- Light NASCAR
- Light a sports venue in North America (Syracuse, War Memorial Arena)

**Control and flexibility like never before**

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In a typical 10,000 square foot commercial office area, the WaveLinx system offers significant benefits:

**IMPROVE**

**Productivity & Maintenance**
- Wireless controls install faster for shorter down time
- Easily reconfigure the space without rewiring from a simple mobile app
- Accommodate all users with configurable occupant lighting settings

**Faster Installation**
- Achieve faster certificate of occupancy by reducing installation time of the lighting and control system by 40%
- Easily program the system using the WaveLinx mobile application

**Energy Savings**
- Save 47% more energy on average by utilizing Networked Lighting Controls (NLCs)
- 25-70% energy savings are possible with integrated luminaire lighting controls
- Simplify energy code compliance (CA T24, ASHRAE, IECC)

**Lower Installed Cost**
- Reduce total installed cost with fewer components and less required conduit
- Eliminate up to 60% of wire runs and 45 minutes per control zone with wireless lighting controls

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Applicable across the industry’s most prominent verticals.
Why LED Drives Better Productivity and Lower Operational Costs in INDUSTRIAL FACILITIES

LED adoption rate in industrial spaces is expected to skyrocket from just 3% in 2014 to 76% in 2020 and 80% in 2035, according to research and consulting firm Frost and Sullivan. Facilities are now broadening their focus from streamlining processes, systems, and supply chain to metrics supported by the use of LED lighting including energy savings, employee productivity and lower operating costs.

But how does LED do this? Take a look:

LED LIGHTING IS MAINTENANCE-FREE

Integrated sensing and beacon technology captures real-time data, offering limitless potential to keep up with the growing service demands of people, property and resources.

DURABILITY

The durability of LED fixtures makes them ideal for harsh conditions like those found in heavy manufacturing environments. Industrial LED lighting is resistant to both vibration and varying temperatures. These fixtures aren’t fragile and will not break, lowering the likelihood of constant repairs or replacements.

INTEGRATED TECHNOLOGY

Integrated sensors and controls help to maximize potential energy-saving opportunities through fixture-by-fixture controllability.

Learn how Eaton can transform an industrial space at eaton.com/industriallighting

Create Your Own Project

INDUSTRIAL FACILITIES

METALUX OPTIMIZED HIGH BAY

Need a an affordable one-for-one replacement for fluorescents in industrial facilities? Metalux’s OHB is it! And as with anything Metalux, you’re getting industry-leading quality and precision-designed optical performance available in up to 210 lm/W.

METALUX ILED LINEAR BAY

Flexibility is the name of the game for the ILED Linear Bay fixture – it’s available in 12 lumen packages, narrow and wide distributions, and multiple shielding options. This is suited for a wide range of applications including high bay, low bay, and task lighting.

METALUX TBLED LED

An industry favorite for its performance and visual comfort. The patented illumination technology, featuring WaveStream™, results in a high level of uniformity that enhances safety in the environment. And since it’s UL/cUL listed for wet locations and IP66 and 3G vibration rated, this is a reliable must-have in any industrial spec.

SURE-LITES SELD

A NEMA 4X, IP66-listed, and UL924 code-compliant emergency lighting solution for extreme commercial and industrial environments. It’s also self-diagnosing to eliminate manual testing and vandal resistant; the ideal finishing touch to a successful industrial project.
A History of HOME AUTOMATION

THESE TV AND MOVIE PREDICTIONS WERE RIGHT ON THE MONEY

As smart home technology like HALO Home becomes more mainstream, let’s look back at the TV shows and movies whose smart home technology predictions were eerily accurate.

The Jetsons (1962)
The Jetsons could control their home’s environment with the push of a button (and with the help of their android maid.) While some of the home automation predictions weren’t too off, we’re still waiting on those flying cars.

A Space Odyssey (2001)
While today’s AI assistants are decidedly less terrifying than HAL 9000, the classic Stanley Kubrick film was among the first to predict voice-controlled computation.

Electric Dreams (1984)
The film centers around a man and his computer. The latter, while awfully clunky by today’s standards, can control every aspect of its owner’s apartment and grows more powerful and lifelike over time.

Back to the Future II (1989)
The future McFly home featured voice-activated lighting, fingerprint sensing door locks, and even virtual windows. But some of the film’s predictions are laughable today — like fax machines in every room.

