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2004 fair agenda

[04/02 - 06/02]	SähköTeleValoAV2004 Jyväskylä, Finland
[15/02 - 18/02]	Middle East Electricity Dubai, UAE
[01/03 - 30/04]	TU-Boot 2004 travelling, The Netherlands
[22/03 - 26/03]	Svetotechnika Moscow, Russia
[30/03 - 03/04]	Expolight Sophia, Bulgaria
[31/03 - 02/04]	Elektrovakbeurs Rosmalen 2004 Rosmalen, The Netherlands
[14/04 - 22/04]	Light & Building Fair Frankfurt, Germany
[24/05 - 27/05]	Eliaden Fair Oslo 2004 Oslo, Norway
[26/10 - 30/10]	Matelec Fair Madrid, Spain
[30/11 - 03/12]	Interlight 2004/Save Energy 2004 Moscow, Russia
[06/12 - 10/12]	Elec 2004 Paris, France
[08/12 - 10/12]	Elektrovakbeurs Hardenberg 2004 Hardenberg, The Netherlands

■ Launching *BriteSpot™ ES50*

Sylvania's awesome new metal halide lamp hits the market this month, already praised by the technical press as the most radical display lamp ever.

BriteSpot™ ES50 challenges all of its rivals on looks, performance and technical superiority from a reliable, user-friendly package.

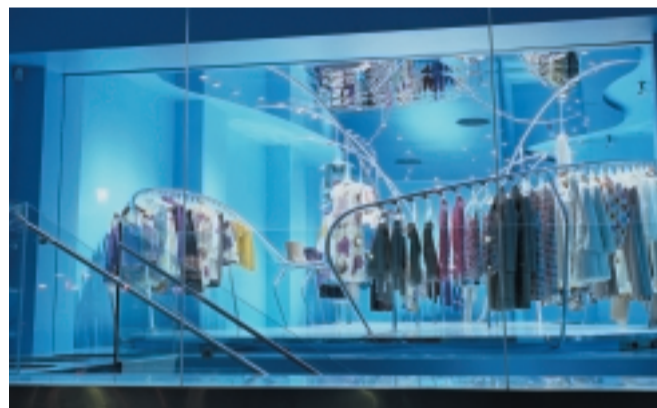
The dream of projecting brilliant white light from the compact and stylish format of the MR16 halogen lamp must have ranked pretty high on every designer's wish list for the past two decades or more. But only now has this incredible achievement been realised, through a revolutionary new Sylvania arc tube technology which ensures the ultimate in colour control from the tiniest of packages.

BriteSpot™ ES50 is the first metal halide reflector lamp to combine high output, excellent light quality and superb energy-efficiency in one compact, highly distinctive package. Measuring only 51mm in diameter by 62.5mm in depth with a new twist-lock GX10 cap, it's the most compact metal halide reflector lamp ever conceived for general lighting. The high efficacy of metal halide ensures that BriteSpot™ ES50 puts out almost three times more light and significantly less heat in the beam than the best halogen lamps in this size. Consequently far fewer light points are required, and the similarity to the established MR16 format allows halogen customers to upgrade to the power of metal halide with the utmost simplicity. BriteSpot™ ES50 even rivals compact fluorescent downlights to deliver a far crisper and sharper beam

from a considerably smaller energy-efficient package. The colour temperature - an attractively warm white 3000K - combined with its extraordinarily high colour rendering index of 90 makes BriteSpot™ ES50 the perfect light source for a broad range of indoor applications. Its elegance is further accentuated by a glittering spiral-faceted reflector and stylish brushed aluminium rim to complement the most attractive new luminaires. As there isn't enough space to fit a standard top-performing ceramic metal halide arc tube into the MR16 format, five years' research went into tackling numerous technical hurdles to realise a novel quartz solution. Sylvania's



patented solution lies in an advanced new stable colour arc tube chemistry which remarkably delivers ceramic-like colour performance but from a miniature quartz arc tube burning in free air. A special glass shroud eliminates the loss of metal atoms from the arc tube thus ensuring total colour stability throughout its long life. ■



■ Company Update

The year 2003 has been an important one for our company, during which we have experienced many changes and new challenges. The major change, of course, has been that since March we have been under new ownership, as part of Sylvania Lighting International LLC. This has put us in a much better position, in that we are no longer suffering from the residual problems surrounding our former parent.

