

From the Lab to the California Marketplace

A NEW GENERATION OF LED LIGHTING SYSTEMS

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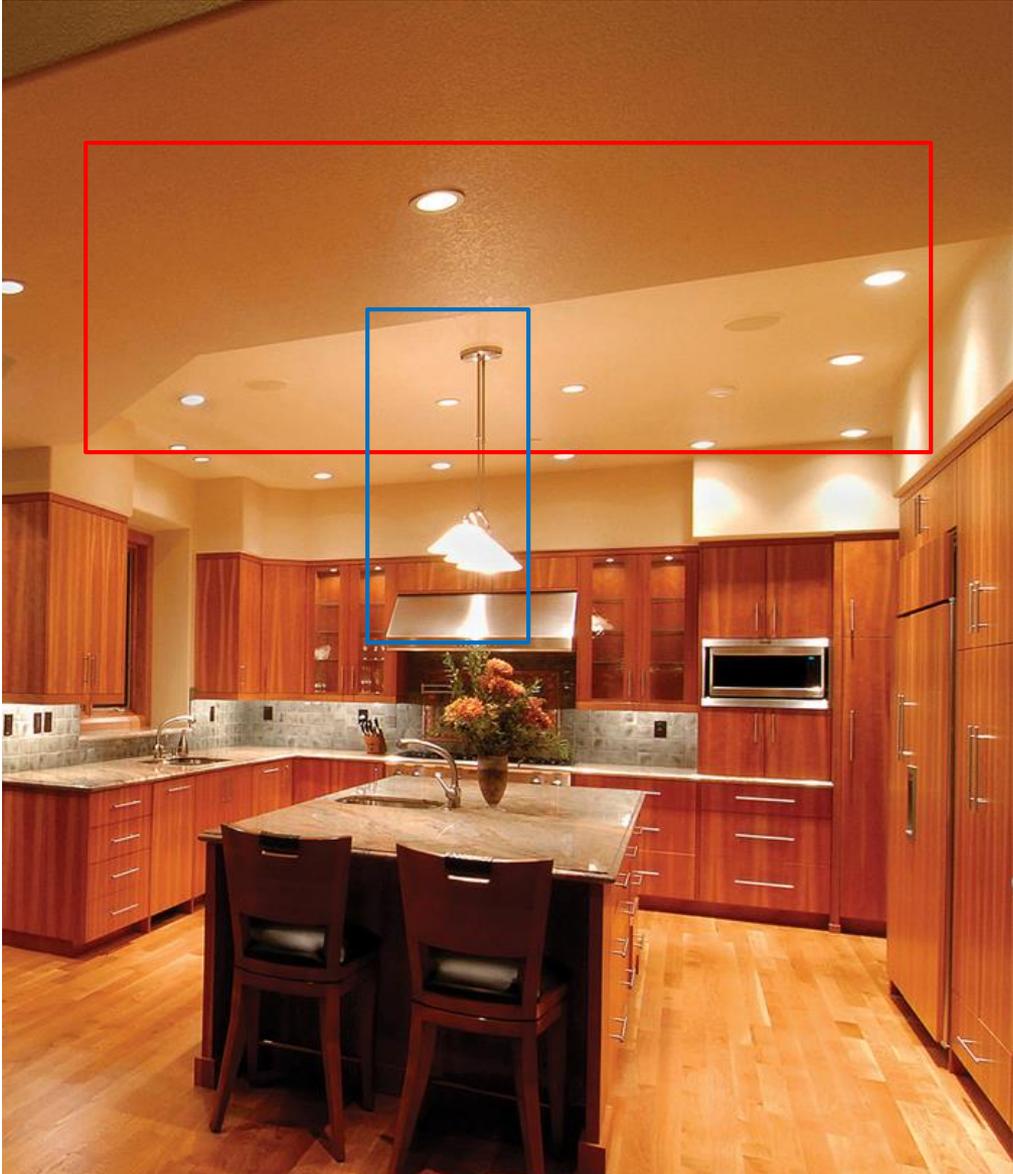
**~75% energy used for residential lighting is from
low-efficacy lighting (~45% savings potential)**

Key to market transformation

High-quality, next-generation LED lighting



Consumer Preferences & Needs



Research Efforts with Industry Partners



1. Consumer needs/preferences
2. New technology potential
3. Emerging issues

- New ideas and products
- *Inform standards*

Performance Attributes-consumer needs

- Spectral / color
- Controls and dimming
- Integration and design



Color Preference Issues







Development of New Products— Seeding the Market/CASE activities

Market-driven with industry partners

Alignment- Buildings Energy Efficiency Action Plan

Existing Buildings Energy Efficiency Action Plan (September 2015) highlighted pressing and persistent challenges:

- 1. Establishing a clear value proposition**
2. Ensuring access to building energy usage information
- 3. Building consumer demand**

Achieve efficiency by addressing performance attributes that support consumer demand.

Questions?

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