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## 2004 fair agenda

- [ 26/10 - 30/10 ]  
**Matelec Fair**  
 Madrid, Spain
- [ 01/12 - 04/12 ]  
**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



The new attractive SLI stand at Light & Building.

## Kometa from Concord office lighting goes full circle



The new Kometa light fitting from Concord offers an interesting and innovative approach to workplace lighting that breaks the mould of linear, angular office aesthetics – yet can be easily integrated into any standard suspended ceiling grid. At the same time it complies with contemporary lighting design thinking, by throwing a balanced ratio of light on all the main room surfaces.

Kometa looks and performs like no other office lighting fixture. Firstly, its circular form, housing a combination of compact fluorescents and circular T5, is based within a standard, 600x600mm square ceiling tile, so it can be easily installed in any commercial workspace. The tile is available in two finishes, smooth and textured, in white – but a wide range of colours and finishes can also be ordered, to suit most interiors.

The two sets of lamps can be independently switched – or dimmed with integral electronic gear – to create a variety of lighting effects. The 40W circular T5 ambient lighting component, hidden within a highly effective polycarbonate diffuser, drops just below the ceiling plane, to throw diffuse light on the ceiling and walls; while the single TC-TEL lamp (26 or 32W) mounted within the central open reflector ring, acts as a direct downlight component, to gently illuminate the working plane.

The result is a highly original luminaire, combining ambient lighting and downlighting in a single, stylish fitting. Uniquely, too, Kometa meets current LG3 recommendations, by creating a ceiling illuminance which is 30% of working plane levels – and a wall illuminance equivalent to 50%.

Combining strong aesthetic appeal and ideal visual conditions, Kometa from Concord is the complete lighting solution for today's modern workplace. ■  
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More on the development of Kometa on page 3.



The top render illustrates the performance of a standard recessed 600x600 4x18W T8 module.

The render below illustrates the enhanced overall light distribution on all surfaces using Kometa.



## Energy saving project in Finland

The Finnish town of Jyväskylä is the venue for the 'Rally of the Thousand Lakes' motor rally (now officially called the Neste Rally Finland) which takes place every August. The town has 82,000 inhabitants and has special expertise in paper manufacturing, information systems, health, energy and environmental technology.

When Sylvania's SPX Eco Arc lamps were introduced in 1998, the town's Manager of Street and Park Department, Kari Ström, saw excellent opportunities for saving energy in street lighting, since the new SPX Eco Arc 98W lamp could directly replace existing 125W mercury lamps.

When the re-lamping project began, Jyväskylä had over 12,000 lighting mercury lamps in operation. During the project, from 1998 to 2002, 9317 mercury lamps were replaced with SPX Eco Arc lamps -- 83% were Eco Arc 98W lamps and 13% were Eco Arc

190W light sources.

The aims of the project were threefold: firstly, to make energy savings totalling 1,600,000kWh annually; secondly, there were environmental gains, as the mercury content of the lamps was reduced by 90%; and last but not least, public safety in the town was improved by an increased light output of 15% per light point. Jyväskylä came out as a winner on all fronts!

However, many of the town's fixtures were up to 30 years old and had ballasts that did not meet current specifications. This could have led to ballast failures, but for serious measures adopted by Sylvania's Tienen factory. The lamp characteristics were changed slightly, to cope better with the old-style ballasts – at the same time, Sylvania suggested replacing the oldest fixtures in town. Over 324 were changed to new SHP fixtures as a result.

Since the project started, the first SPX Eco Arc lamps have reached their four-year replacement age, so by 2004, Jyväskylä had replaced over 4,000 'second



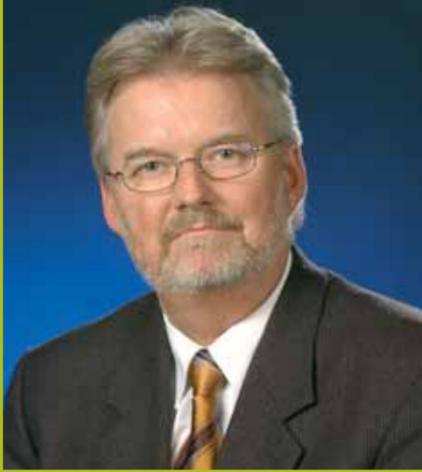
SPX Eco Arc lamp



Carlo Vlekken of Sylvania Tienen together with an installer from JE-Urakointi Oy measuring the lamp in the actual installation.