In spite of the generally weak market conditions within Europe, we have produced respectable results and are currently meeting expectations. This has been made possible by the strong support of our core customers, key suppliers, financial institutions -- and our own employees.

Over the last year, the European business has been heavily focussed on cost reduction and restructuring, as well as intensive innovation with new products and further brand development. SLI's leading European brands, Sylvania, Concord:marlin, Lumiance, Claude and Brilliant, continue to grow stronger through

their improved market presence, coupled with ongoing product innovation in both fixtures and lamps.

An excellent example of our innovative strength is the introduction of Sylvania's revolutionary new BriteSpot ES50 lamp, the first metal halide reflector lamp to combine high output, excellent light quality and superb energy-efficiency in one compact, highly distinctive package. Supported by this major innovation, our fixture brands Lumiance and Concord:marlin have developed exciting new products ranges such as Motto and Axo, and range extensions of both Myriad and Torus. In this improved and revitalised edition of *SLI Insight* you can read about these products in more detail.

More major product launches in both product segments, lamps and fixtures, are anticipated in the coming months. We will be happy to show these to you on our totally redesigned stand at the Light & Building fair in Frankfurt in April of this year.



SLI Europe President Per Langholz

SLI is a solidly based company which has proved its ability to survive in a difficult environment. If we continue to focus on our customers and our strategy of continual innovation, we are well positioned for 2004 and beyond. ■

Millennium Hotel Restaurant, Knightsbridge, London

in brief

► ISO9001-2000

Lumiance BV at Haarlem was officially audited by BVQI on November 12th and 13th for the latest ISO9001-2000 certification. The Lumiance team was led by production manager Rob Steinmetz and logistics administrator Jos Rooijers, both of whom were fully dedicated to the local preparations. Lumiance BV now complies with the latest standards focussing on the integral process of realising and delivering customers' demands.

► Patented T5 Optic

Saint-Etienne Competence Centre has filed a patent on a revolutionary new optical louver for T5 fluorescent lamps.



The new BESS concept controls the luminance in each of the vertical C planes and is ideal where the best visual quality is required with 500 lux average illuminance. This latest innovation smoothes the luminance around the vertical axis to present a highly original visual appearance.

► Mini-Lynx Electrabel order

SLI Belgium recently completed a massive deal for the sale of over 250,000 Mini-Lynx compact fluorescent lamps. Early in May 2003, the tender was sent out to all lamp manufacturers by Electrabel Netmanagement Flanders, with the aim of reducing energy consumption in the northern part of Belgium by 1%. A few weeks of hard labour by SLI Belgium resulted in the submission of an administrative and technical file as part of its tender bid, and with the support of the factory at Shipley, UK, the entire tender was awarded to SLI right under the nose of its major competitors.

► Micro-Lynx F Coloured, more than a coloured dot

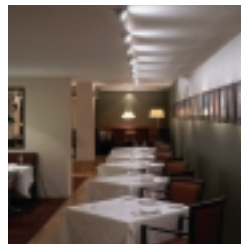
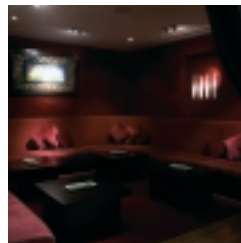
Having revolutionised decorative lighting with the innovative Micro-Lynx F, Sylvania is now topping it with a coloured version. From January 2004 the Micro-Lynx F will be available in vibrant Red, Green and Blue colours for appealing new lighting designs. Its rich colours present an excellent tool for architects to add a splash of colour, whether it be wall, floor or ceiling mounted, and the compact dimensions make it invaluable where space is limited. Use your creativity and these brightly coloured light points to attract attention to shops, hotels, bars, living rooms and you'll be amazed at the results!



The principal objective of the lighting scheme here was to complement the high level of natural daylight present during the day with strong accent lighting, and to provide a good level of light during the evenings where only the natural night sky illumination is evident through the large skylight.

