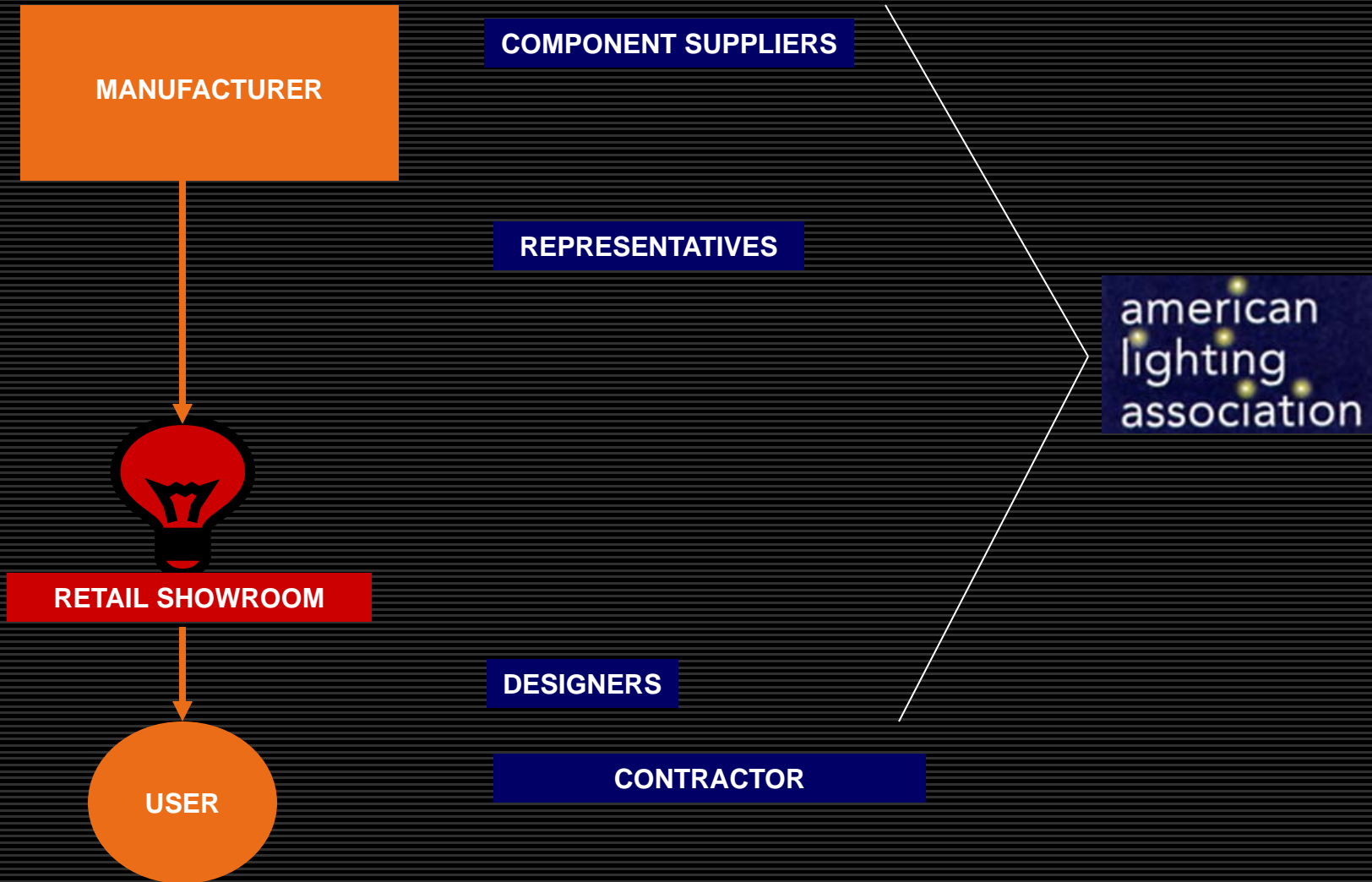


# Efficient Residential Lighting Products -- From the Manufacturer to the Consumer

Terry McGowan  
American Lighting Association  
[lighting@ieee.org](mailto:lighting@ieee.org)