round' SPX Eco Arc lamps. In practice, all the mercury lamps that could be replaced with Sylvania SPX Eco Arc lamps have now been re-lamped. ■  
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## Spotlight on BMW



SLI Europe President Per Langholz

### Company Update

*SLI Europe President, Per Langholz, looks back over the last six months*

The world renowned Frankfurt Light & Building exhibition in April was a great success for our SLI companies giving them a powerful platform to present many new product propositions to our customers. We had a great deal of interest from many new customers from various target audiences in Europe and other regions of the world that are strategically important to us. Our stand represented a huge step forward for the company in overall design and presentation terms – of particular note the well-attended, highly publicised BriteSpot Design Awards event on the second day, was very professionally managed as well as being visually exciting.

In fact, the BriteSpot ES50 lamp has featured strongly in a number of ways – not least in having picked up two important European design awards (see this issue), which underline its unique, innovative qualities. The lamp has now been fully launched and has received very positive reactions from the market – exemplified by the large number of OEMs who are already producing fixtures for this new light source. We ourselves were proud to launch a number of Concord and Lumiance products based around the lamp at the fair. In the next few months we will continue innovating and aim to introduce a number of additional BriteSpot developments, including a narrow-beam version and a larger diameter ES111 format.

Other recent introductions include the Trend range of products from Lumiance, featuring the latest Motto and Axo additions – once again special attention has been given to fixtures using the BriteSpot ES50 lamp. These introductions highlight SLI's new impulse for quality, innovation and design in products, with the aim of giving our customers increased choice and meaningful distinction in our product portfolio.

Furthermore, we have recently published a corporate brochure, which in a very graphic visual form, sets out the scope of our European product portfolio, our core philosophy and values, which can be summed up in a single phrase – 'The creation of light by innovation'. Set against a background of increased competition and fast moving change, this slogan best illustrates our intentions to think smart and to get things done quickly.

Finally, we have re-established a European Headquarter this time in Frankfurt am Main which will house key executives and central functions. This will help in improving co-ordination, communication and effectiveness by becoming more centralized employing the best use of scarce resources.

The rebirth of SLI as a major lighting force in Europe is well underway !



The Patrick Smets dealership was lit with Pento and Insaver Quadretto

*Lighting is a crucial element of the design of car showrooms. Competition between brands is fierce and the quality of the lighting installation is universally recognised as an essential tool in attracting customer interest to a particular dealership. SLI was recently appointed to light several prestigious BMW showrooms throughout Belgium – and in particular to use the lighting to strongly convey BMW's corporate brand identity.*

In general, in order to show off the cars at their best, a minimum of 700 lux is absolutely necessary. The choice of light sources is also of paramount importance, to successfully render colours as they would appear outdoors. On top of this, a good balance between general and accent lighting is required, to firmly accentuate the stylish details that draw customers' attention to specific models. In order to emphasise key features in such a brightly lit environment, lighting levels can often reach 1000 lux.

At the Van Osch dealership in Tienen, just around the corner from one of the Sylvania lamp factories, a general illumination level of 850 lux was chosen. A 'cool white' colour temperature of 4000K catches the customers' eye at the entrance, but once inside, greater warmth and comfort is provided by 3000K lamps. To achieve the desired effect, Insaver HP 2x42W downlights from Lumiance were specified, complemented by a decorative array of Pento pendant luminaires. At night these stay illuminated in dimmed mode, imparting an attractive evening feel to the showroom. On the upper level, second-hand cars are displayed, but because the ceiling height is lower, FEH uplights were used, equipped with CMI-TD 150W ceramic discharge lamps, to achieve the same excellent colour rendition.

The renovated dealership of Patrick Smets in Lier, with its very high ceilings and enormous glass windows on both sides, presented quite a different challenge. The entire dealership was lit with over 90 x Pento pendants, each equipped with 150W ceramic metal halide lamps, to deliver superb light distribution at floor level. In the lower areas, the outstanding rectangular-shaped modern architecture was mirrored by the new Insaver Quadretto 2x26W fitting, with decorative glass.