A notable feature of the restaurant is the artwork, both large and small, which boldly decorates the walls and was required to be prominently illuminated. Torus 50 FX recessed spotlights from Concord:marlin were employed here with dramatic effects to deliver the necessary punch.

Feature areas such as the reception, waiting room and of course the bar were requested to be considered for special impact, and narrow-beam halogen lamps installed in Concord's Myriad Parabolic spotlights deliver a stunning effect which naturally draws the eye to these key areas. Wider beam lamps in Myriad downlights provide a good level of general illumination throughout the dining area.



A decorative feature around the perimeter of the stairwell was designed to provide an atmospheric effect, and luminaires from the special products division bathe the whole area in dimmable light of con-

tinuously changing colour. Lighting of the stairway itself was carried out with Orchid luminaires mounted directly to the walls, with Routelight emergency fittings complementing this designated escape route. ■

Paris Metro An artificial sky in the dark of the night



To commemorate a century of service, the RATP launched its project 'Renouveau du metro' in 1999 to completely refurbish the Paris metro system. The project includes a re-lighting scheme for the metro stations, which attempts to create a walkway of light in the centre of darkness. Through attractive use of indirect lighting, the white-tiled ceilings are successfully trans-

formed into enormous reflectors, accompanying the travellers on their descent from street level to platform with a remarkably uniform daylight-like ambiance.

Never before has the metro undergone such extensive renovations, with 225 of the 297 stations slated for the facelift. The whole project amounts to some 330 million Euros, with SLI France undertaking a 10 million Euro contract to supply specially made lighting fixtures from the custom product division of Concord:marlin in Newhaven, England. The project is especially challenging from the lighting design point of view, with not only the platforms being re-lit, but also the entrance areas, ticketing desks and interconnecting tunnels.

The main feature of the project is the array of modular 'VO' luminaires which are suspended above the platform areas. A pair of T5 80W tubes in each delivers a sleek, elegant appearance resulting from the continuous line of direct and indirect light. A dimmable system reflects light down from the ceilings to create a clear ambience which although close to daylight, does not dazzle train drivers or passengers as they speed out of the pitch black tunnels. The original design of the luminaire has been improved beyond recognition by Concord, who reorganised the electrical components and improved the fabrication process to cut its cost in half. Special modules for loudspeakers and emergency lighting are also included at periodic intervals. SLI France will supply a phenomenal 17 km of 'VO' luminaires to the RATP during the re-lighting of the first 100 metro stations across Paris.

The 'HO' lanterns that have graced most of the outside entrances since the 1930's are a familiar icon to any visitor of the Parisian metro. Consequently it was decided that their replacements should have an identical external appearance, but the inside has been brought firmly into the 21st century. The original 150W GLS lamps have been replaced with a 26W com-



compact fluorescent alternative, which not only slashes electricity costs to a fifth, but remarkably increases the pitiful 10-15 lux at ground level to a dazzling 100 lux. Advanced optics based on fresnel lenses put the light only where it is required and reduce glare, while 4000K lamps help to provide a bright, modern appearance to the entrances. Commencing in November 2003, SLI began shipping the first of 2500 of these 'HO' lanterns for installation throughout the streets of Paris. Ticketing and reception areas in many stations are characterised by their remarkable vault-like structures, and a modular lighting system has been adopted both here and in the corridors with horizontally mounted 'VH' and 'VB' luminaires. Employing 14W and 35W T5 fluorescent tubes, they bathe the ceiling in uniform light to emphasise the architectural detail, with a good proportion of indirect light being reflected down to ground level.

After seven years of work and the refurbishment of 174 entrances and 118 platforms, the initial phase of the project is due for completion in two years time. A new tender offer is expected to circulate early in 2006, for 'Renouveau du metro 2', but this will be another story and, fingers crossed, another prestigious contract for SLI! ■

New Fixtures for BriteSpot



Lumiance's **Signo** is a flexible downlighter which has been designed with a real emphasis on in-store accent lighting. Besides the adjustable version, which features full 360 degree rotation with the possibility to tilt the beam up to 60 degrees from the vertical, there is also a fixed downlight. This latter version is now shipping with a white or matt silver finish, complete with a 38-degree BriteSpot ES50 lamp.

