

Energy Efficiency & Customer Research & Development presents...

Customer Advanced Technologies Program Newsletter

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From the Editor's Desk

“This device will reduce your energy consumption by 90%, is maintenance free and will last forever.”

If I had a dollar for every time I've heard this type of claim, I might be writing this newsletter from the white sands of a beach in Maui. During the past four years running the CAT program, I have discovered four basic types of technology vendors:

1. Reputable companies with good ideas
 - Most common type of vendor (thankfully)
 - Offer good potential for rapid commercialization
2. Inventors
 - Smart people looking for their “Big Break”
 - Often lack means to manufacture their product
3. Honest professional salespeople who don't understand what they are selling and have been duped themselves
4. Snake oil salesmen

The following suggestions may help you avoid getting burned:

- ✓ **Ask for references and then follow up on them.** Snake-oil salesmen know that most people are too busy to follow up on references. You might be amazed at how often references turn out to be bogus.
- ✓ **Ask the vendor to thoroughly explain how the technology works.** True technologies are based upon sound scientific principles. Beware of devices that seem to contradict or redefine science.

- ✓ **Limit your exposure level.** Start small by choosing to test the technology in an application that is not critical to your business operation.
- ✓ **Consider the source.** Does the vendor represent a reputable company? How long have they been in business? What other products do they sell?

Fortunately this month's featured technology comes from a respected research organization and will be produced by well-established manufacturers.

Technology Spotlight: LED Hybrid Entry Light

Researchers from the California Lighting Technology Center (CLTC) partnered with Shaper Lighting to develop the LED Hybrid Entry Light. This new lighting fixture combines cutting edge LED (light emitting diode) technology with an occupancy sensor and incandescent lighting to cut operating costs.

The LED Hybrid Entry Light is designed for low traffic areas such as porches or entryways. SMUD and the CLTC tested the new fixture at the Woodburn Townhouse development in Carmichael, California. In April of 2005, Woodburn replaced 25 conventional fixtures with the new entry lights. If you would like to learn more, download the Technology Brief available via the Customer Advanced Technologies Program Web page:

www.smud.org/education/cat/index.html



LED Hybrid Fixture

Upcoming Events:

SMUD will present a seminar for the Coolerado Cooler on October 11, 2006. To register:

- Go to: www.smud.org/etc, or
- Call: (916) 732-6738, or
- E-mail: etcmil@smud.org, or
- Fax: (916) 732-6229

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