



FOR IMMEDIATE RELEASE

Insolroll and Lutron Form Technical Alliance to Bring Patio Shades with Advanced Lutron Control Compatibility to Luxury Home Market

Louisville, CO, August 16, 2016— Insolroll Window Shading Systems is proud to introduce Oasis® Patio Shades Driven by Lutron, bringing best-in-class motorized patio shades to the luxury home market. These high end patio shades bring advanced control to outdoor spaces by controlling heat, UV rays and glare, as well as eliminating pesky insects and providing protection from wayward golf balls. Until now, a patio shading system capable of integrating with Lutron's Homeworks® QS and RadioRa® 2 lighting control systems did not exist. Insolroll will launch this luxury line of Oasis Patio Shades Driven by Lutron at the CEDIA Expo in Dallas, September 15—17, 2016.

“Our alliance with Lutron fills a void in the market for projects desiring patio shading and insect protection with full function Lutron control,” says Rick Pease of Insolroll. “This technical alliance puts Lutron patented motor drives inside Oasis Patio Shade and Retractable Insect Screen products. Shades can be seamlessly controlled through a Lutron system, or individually via the Lutron Pico® wireless remote. Now homeowners can enjoy their outdoor living spaces to the fullest, with all the comfort, convenience and personalization offered by Lutron control,” added Pease.

With high end outdoor living spaces trending, spectacular outdoor kitchens, dining areas and media spaces have become a key component of residential construction projects. Providing comfort and sun control, Oasis Patio Shades have grown significantly over the past three decades, as a result of weather conditions and insect infestations. Insolroll has met the demand for today’s luxurious patio areas by designing Oasis Patio Shades to be either retrofitted or built directly into the structure during new construction. Insolroll is introducing two Oasis Shade Systems Driven by Lutron:

1. Oasis® 2800 Patio Sun Shades are Insolroll’s most popular system. Shades are available in a range of solar screen fabrics with weaves from 1% to 10% open to accommodate various sun exposures and applications. The system includes a fully enclosed extruded aluminum head box and a choice of cable guide or track system to provide sway control in breezy conditions. Translucent and waterproof fabric options provide privacy and a higher level of protection from the elements. Oasis 2800 Patio Sun Shades Driven by Lutron will be available for order on October 1, 2016.

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2. Oasis® 2900 Retractable Insect Screens provide all the benefits of the 2800 system, with the added feature that the edges of the fabric are zipper-captured in a side channel. This design element provides protection from mosquitoes and the illnesses they can transmit, and a system that is more sturdy in windy conditions. When solar screen or waterproof fabrics are chosen, the system creates an enclosed area that will protect occupants and furnishings from harsh weather. Oasis 2900 Retractable Insect Screens Driven by Lutron will be available in early 2017.

About Insolroll Window Shadings Systems (www.insolroll.com)

Insolroll Window Shading Systems manufactures solar screen shades to make homes and commercial spaces more comfortable, lowering energy usage through daylighting and sun control. Based in Louisville, Colorado, Insolroll manufactures interior and exterior specialty shading systems for residential and commercial applications. Insolroll sells Insolroll® Solar Shades, Insolroll Elements® Decorative Shades and Oasis® Patio Shades through a network of installing dealers throughout North America.

About Lutron Electronics (www.lutron.com)

Founded in 1961, Lutron Electronics is headquartered in Coopersburg, Pennsylvania. From dimmers for the home, to lighting management systems for entire buildings, the company offers more than 15,000 energy-saving products, sold in more than 100 countries. In the US alone, Lutron products save an estimated 10 billion kWh of electricity, or approximately \$1 billion in utility costs per year. The company's early inventions— including the first solid-state electronic dimmer invented by Lutron's founder, Joel Spira— are now at the Smithsonian's National Museum of American History in Washington, DC.

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