The whole new Lumiance's **Motto** range has been designed as multi-purpose luminaires, consisting of three recessed spotlights for BriteSpot ES50 lamps. Single lamp versions are available in white or matt silver, with the lamp mounted behind a stylish black anti-glare shield. A third modular fitting can be supplied complete with ceiling plate for one, two or three lamps, allowing the flexibility to complement BriteSpot ES50 with low voltage halogen lamps.

Axo is a new Lumiance range of track-mounted spotlights for BriteSpot ES50 or Halogen MR16 lamps with integrated electronic control gear. There are three different models, one of which is the Axo XS, an extremely compact luminaire for BriteSpot. It is delivered complete with a 38-degree lamp, and just like other versions can be supplied with the LS1 or LS3 track adaptor. The available colours are white and matt silver, again with a stylish black anti-glare cowl.

Concord's **Myriad** - the very successful range of miniature downlighters - will also be extended with versions for the BriteSpot ES50 lamp. ■



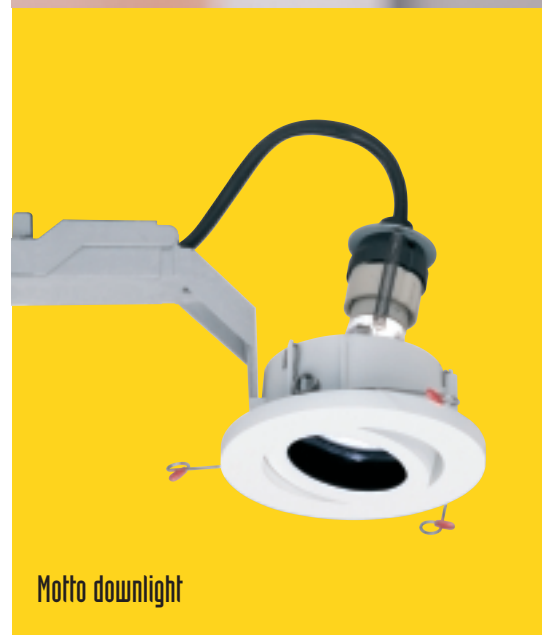
Axo spotlight



Signo downlight



Myriad pendant



Motto downlight

The Potential of BriteSpot ES50

What are the possibilities of the BriteSpot ES50 lamp, in terms of lighting design and luminaire development? Mike Jankowski, International Design and Product Engineering Director of Concord:marlin discusses the issues with Doug James and Dan Heap of Mind's Eye, a leading UK lighting design consultancy. Edited by Carl Gardner.

Mike Jankowski (MJ): You have both seen the new BriteSpot ES50 lamp in operation. Firstly, are there any particular application areas where you see it being particularly useful?

Doug James (DJ): The main area that leaps out at you is the retail sector. BriteSpot is small, powerful and easy to maintain - even by a store assistant. And it's very robust - the pins on MR16 and CDM-TC are quite fiddly and fragile. The thing I like about it is its familiarity, people can understand a lamp like this. It's not over-technical in appearance, it's friendly, with all its optics in the same envelope.

Dan Heap (DH): The fact that it shares its size with the MR16, one of the most popular lamps in retail, is reassuring - people know what they're getting. Its small size is also a bonus. As designers, we want to make holes in the ceiling as small as possible and with BriteSpot you'll do just that. Fittings using the CDM-TC lamps with separate reflectors start to get very large.

MJ: Could you be more specific about particular retail areas - and other sectors as well?

DJ: I can certainly see applications in fashion, cosmetics and food - its good colour rendering index is useful here. There should also be considerable potential in museums and exhibitions, for example it's small enough to tuck away into display cabinets. Long term, if you drive down the price of the gear, it could even find applications in residential areas, for example kitchens.

MJ: Do you see BriteSpot ES50 being useful as a downlighter?

DJ: Yes, it could be very useful in corridors and reception areas, where you need a good quality of light. Compact fluorescent downlights, for example, need a huge aperture, the fittings are ugly and you can see the lamp.

DH: As a practice we prefer to conceal the light fittings as far as possible. The BriteSpot will allow high lumen output from a small aperture and that would be useful within a large restaurant or food court space, delivering high light levels, without having to resort to traditional compact fluorescent downlights.