A third, and completely different, approach was called for at the Sneyers showroom in Herentals. Here, 33 x Concord Equinox II 150W 61° downlights were installed, with CMI-T 150W/NDL lamps, to achieve a similarly high lighting level. So impressive was the effect, that Mr. Leterme of the Ypres showroom was inspired to light his showroom with identical equipment from Concord.

In all cases, the same stylish, crisp lighting ambience firmly underlined the BMW corporate image. The installations demonstrate the extensive range of high quality luminaires available from the various SLI brands, which were skilfully tailored to suit the unique architectural features of each of the dealerships. ■

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**Near the Sylvania Tienen factory, the Van Osch dealership is lit both efficiently and economically with the Insaver HP 2x42W**



**Equinox II HIT 150W downlights offer excellent light distribution at the Leterme dealership.**



## Yaren



Yaren



Wire guard



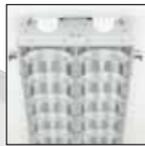
Polycarbonate cover

Yaren is a new low-bay luminaire, measuring a mere 125mm deep, which efficiently combines a slim and aesthetically appealing profile with effective light distribution. Developed for use with tubular high pressure sodium and metal halide lamps, one of Yaren's key benefits is its simple, tool-free installation process. It can be either surface- or rail-mounted, and perfectly suits the requirements of sports halls, garages, light industrial environments and other low ceiling applications. ■ [jean-mathieu.grob@sylvania-lighting.com](mailto:jean-mathieu.grob@sylvania-lighting.com)

## New optic CLASS



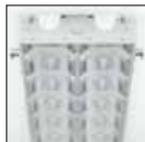
After the revolutionary patented BESS optic, Saint Etienne Competence Center again presents a totally new patented optic for T5 lamps, CLASS. The CLASS optic with the innovative cylindrical lamellae, offers excellent light distribution uniformity. The high performance louvres have an LOR up to 71% and are available in an HR, PA and LS version. CLASS is an economic solution for general lighting with T5 fixtures. ■ [jean-mathieu.grob@sylvania-lighting.com](mailto:jean-mathieu.grob@sylvania-lighting.com)



CLASS PA



CLASS HR



CLASS LS

## Torus 50FX Recessed downlight



Concord now offers a flush-fitting downlight for low voltage halogen lamps, with a recess depth of only 100mm, as part of the immensely popular Torus family. The fitting comes in a square ceiling module, accommodating one to four



lamps, and one of its key features is the flexibility of six different optic lenses, giving beam angles between 10° and 60°. The range also offers a variety of colour filters and elongation lenses, which allow creative effects and precise accent distribution to be built into the lighting scheme. The latest additions include versions that use the BriteSpot ES50 lamp. ■ [fred.bass@sylvania-lighting.com](mailto:fred.bass@sylvania-lighting.com)

## Lumiance Trend

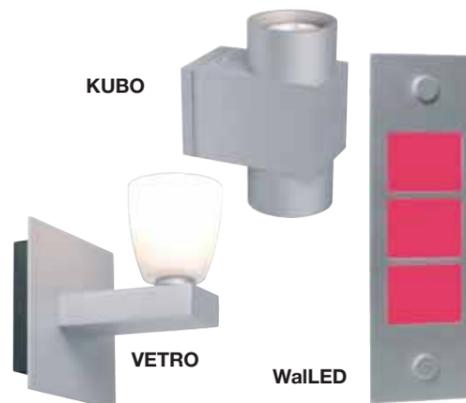
Lumiance has recently made a stylish new addition to its portfolio, the Lumiance Trend series. Frank Berkelmans, the Director of Product Development at Lumiance, explains its rationale: 'The first phase in the development of Lumiance Trend was the introduction of Inset Trend and Instar Trend last year. This new range responds to the latest trends in design and product development – and in this same spirit, we now offer Motto with a brushed aluminium finish.'

'We have entered the second phase, adding new, modern wall fixtures such as Kubo, Muro, Vetro and Tubo,' Berkelmans continues. 'The WalLED fitting is Lumiance's first range using LEDs, which can now be offered at very competitive prices and are perfect for low level orientation lighting and decorative effects.'