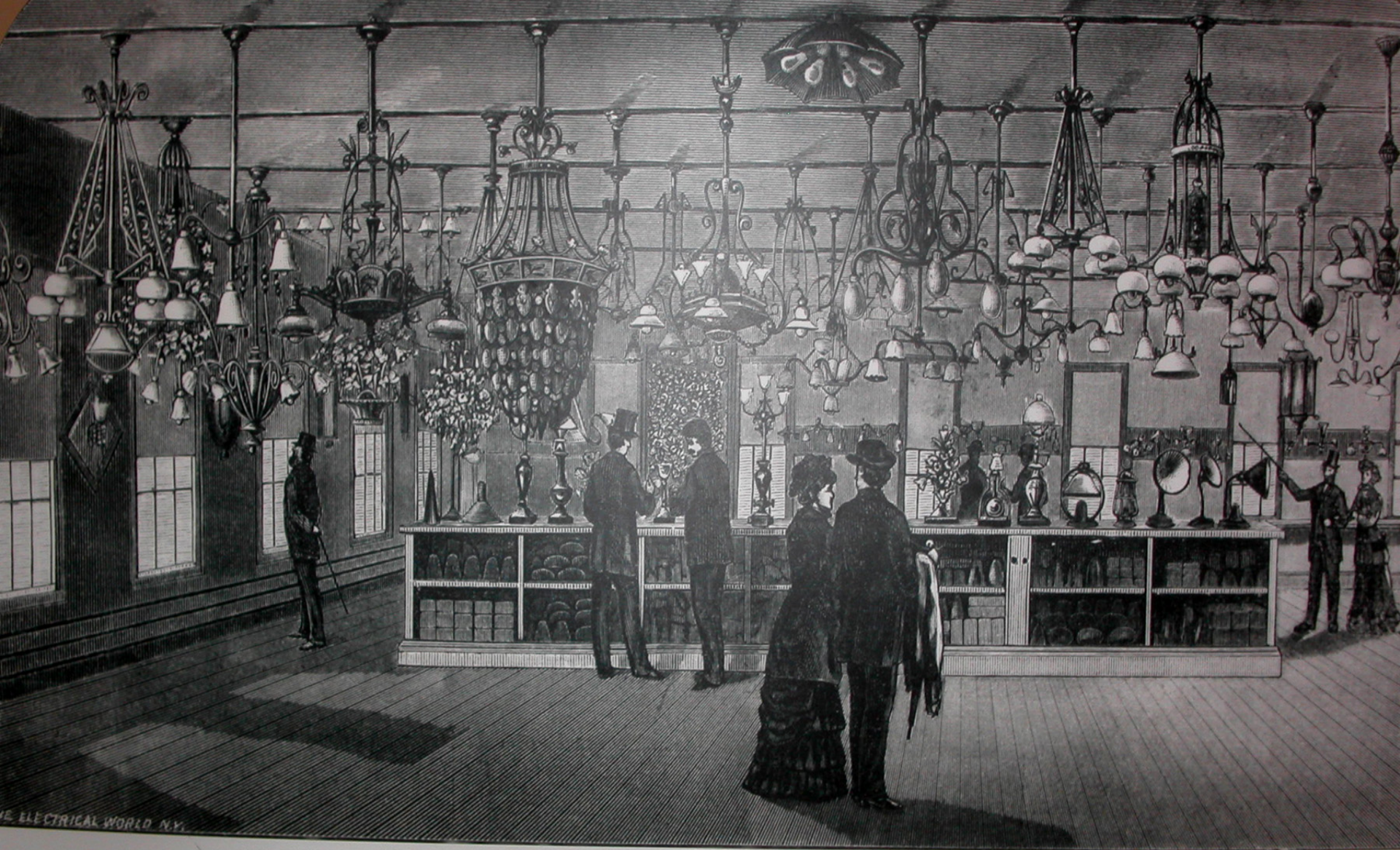
# RESIDENTIAL LIGHTING PRODUCTS





**It's About Customer Choice**





THE ELECTRICAL WORLD, N.Y.

DISPLAY OF EDISON ELECTRIC LIGHT FIXTURES IN SHOW ROOM OF BERGMANN & CO.