MJ: Hopefully, the next option in the future will be dimmable control - we have to constantly move HID ballasts along. We have already reduced ballast size so that it's small enough to fit through narrow apertures.

DH: That does allow much shallower fittings, which is crucial in many schemes with small ceiling voids. And the retrofit issue is very strong, if contractors can pull out a halogen eyeball fitting and put in a similar size fitting with BriteSpot, then that's a good argument for it.

MJ: Do you have any specific ideas for new luminaires using BriteSpot ES50?

DJ: In terms of product development, the CDM-TC lamp is a tall order for luminaire makers. It's expensive and time consuming to design a luminaire with ballast, reflector, lamp holder and so on. With BriteSpot, you



Mike Jankowski (left) debates the new lamp with Doug James (centre) and Dan Heap of lighting consultants, Mind's Eye

could potentially reduce the cost of the total lighting system, by getting rid of the reflector.

MJ: So what you are saying is that the lamp could reduce the overall systemic cost of lamp and luminaire?

DJ: Yes, I would say so.

DH: In general, I think its main competitors are mains and low voltage halogen - so you need to sell it as an upgrade to MR16 lamps. One nice idea might be to produce a retrofit recessed downlight for BriteSpot, which could directly replace MR16 fittings in the same apertures.

DJ: Another idea might be to produce a luminaire with integral horizontal gear, like with compact fluorescent downlights. Or why not a square bezel-less version?

MJ: Well, thank you for those suggestions. Hopefully the BriteSpot luminaire design competition Sylvania is currently running will result in many of these ideas being realised. ■

United Brands

United Brands is a major retailer with many different brands of sports clothing under one roof, and the new Brussels store was lit with three main products from SLI. General lighting is provided in the lower areas with Sylref E258 fluorescent luminaires, whose white reflectors ensure a high level of functional, efficient lighting. Above the escalators and in the entrance hall, a much higher lighting level is provided with Pento luminaires

attractively suspended from the ceiling, and the power of their four 42W compact fluorescent lamps delivers a bright, welcoming ambience.

A major feature of the store is a wall displaying the selection of sports shoes in the footwear department, this is brightly accented with the aid of powerful 150W metal halide lamps in FEH projectors. ■



SLI



events

Light + Building Fair, Frankfurt

Europe's largest trade fair for lighting and technical building services will be opening its doors from 18-22 April 2004, and SLI, of course, will be present in force. An innovative new 300m² stand will see the three brands of Sylvania, Lumiance and Concord sharing the same space, but optically separated from each other.

The highlight will be Sylvania's BriteSpot metal halide lamps and the new luminaires which complement this stunning technical development. The lamp has already been shown in Milan, Utrecht and Dortmund but is now joined by new models, and a broad selection of purpose-designed luminaires. Innovative downlights and spotlights from Lumiance and Concord will demonstrate the variety of applications this incredible new lamp allows in architectural and retail lighting.

Another area of the stand will focus on extending the applications of MicroLynx through stylish new luminaires, as well as broadening its horizons with the addition of lamps in rich, vibrant colours. The perfect harmony of T5 fluorescent lamps with Sylwing luminaires, developed in compliance with the latest European standards, is another fine example of SLI's innovative strength. Aside from these revolutionary new products, a captivating live show has been planned, an event which will surely be one of the most memorable highlights of the Frankfurt fair.

Elektrotechnik 2003, Utrecht

The professional fair "Elektrotechnik" took place in Utrecht, Netherlands, at the end of September 2003. It attracted more than 37,000 visitors who took the opportunity to savour the latest novelties in the electrotechnical trade.

SLI was prominently present with a new open-format stand showcasing a powerful selection of innovations from the main brands Sylvania, Lumiance and Concord. This new stand concept, with four mobile product displays in the different brand colours, was welcomed enthusiastically by the deluge of visitors.

The main eyecatcher was the large BriteSpot ES50 wall, showing off Sylvania's revolutionary metal halide reflector lamp. In the fixtures display, the emphasis was on the new Sylproof Cap fixtures and Sylwing T5 fluorescent ranges. Concord's MicroLynx F downlights and in-ground uplighters attracted considerable attention, as well as the latest Lumiance spotlights Motto and Axo with versions for BriteSpot ES50.

