



*Serena*TM
remote controlled cellular shades

Experience luxury at an affordable price.

 **LUTRON**[®]

save
energy
with
LutronTM 



Serena™

remote controlled cellular shades

Experience luxury at an affordable price.

Serena cellular shades – **starting at \$299** – were designed with your lifestyle in mind. Controlled via a remote, these battery-powered shades are easy to install and provide convenience at the touch of a button.

In fact, the possibilities with Serena are endless. Let us show you what Serena cellular shades can do for you.



Pico® wireless control

Design solutions

Have hard to reach windows? Or challenging architecture? Maybe you have a sunroom that consistently turns into a sauna by midday?

Serena shades provide a solution for those problems, and more. For a look at the benefits, see the next page.

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Room transformation

Eliminate glare and **create the ultimate viewing experience** in your media room with Serena™ shades. When you're ready to watch a movie simply close the shades using the remote from the comfort of your couch.



Before

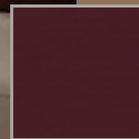




In this room

Pico® wireless control
with tabletop pedestal

Single-cell room-darkening
in Wine



Convenient control

With Serena™, you can **adjust shades with the touch of a button**—just the thing for when you're in the middle of preparing your signature dish.



Before





In this room

Infrared remote control with
“favorite scene” button



Single-cell sheer in Truffle
Note: Light transmittance can
affect color appearance.

Temperature management

Windows in your sunroom are a gateway for heat and glare. You can **easily block the sun's harsh rays** by using the remote to close Serena™ shades from anywhere in the room.



Before





In this room

Dual Pico® wireless controls
with tabletop pedestal
Control multiple shade groups

Double-cell light-filtering
in Storm

Note: Light transmittance
can affect color appearance.