**KUBO** - A range of three compact, cube-shaped wall-washer lights for direct and indirect lighting, which is suitable for hotels, restaurants, meeting rooms, shops and stairs – and other locations where recess mounting is not possible. All fittings take the Hi-Spot ES50 lamp.

**VETRO** - An elegant, decorative wall light taking a 40W G9 mains voltage halogen lamp, suitable for hotels, restaurants, shops and residential use. Vetro has an opal glass diffuser for ambient lighting and is made from stylish silver-grey, die-cast aluminium and folded sheet metal.

**WalLED** - A range of three differently shaped decorative light fixtures for recessing into walls and ceilings, offering three LED colours behind an opal glass diffuser. WalLED is made of stylish silver-grey sheet metal with a die-cast aluminium front ring – and is ideal for decorative and low level orientation lighting in hotel bars, restaurants, hallways or shops.



'In the autumn, several trendy spotlights such as Juno, Luzo and Giro will be added to the Trend series,' says Frank Berkelmans. 'These will be available for many different light sources. Giro will even have versions for BriteSpot ES50 and BriteSpot ES111. All these developments will give Lumiance a new impulse and underline the company's reputation as a manufacturer of quality decorative lighting.' ■ [sven.willems@sylvania-lighting.com](mailto:sven.willems@sylvania-lighting.com)

## Kometa - the Design Story

Yves Bruyninckx talks to the design team at Concord who were responsible for the radical new Kometa downlight – Mike Jankowski, Oliver Shakespeare, Jorge Davies Quiñones and Martin Cooper.

**Yves Bruyninckx (YB):** Who came up with the idea for this unconventional design ?

**Oliver Shakespeare (OS):** 'About four years ago, I was first inspired by the widely-used circular T5 surface-mounted ceiling fixtures to develop a new kind of luminaire. These fixtures made for good general lighting, but I recognised that they did not provide enough light to the work surface and could not be integrated into the ceiling.'

**Mike Jankowski (MJ):** 'The idea ripened, and in 2002 the whole team seriously started work on the project, when they realised that all the preliminary ideas they had developed had great potential.'

**YB:** How did the shape come about ?

**Jorge Davies Quiñones (JD):** 'The brief was very open -- create a simple but innovative new fixture ! So our creativity could roam free, which made the whole process fluid.'

**MJ:** 'Many trials followed, to fine-tune the newly developed downlight. They started by incorporating the round shape with a central downlight – and then integrating the whole thing into a ceiling module for easy installation. Furthermore, since the basic shape of an apparent ceiling fixture was too intrusive into the working space, they had the brilliant idea of pushing it back up into the ceiling. From that point, the final shape of Kometa became apparent.'

**YB:** What materials is Kometa made of ?

**Martin Cooper (MC):** 'In my search for adequate rough materials, I came up with a polycarbonate foam for the square ceiling module -- a material that could easily be shaped and at the same time rigid enough to be self-supporting. It is now proposed to give it two different finishes, smooth and structured, to match the existing ceiling tiles. The diffuser is made from a high diffusion,

injection-moulded polycarbonate, since conventional diffusers obstructed the light output too much.'

**JD:** 'And after many trials with varying shapes and sizes, I eventually consolidated all these elements into the final shape.'

**YB:** What were the first reactions to Kometa ?

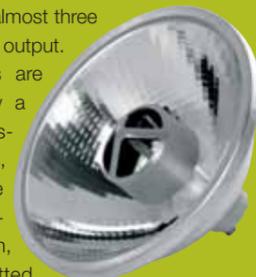
**MJ:** 'The first reactions of the sales force and customers were extremely positive – they spoke of it as a fantastic and daring new fixture, so we knew we were definitely on the right track.'

**Yves Bruyninckx comments:** The final version of the fixture is a fine piece of engineering in all its apparent simplicity. Kometa offers an excellent lighting ratio between ceiling, wall and work surface and thus allows the ceiling to flow through, instead of having 'visual holes' in the ceiling, as with conventional fixtures. Furthermore, the installation cost of Kometa is seriously less, since only two-thirds the number of fixtures is needed to obtain the same light level. It's a 'win/win' situation -- less fixtures and a brand new refreshing look. Kometa makes the word innovation come to life !

