

Design, Marketing and Implementing SSL Programs

ENERGY STAR Lighting Partner Meeting

Mike Plunkett

Residential Lighting Program Manager



Focus on Energy Program structure

- Public–private partnership offering energy information and services
- Contracted by Statewide Energy Efficiency and Renewable Administration (SEERA), which the energy utilities formed to fulfill their obligations under Act 141
- Overseen by the Public Service Commission of Wisconsin.
- Funded by the Utility Ratepayers.

Focus on Energy overview

- Residential, Business and Renewable Energy Programs
 - Single and multifamily homes
 - Commercial, Industrial, Agricultural and School/Government buildings programs
- Serves over 1,000,000 customers of 89 utilities throughout Wisconsin.
 - Saved 1.2 billion kWh and more than 63 million therms since 2001
- We provide education, technical expertise and financial assistance

Why include SSL products?

- Potential for:
 - Energy Savings
 - Long life
 - Environmental benefits
- Indications from international manufacturers that these products are where they are investing in research.

Where we stand on LED

- Our programs are not ready to jump into the market with relatively immature technologies - we want to be sure it is market ready first.
- Need quality reliable product before we structure our incentive offerings

Which products are market ready?

- Wide variety of product available, but not all products are ready
- Focus does not have a formal testing program
- Relying on the work DOE is doing to help us determine what products will be worth supporting in the marketplace

Which products are market ready?

- Complete luminaire products with efficacy close to (or better than) incumbent
- DOE SSL Category A product specs
 - Warranty, minimum light output and distribution requirements
 - Color Quality, power factor

What we are asking for

- Industry standards for performance
 - Independent Lab test reports for
 - Photometrics for Luminaire LM79
 - Rated life LM80
 - Evidence of adequate thermal management

Applications that interest us

Exterior

roadway/street
area, site
pathway
canopy
parking garage
step lights
tunnel, bridge

Interior

cove
Down light
task light
wall wash
spot lighting
retail display case
refrigerated case
dock lights

Promotion of LED technology to date

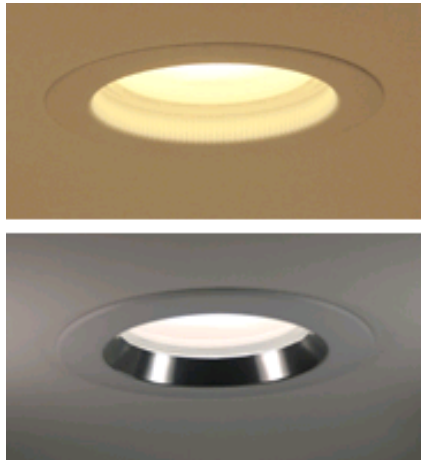
- Custom incentives white LED
 - Parking Lots
 - Garage
 - Refrigerated Case



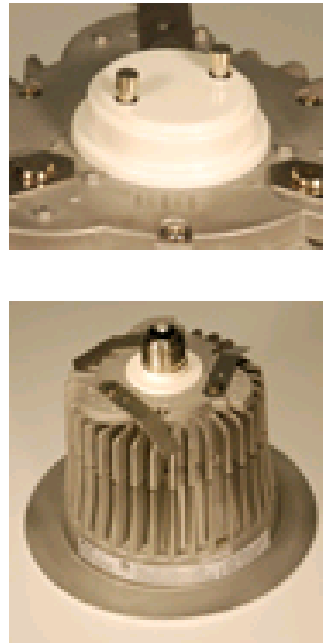
EDGE -Beta LED

Phasing in Incentives for Business and Residential Programs

- Downlights that meet DOE SSL specs and are now eligible for incentives



LR6 from Cree LED Lighting Solutions 12W



Halo ML706830 module
14W

Partnering with L*Prize

- Important way to promote the development of quality LED products
- Ensure we stay up to speed on new and emerging offerings in the LED category
- Offer our program sponsors the opportunity to be leading edge when it comes to promoting LEDs
- Risk free!

L*Prize

- L Prize standards for quality raise the bar for the very common lamp types (60W incandescent lamps and PAR 38 halogen lamps)
 - Efficacy: 90 lumens/W, 123 lumens/W
 - Lumen output: 900, 1350
 - Quality: 90 CRI, 2700-3000K CCT,
 - Performance: dimmable, -20 degree C start, over 25,000 hour rated life
- Quality product means little risk to partners

Plans for Additions to Our Residential LED Incentives in 2009

- Will need approved product list for Residential
- Cove, Wall Wash
- Under cabinet (kitchen and shelf mounted)

In Summary

Our plan is to structure programs around products that:

- Have documentation of performance
 - Independent lab testing
 - Track record of successful installations
- Meet DOE SSL ENERGY STAR® criteria

Contact information

Mike Plunkett

Residential Lighting Program Manager

Focus on Energy

mplunkett@weccusa.org