The Insaver HE downlights and Expospot track also proved to be a winner with visitors.



Sylproof CAP/PRO/ECO

SYLPROOF CAP

When it comes to specifying a waterproof luminaire, the IP rating is only one of the most important factors to consider. Resistance to impacts, chemical corrosion, UV degradation, humidity and dust are all of crucial importance to ensure a trouble free service life. This is why Sylvania has extended its successful Sylproof range with a new version, the Sylproof-CAP, the best choice for highly demanding environments. The body is produced from an extremely resistant type of material known as an SMC, a kind of glass-fibre reinforced polyester. When injection moulded to form the luminaire body it offers unparalleled chemical resistance, increased thermal durability and exceptional toughness, so you really can fit and forget it while it continues to endure even the toughest environments. Sylproof-CAP's impressive IP67 classification is attained through an improved polyurethane sealing ring and new seals on the cable glands. It's available now in 18-, 36- and 58 Watt versions for T8 fluorescent lamps, and on special order for energy-efficient T5 tubes.

SYLPROOF PRO

The Sylproof-PRO range excels in all of the demands placed on it by the professional electrician. The new lineup consists of 18-, 36- and 58 Watt versions for T8 fluorescent lamps, and each luminaire is fitted either

with a low loss ballast and safety starter, or fully electronic gear.

The diffusers are offered in UV-stabilised polycarbonate or methacrylate to provide a sustainable and uniform light distribution, and it goes without saying that the luminaire offers excellent mechanical and thermal resistance. Polyurethane seals prevent penetration of moisture and dust, soundly maintaining an IP65 classification throughout its long lifetime. Sylproof-PRO was designed to rely on as few tools as possible, both for installation and maintenance. The diffuser is attached to the body with durable quick-release stainless steel clips, and even the internal reflector can be removed without tools.

SYLPROOF ECO

Sylvania created Sylproof-Eco with less demanding installations in mind, and although still IP65 rated, the specifications for this competitively priced range differ slightly. For a start the diffuser is instead fabricated in polystyrene, and features polycarbonate clips for easy access. Like the rest of the range it's been designed for ease of maintenance and the reflector can be quickly removed without tools. Sylproof-Eco is offered in 18-, 36-, and 58 Watt versions for T8 fluorescent lamps, with all versions employing a conventional magnetic ballast. ■



New catalogues



Sylvania will publish several brochures and catalogues during 2004, focussing on the growing importance of lamps from the Special Products Group.

Sylvania occupies a leading position in the market of lamps for aquaria and terraria, and this will be the subject of a new brochure 'Aquarium and Petcare Lighting'. Its section on tips for optimal use of lamps in the aquarium should go down well with customers at all levels, and firmly emphasises Sylvania's expertise in the field. Available in most European

languages, it will showcase the extensive range of GroLux, Aquastar, Coralstar and Reptistar lamps. Early in 2004 the brand new 'Photo Optic Catalogue' will be published in English, highlighting the lamps for theatre, studio, television and disco lighting. It will feature Sylvania's BriteArc lamps which lead the way in professional filming environments, while other sections will be devoted to the numerous speciality halogen lamps for overhead projection, slide projection, fibre optics and studio / photographic equipment. Sealed Beam PAR lamps, coloured fluorescents and blacklight ultraviolet sources for special effects complete this product group. Another new catalogue is slated for Spring 2004, specialising in Sylvania's hi-tech light sources for such diverse applications as water purification, medical instruments, airfield lighting and traffic signals. Ruggedly-built rough service lamps and high temperature types for use in ovens will also be featured. The 'Special Applications Catalogue' will be printed in English. ■

SYLVANIA

Concord:marlin

Lumiance

CLAUDE

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SLI - Sylvania Lighting International is the general lighting division of the US based SLI LLC - one of the largest lighting companies in the world. SLI is the owner of well known established lighting brands such as Concord, Marlin, Lumiance, Claude, Sylvania* and Brilliant.

*The Sylvania brand name is owned worldwide for general lighting by SLI apart from Australia, Canada, Mexico, New Zealand, Puerto Rico and the USA.