## in brief

### BriteSpot ES111

Sylvania has now augmented the BriteSpot ES50 with the BriteSpot ES111, based around the styling of the 111mm integral reflector halogen lamp, but with almost three times the light output. Its good looks are accentuated by a number of distinctive features, such as the clear, glass-fronted design, the spiral-faceted reflector and patented anti-glare shield, which eliminates stray light without compromising intensity. The BriteSpot ES111 has an outstanding colour rendering index of Ra90, backed by a stable colour temperature of 3000K and a long 6000-hour life. ■ [nicole.loysch@sylvania-lighting.com](mailto:nicole.loysch@sylvania-lighting.com)



### Refreshingly Light

SLI recently won an international tender by the Coca-Cola Company for the sale of approximately 120,000 fluorescent tubes and starters. These are destined to replace the lamps in different models of the company's vending machines in the Benelux, France and the UK. SLI already supplied some lamps to Coca-Cola in these countries, but the new contract involves a major extension of the deal, to cover over 30 types of fluorescent lamp. ■ [mark.vanherp@sylvania-lighting.com](mailto:mark.vanherp@sylvania-lighting.com)

### New Lumiance Display Stand

SLI France has recently developed a new way of displaying Lumiance products at the wholesalers. This compact metal display stand has an illuminated logo on the front and cut-out logos on both sides, to aid brand recognition – and the entire stand has an optimised sales surface of up to 90%. The products themselves are displayed in blister packs, which make for easier handling and increase 'impulse' buying. The packs are colour-coded: blue for downlight 'classics', fuchsia for the 'decorative' range of Axo and Pixo spots; green for the 'ecological' energy-saving Micro-Lynx F; and finally grey for 'technical' products, using the BriteSpot lamp. ■ [sven.willems@sylvania-lighting.com](mailto:sven.willems@sylvania-lighting.com)

### T5 Emergency

Sylvania has introduced a new family of short T5 fluorescent lamps, specially tailored for the requirements of emergency lighting. The lamp's ignition has been dramatically improved, in particular through a reduction of the time taken to transfer through the 'glow to arc' phase, so that an impressive 50% of the rated lumens output is now delivered within five seconds. Furthermore, emergency lamps are often operated at lower than prescribed lamp currents, typically 15mA to 140mA, so the new tubes have been modified to deliver optimum luminous flux under such conditions. This development fully complies with the requirements of EN 60598-2-22. The lamps are suitable only for operation with electronic or battery-driven gear, either in permanent or emergency situations. The product range includes 6W and 8W tubes in all standard colours, as well as a Luxline Triphosphor 840 version, which offers improved colour rendering. The new T5 Emergency product range has been extensively tested and has already been enthusiastically welcomed by leading emergency luminaire manufacturers. ■ [dieter.schultz@sylvania-lighting.com](mailto:dieter.schultz@sylvania-lighting.com)

## Glittering European Launch for BriteSpot

Mid-February saw a glittering, two-day launch event at the Concord offices and showroom in Feltham, west London, for the BriteSpot ES50 lamp, plus a range of new light fittings using the revolutionary new light source. The event, organised jointly by Sylvania in Belgium and Concord in the UK, was designed and mounted by Belgian events organisers, TOBECOME.

During the two days, over 100 leading lighting specifiers – lighting designers, lighting engineers and architects – were flown in from across Europe. The were treated to a sumptuous evening dinner at the Feltham showroom, plus a theatrical-style presentation of BriteSpot's innovative features and accompanying 'light show' entertainment. For most of those present, including UK lighting specifiers, this was the first time they had seen the recently re-designed open-plan showroom and studio space at Feltham.



### SLI Success at Eliaden 2004

SLI recently exhibited at the Eliaden fair in Norway, showing a number of new products, including the award-winning BriteSpot ES50 lamp and the new Axo and Motto series from Lumiance. Eliaden also saw the launch of the new Class optic -- its new design met with a very good response. The wholesaler product catalogue LYS 2004 was also introduced to the Norwegian market and proved so popular that extra copies had to be ordered from the printers after two days. A total of 3200 copies were distributed from the SLI stand during the event. All in all, Eliaden was a successful event for Sylvania Lumiance in Norway – and the company would like to thank its customers who took the time to come along.