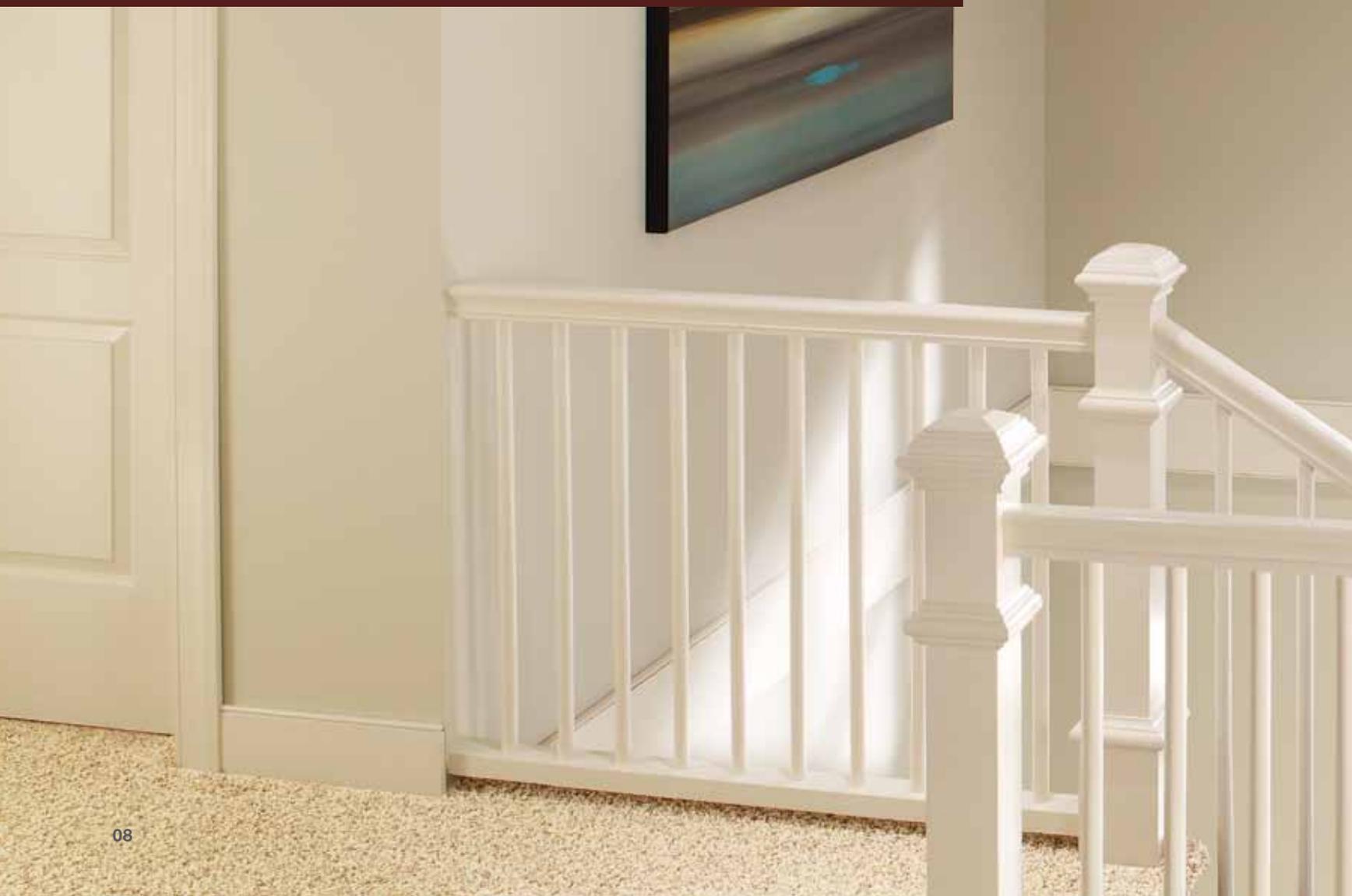


Safety and security

Manually lowering the out-of-reach shades in your entry can be impossible. With Serena™, **one touch of the remote** provides **all the privacy you need.**



Before





In this room

Handheld Pico®
wireless control

Double-cell light-filtering
in Truffle

Note: Light transmittance can
affect color appearance.



Privacy when you need it

When you're getting ready to unwind after a busy day, you need some privacy. Simply **close Serena™ shades** with the **wall control** before you get into the tub. Once you're in the tub, use the pedestal-mounted control to open the shades so you can enjoy the view.



Before





In this room

Wall-mounted Pico® wireless control



Single-cell crush in Mist
Note: Light transmittance can affect color appearance.

Protection for interiors

Over time, the sun's rays can damage hardwood floors and furnishings. Use Serena™ shades to **conveniently block those rays** and **protect your valuables**.



Before





In this room

Wall-mounted Pico®
wireless control

Single-cell woven
in Espresso

Note: Light transmittance can
affect color appearance.

Quiet operation

Ease your baby into naptime by **quietly lowering Serena™ shades** using the remote. With **one touch** you can lower shades to block bright daylight, even when you're holding a sleepy baby in your arms.



Before





In this room

Pico® wireless control
with tabletop pedestal



Single-cell room-darkening
in Truffle



Fashionable styles and fabrics

Window treatments add that finishing touch to a room, so the last thing you want are boring shades. That's why we're offering Serena™ in four different pleat options, as well as in five different textures and a variety of colors.

Light-filtering options



Sheer – Single-cell

- Softens intense rays
- Preserves some exterior view



Light-filtering – Single-cell

- Transforms harsh daylight into a soft, filtered glow
- Provides varying levels of privacy from the outside
- Saves energy with insulating fabric and design



Light-filtering – Double-cell

- Allows some light to filter into the space
- Saves even more energy with double-cell insulating design



Room-darkening – Single-cell

- Blocks light from entering into a space
- Creates complete privacy from the outside
- Saves the most energy due to aluminum lining



Textures

Point bonded (light-filtering or room-darkening)
Point bonded provides a clean, traditional look.

Spun lace (light-filtering or room-darkening)
Spun lace provides a classic, warm feel.

Sheer (light-filtering)
Sheer offers an airy, relaxed feel.

Woven (light-filtering)
Woven is clean and sophisticated with a hint of linen.

Crush (light-filtering)
Crush pairs texture with a rich, luxurious look.



Colors

Serena shades come in hues ranging from neutrals and earth tones to decadent reds and greens.

They also have varying opacities from sheer and translucent to room-darkening, allowing you to achieve the optimal level of light control and privacy for your space. In addition, all cellular shade fabrics have a white backing that acts as a reflector, to help keep your space cool and comfortable.

Check out our wide range of colors at www.serenashades.com

Control from anywhere in the room

You have two options for controlling Serena™ cellular shades: the Pico® wireless remote control or an infrared (IR) remote.