Smart House (1999)
“...the more time she spends with you, the more she learns,” the house’s creator says in the Disney Channel original movie. The futuristic home would clean, cook, and set the lights just where the characters wanted them.

Her (2013)
Siri was still in her infancy, but the film brilliantly depicts the mid-to-distant future and just how “personai” AI virtual assistants have the potential to become.

Movie Night...

Dinner Party...

Working from Home...

Bedtime...

Learn more at eaton.com/HaloHome

Lighting control for moments that matter.
Eaton started MarketPro two years ago as a mutually-beneficial stock program for distributor partners. “By providing free freight and returns on all orders, we took the complete risk away from distributors, when doing business with us,” said Chip Taylor, vice president, Distribution Channel Sales Eaton Lighting.

MarketPro has since evolved into a success toolkit of sorts, with resources aimed at alleviating distributors’ other pain points:

**Skyridge** are among the most popular. These are all on display on our counters—people can take a look and see what they prefer to work with.

*We use retrofit products every single day—the [HALO LT](#) products fly out of here. The surface mounts are taking off a lot more. When you have space issues and can’t use a can, those have reinvented the concept of downlighting.*

**Q:** Sounds like you’re taking advantage of some of the MarketPro incentives.

**LANSING:** If you do a certain size order, you get free products. We’ve taken those products and we’ve put them up. So much of this product we even have on display outside of our building. They can see how the LEDs actually illuminate our building. It’s a no-brainer. You make the sale.

**Q:** In what other ways has MarketPro helped you serve your customer base?

**LANSING:** Customers know that they are going to have this product on the job site. It’s not going to be an issue. This product is going to be available and they can spec it on a regular basis.

We have very busy counters, so the MarketPro stock program catalogs make it easier to assist customers. They also help on the job site—it’s got every bit of information that they need in one concise spot.

And our customers get a great lighting job. At the end of the day, it’s a win for everyone.

We spoke with **Barbara Lansing**, CEO of Chicago-based Idlewood Electric to get her perspective.

**Q:** Tell us a little bit about yourself and your business.

**LANSING:** My dad started the company in 1958, so I grew up in the business. Now, I have two daughters who are in the business as well.

We’re strong on high-end residential but also do light commercial. We also have electrical supply division and light fixture division. Because we’re high-end, we deal with very competent, high-end manufacturers that we can go to market with.

**Q:** What are some of the biggest challenges distributors face today?

**LANSING:** One of the biggest challenges is online sourcing. It’s very unfortunate that offshore brand pricing undercuts the market, when their product isn’t the same quality. With LEDs these days, manufacturers are popping up right and left. When the warranty is up, they’re out of business. Having relationships with quality manufacturers is key.

**Q:** What products are most popular with your customers right now?

**LANSING:** We’ve been working on a lot of warehousing—changing out lighting to LEDs. Metalux Encounter and Metalux Skyridge are among the most popular. These are all on display on our counters—people can take a look and see what they prefer to work with.

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And our customers get a great lighting job. At the end of the day, it’s a win for everyone.
**HALO HL3**
Perfect for accent, task, or general lighting and featuring 8 Neodymium magnets to hold the trim securely in place, this super flexible downlight is a visually-impactful time-saver for any residential or commercial application.

**METALUX RCG4**
Whether it’s mounted in rows or individually, the unique endcaps in the Metalux RCG4 LED series make installation easy. With impressive energy efficiency and architectural appeal, this one checks all the boxes.

**MICROEDGE HLB**
From the industry’s most trusted brand comes a downlight with a super slim, modern trim; creating a high-end look at a fraction of the price.

**HALO OUTDOOR SELECTTABLE FLOODLIGHT**
From extra-secure bright light to warm and neighbor-friendly solutions, HALO’s series of seleCCTable technology products for outdoor applications are all the buzz. And with durable aluminum housings, the luminaire can go maintenance-free for decades, regardless of weather variations.

**HALO RL SELECTTABLE**
Contractors can now achieve the perfect color temperature with the flip of a switch using the HALO RL seleCCTable series. With five CCT options that can be controlled on site, seleCCTable technology takes the guesswork out of color temperature setting, avoiding unnecessary runs to the counter for exchanges or returns.

**COLOR TEMPERATURE CHANGES WITH THE FLIP OF A SWITCH**

Colors

2700K • 3000K • 3500K • 4000K • 5000K

The seleCCTable technology puts flexibility at your fingertips by allowing you to choose from a range of color temperatures using the switch located on the fixture.

Available on products for both indoor and outdoor applications