### Succes in Moscow

#### Bright and Colourful

During the Interlight 2003 fair in Moscow in December 2003, SLI exhibited on a brand-new 70m<sup>2</sup> modular stand, designed by Alexander Kovacs, which represented a colourful labyrinth of free-standing elements in the four corporate colours (green for Sylvania, red for Lumiance, grey for Concord and blue for SLI). This unusual and innovative stand design won the admiration of the exhibition organisers, who gave SLI the Award for Best Presentation.

#### Diversity and Innovation

The main focus of the stand was the innovative BriteSpot ES50 lamp. In combination with new Lumiance fixtures for this source, plus the latest Sylvania innovations such as Sylwing, the product offer underlined the company mission ('one company, one solution') as a global supplier of complete lighting solutions.

#### Warm and Friendly

Despite the cold weather in Moscow, the bright lights of the exhibition, plus numerous, cordial contacts on our open, communication-friendly stand, created an overwhelmingly 'warm' atmosphere and helped to reinforce the company's commercial relations and partnerships.

#### Moving Around

In the meantime, the modular stand has already been used with unparalleled success for the Middle East

Electricity Fair in Dubai last February, the Expolight 2004 fair in Sofia (Bulgaria) in March and the Industria 2004 fair in Budapest (Hungary).



The diploma for best stand design in Moscow

In an associated lunch-time event on the second day, a group of prominent UK lighting journalists were given a pre-Frankfurt preview of a range of new light fittings by Lumiance and Concord which take advantage of the new lamp, including BriteSpot versions of Torus and Myriad from Concord and Axo, Signo and Motto by Lumiance. ■

### Patrick Toby of event organisers, TOBECOME, comments:

'The Feltham offices/showroom turned out to be perfect for this kind of event. The contemporary architecture, the coherent structure of the rooms and the original structural elements were at the basis of my inspiration. The main idea was to have the guests experience different lighting atmospheres during the course of the evening, leading up to a final crescendo. For every phase of the evening, a special soundscape was created to heighten the emotional experience of the evening. I thank the Concord team for their dedication, kindness and support – without them this event would not have been such a grand succes.

## BriteSpot ES50 Wins Covered IF Award



annually since 1954 by the International Forum Design based in Hanover, Germany, to the best new designs in products, communication, packaging and transport. The Award is regarded as one of the most important design competitions worldwide and attracted over 1,800 entries from 30 different countries. The jury, composed of top international designers, not only critically examines and selects the award-winning entries, but also guarantees iF's special status and the high-quality reputation of the iF label. ■

Awards for the innovative Sylvania BriteSpot ES50 lamp have come thick and fast in the past few months and one of the most notable was the receipt of the prestigious iF Award for 2004. The iF Award has been given

## BriteSpot Wins 2004 Lighting Design Award in London

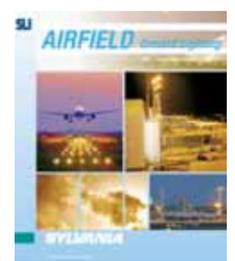
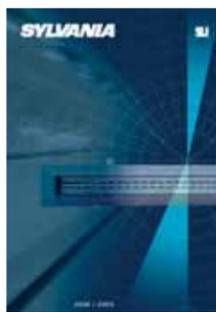
On March 25, 2004, well over 500 professionals from across the UK lighting industry gathered to celebrate lighting excellence at the 5-star Royal Lancaster Hotel in London. The standard of entries to this year's Lighting Design Awards was exceptional, and a dozen outstanding winners were honoured. In the Product Innovation categories, four manufacturers were rewarded for their ingenuity and technological invention, with some outstandingly engineered products competing for the top prizes. SLI's revolutionary BriteSpot ES50 35W lamp was the winner of the Light Sources category – in fact, the lamp was declared 'the outstanding development of the year' by the judges, due to its high output, excellent light quality and superb energy efficiency, combined in a highly distinctive package. ■



## New catalogues

So numerous are the most recent innovations from SLI, that a host of new catalogues and brochures have been published to feature the latest developments.

- The all-new catalogue SYLVANIA FIXTURES 2004 highlights the complete range of commercial and industrial luminaires. Pride of place is given to the patented CLASS and BESS optics for Sylwing and Sylspace fixtures, the new YAREN low bay system, and the user-friendly Sylproof CAP range. A visually appealing design incorporates clear product images and complete technical information.