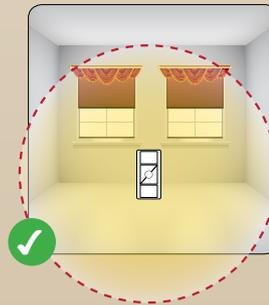
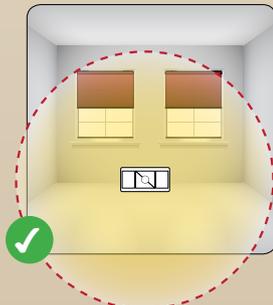
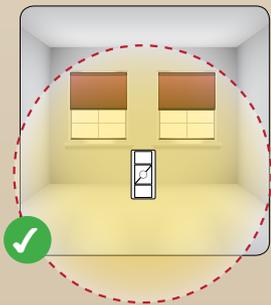


Pico wireless remote control

The Pico operates via radio frequency (RF). RF remotes provide a radio wave signal, so you can use them from anywhere in the room. These remotes are ideal for a cellular shade operating behind a drapery, a valance or a cornice because the remote's signal doesn't require line-of-sight, so it can travel through those window treatments.

The Pico can control one or more shades in the room. And you can mount it on a wall, on a tabletop pedestal, or simply leave it freestanding to use as a hand-held control.

Pico remote basics



An RF remote control doesn't need to "see" the shade(s) it's controlling. So you can hold it in your hand, keep it on your table in a pedestal, or even mount it to a wall using an optional faceplate adapter and faceplate (you don't even have to drill holes to mount it to the wall!).

RF signals can travel through anything that isn't metal and will control all shades within a 30 foot range.

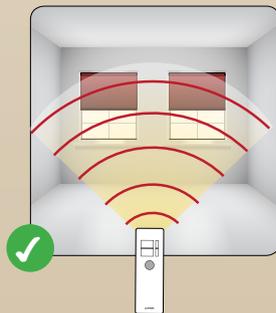


Infrared remote control

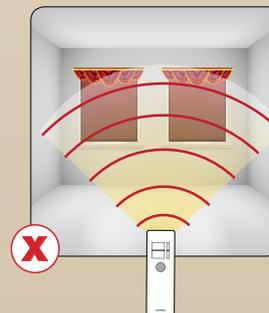
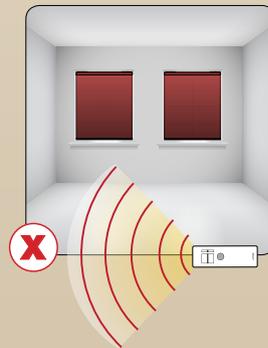
IR remotes operate by sending a signal from the remote control to the shade via line-of-sight, meaning you have to point the remote control at the specific shade you wish to control. We don't recommend IR shades for a window with top treatments. IR remotes are less expensive than RF and are excellent for a TV room because they are compatible with many universal remote controls.

You can choose from a single group IR control, which controls one or more shades, or a 4-group IR control, which controls several groups of one or more shades.

IR remote basics



An IR remote control needs to be able to “see” the shade(s) that it’s controlling and has to be pointing in the direction of the shade(s).



IR signals can't travel through obstructions, so an IR remote isn't ideal if you're planning on putting a curtain or other type of window treatment in front of your shade.



Effortless energy savings

You probably already know that shades are an effortless way to save energy. Lowering them in the summer prevents the sun's rays from heating up a room while raising them in the winter captures heat from those rays.

In fact, adjusting shades based on the season can save you 10-30% on heating and cooling costs.*