**The “Great Electrical Fixture Awakening” 1883**





*Adjustable at press of button*

*As a bridge lamp.*

*As a torchiere.*

**DL34**

A torchiere bridge lamp. This patented new lamp has two intensities of illumination. When used as a torchiere with high intensity it provides an abundance of light properly diffused for general illumination. With the low intensity it provides delightful decorative lighting. By simply pressing a button it may be converted into a bridge lamp for localized lighting.

Height, 64 inches  
Diameter of shade, 10½ inches  
2 lights  
Includes twilight switch  
Decorated mica panels

*Finished in*  
Tudor Gold as illustrated  
Tudor Silver

Height, 56 inches when adjusted to a bridge lamp.

# The Secret of Residential Lighting:

- ❑ Overall, light source/system technology drives changes in residential lighting practice.
- ❑ The “art of lighting” was developed in the luminaire designs of the 1800s, continued through the period of the development of incandescent lamps, fluorescent lamps and continues today with LEDs. It uniquely changed residential lighting products from utilitarian hardware into decorative art which became part of our culture.



## Functional and Efficient LED Luminaire Designs – Existing and New Construction



Residential lighting practice did not significantly participate in the fluorescent and HID “revolutions” now 70 years and 40 years old respectively. But residential lighting – and the consumers who drive it – is already part of the LED revolution.

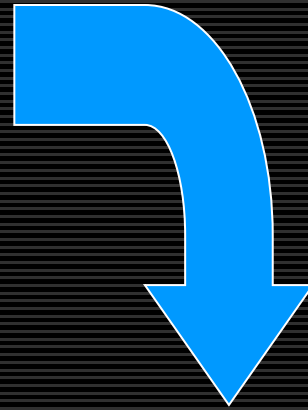
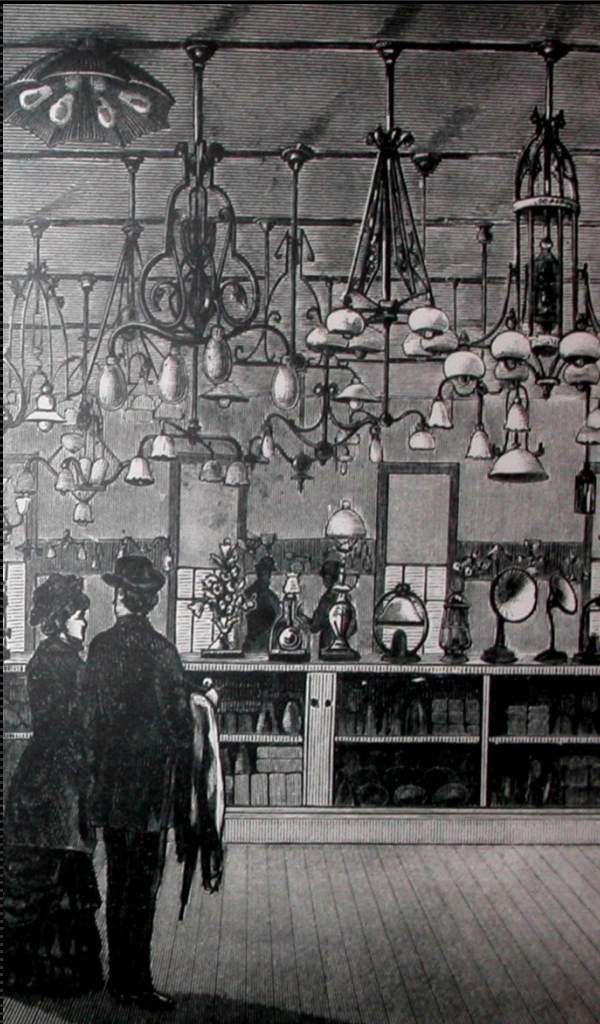


LED Table



LED Sink and Tub





100+ Years







**Side-By-Side Comparisons**



**Lighting and Controls Lab.**



**My Message Is:**

**ENERGY STAR Lamps and Luminaires  
Cannot Save Energy Unless They're Bought  
and Installed.**

·Terry McGowan

·[lighting@ieee.org](mailto:lighting@ieee.org)