

Two Incentives. One Powerful Opportunity.

- 50% reimbursed through Lutron DMC
- Up to 50% earned back through Coastal Source sales rebates

Reserve Your VIA™ Demo Kit DMC Funds Today



Kit prototype image shown above. Final kits in production now.

Experience the Future of Outdoor Lighting

Be among the first to demonstrate the industry's most advanced outdoor lighting system—powered by Lutron Ketra technology.

VIA transforms outdoor environments with beautifully tunable white light, millions of vibrant colors, and seamless integration into the Lutron ecosystem. The VIA Demo Kit lets you showcase dynamic lighting firsthand, helping customers experience what's possible before making a purchase.

Why Purchase a Demo?

- Demonstrate dynamic white tuning and full-spectrum color
- Deliver immersive homeowner presentations
- Differentiate your showroom and sales process
- Position your business for the VIA launch



Exclusive 2026 Demo Incentive

Purchase a VIA Demo Kit before **December 31, 2026** and take advantage of special launch incentives.

Lutron Demo Reimbursement

Receive reimbursement for **50% of the demo cost** through the standard DMC redemption process (subject to available DMC funds and program eligibility).

Coastal Source Sales Incentive

Sell 50 VIA fixtures in 2027*

- Receive an additional **25% rebate** of your demo cost.

Sell 100 VIA fixtures in 2027*

- Receive an additional **50% rebate** of your demo cost.

*Excludes all fixtures purchased for demo

See reverse for demo contents and program details.

VIA™ Demo Kit

Everything you need to showcase VIA

SKU: VIADEMOKIT COST: \$2500

Includes:

- VIA Directional UpLight (Ketra 10W, 40°)
- VIA Fixed UpLight (Ketra 5W, 25°)
- VIA Modern Path Light (Ketra 5W, 60°)
- VIA Path Light (Ketra 5W, 60°)
- VIA Node
- (3) Heavy-Duty Tri-Stabilizers
- Demo Power Supply
- Demo Cables & Y-Cables
- Custom Nanuk 985 Case with precision foam insert
- Dedicated space for a Lutron Clear Connect Gateway & POE

Ideal For

- Dealer showrooms
- Client presentations
- Lunch & Learns
- Designer meetings
- Builder presentations
- Sales training
- Mobile demonstrations



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Incentive Details

Step 1

Become a Coastal Source dealer (if not already).

<https://coastalsource.com/become-a-dealer/>

Optional

Reserve eligible first-half Lutron DMC funds by **July 31, 2026** to help offset your purchase.

Step 2

Purchase your VIA Demo Kit before **December 31, 2026**.

Step 3

Submit your Coastal Source invoice through the standard Lutron DMC reimbursement process.

Step 4

Earn additional Coastal Source rebates by achieving qualifying VIA sales in 2027. Earned rebates will be issued as an account credit within 60 days of program end on 12/31/2027.

Reserve Your VIA Demo Kit DMC Funds Today

Demo systems are available in limited quantities.

Contact your Coastal Source Regional Sales Manager or Lutron Representative to reserve your VIA Demo Kit.