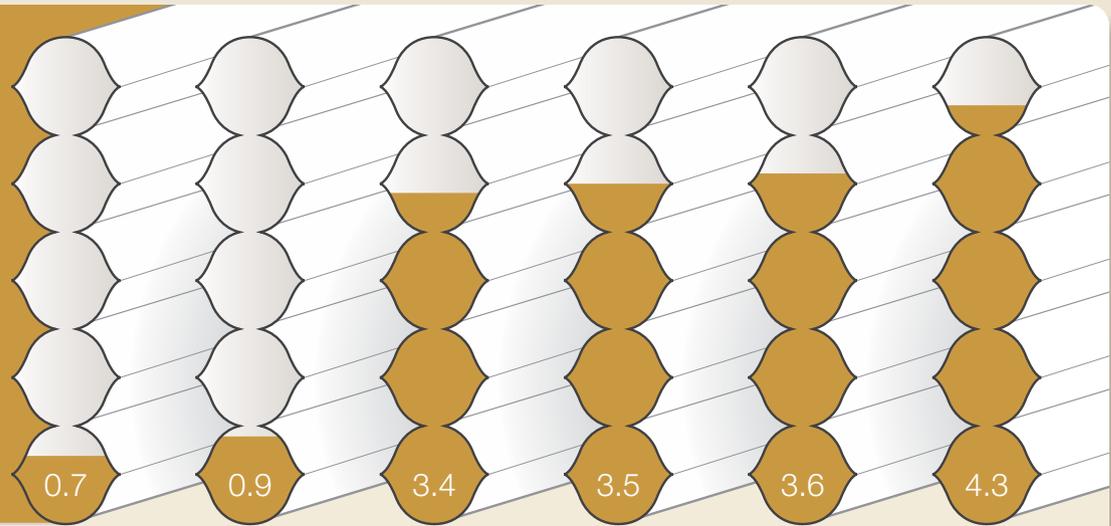
But Serena™ cellular shades provide even greater energy savings—so much more, in fact, that they can double the R value of your windows. (R values are a measure of thermal resistance; the larger the R value, the more effective the product. R = 2 for standard window panes.)

Serena shades have pockets that trap air, providing superior insulation when lowered. They come in a variety of styles, and as you can see from the following chart, deliver varying R values depending on the style.

* Lutron® commissioned simulation by T.C. Chan Center for Building Simulation and Energy Studies, University of Pennsylvania, September 2008.

R Value

is the capacity of an insulating material to resist heat flow. The higher the R Value, the greater the insulating power.



Lutron cellular shade styles

Sheer
Single-Cell

Woven
Single-Cell

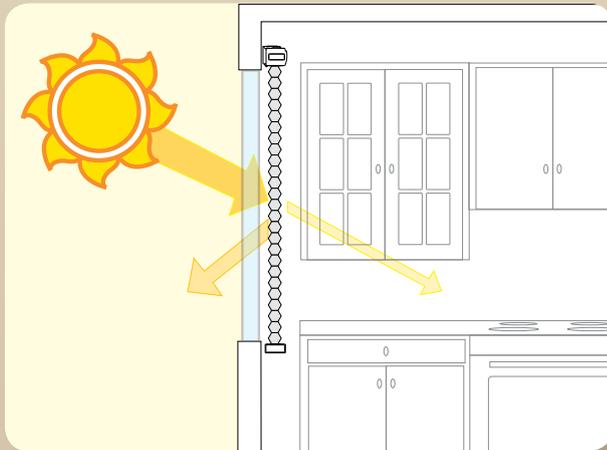
Crush
Single-Cell

Light-
Filtering
Single-Cell

Light-
Filtering
Double-Cell

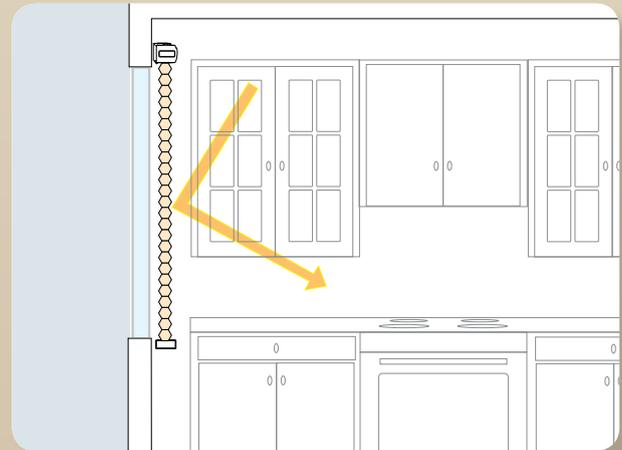
Room-
Darkening
Single-Cell

Summer energy savings



Reflect summer sun and keep inside air cooler

Winter energy savings



Prevent heat loss in winter, keeping inside air warmer



See how easy it is to:

- Measure for Serena™ shades
- Choose the control that's best for you
- Install the shades
- Program the control
- Change the batteries

Watch step-by-step videos on these topics, as well as a video on the benefits of Serena shades, at www.serenashades.com

www.serenashades.com

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