- The full variety of Lumiance products has been united in the new LIGHT CATALOGUE 2004-2005. The established ranges such as Insaver, Giotto and Instar are accompanied by new Trend products, featuring for example the latest Motto and Axo additions. Special attention has been devoted to luminaires for BriteSpot ES50 lamps. The full compilation of functional and architectural fixtures offers enormous possibilities in project lighting.

joined by exciting coloured versions in red, green and blue to complement traditional lighting schemes. The new brochure MICRO-LYNX F COLOUR illustrates the possibilities for contemporary project lighting, in which special colour accents on walls, ceilings or floors are becoming an important trend.



- For the very first time, all the interior lighting products from Concord are combined in a single catalogue, Concord Interior. The stylish, easy-to-use 472-page catalogue includes details of a host of new luminaires, including BriteSpot 50 versions of Torus and Myriad, plus innovative new introductions, such as Lytebeam and Kometa.

- Lamps for special applications are an important part of the Sylvania family, and the Special Products Group has issued a new brochure entitled AIRFIELD LIGHTING. Among the dedicated line-up of halogen lamps for taxi and runway lighting, it focuses on the many benefits of Twinarc sodium lamps for general airfield and apron illumination. Although only a compact brochure, it emphasises once again the diversity and quality of Sylvania products, and the company's commitment to fully serving the requirements of customers in non-standard lighting applications.

- 2004 also saw the release of an informative and stylish Company Profile booklet. It presents an overview of the lighting market, the company's sales and manufacturing centres, the corporate strategy and SLI facts and figures. The various product ranges and brands of the SLI companies are firmly emphasised throughout this prestigious document. ■ [gert.boven@sylvania-lighting.com](mailto:gert.boven@sylvania-lighting.com)

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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.



# at Light & Building 2004 in Frankfurt

SLI Lighting enjoyed an overwhelming response to its latest innovations at the Light+Building 2004 fair in Frankfurt in mid-April. The new SLI exhibition stand, designed by Wit Design saw the company's products split into four areas, representing each of its major European brands – Sylvania lamps, Sylvania fittings, Lumiance and Concord. Highly visible logos and specific brand colours segmented the double-height structure in a very distinctive way, to draw visitors' attention to their specific areas of interest.

The effect was underlined by the ground-breaking technical innovations that SLI had to offer this year. Naturally, the focal point was the central BriteSpot ES50 display, which clearly emphasised the benefits of this stunning new lamp, in terms of small size, high efficacy and good colour quality.

One of the most memorable highlights of the entire fair was the eye-catching performance of Miss Brite and Miss Spot, whose elaborate dresses took their styling from the BriteSpot ES50 lamp. Their graceful movements caught the eye of passers-by, as they illustrated the advantages of the new lamp over old-fashioned halogen alternatives.



The distinctive SLI stand at L&B



General view of groundfloor & first floor area



Concord display



Dancers at Lumiance display



Lamps and fixtures display



Sylvania lamps display



Dancer at Sylvania display



The central BriteSpot ES50 display area.



Miss Bright & Miss Spot performing



Reception desk



The playful BriteSpot display



Lumiance display



1st floor meeting area

Light & Building Special

# Sylvania BriteSpot ES50 Fixture Design Competition 2004

Following the triumphant launch of the BriteSpot ES50 compact metal halide reflector lamp in 2003, Sylvania challenged European designers and manufacturers to create revolutionary new fixtures for this most innovative lamp. Such was the level of interest and inspiration that a remarkable 38 entries were received - an independent jury then struggled to whittle these down to select the top five finalists. In order to avoid potential conflicts of interest, Concord and Lumiance were excluded from the competition.

## Awards Shortlist:

- Eye Bright** track-mounted spot by Mizar
- Bright Light 2** floor-mounted twin spotlight by Novoline
- Visio** adjustable recessed ceiling spotlight by Reggiani
- Power Star** track-mounted spotlight by Simon & Schelle
- Ambon** wall- or ceiling-mounted spotlight by PSM Lighting

The shortlist of five was selected, firstly, to cover a broad selection of luminaire styles, including adjustable ceiling and wall-mounted downlights, track-mounted spots and a floor-mounted standard. Each of the selected designs was creatively styled, soundly engineered and all exhibited at least one strong, original feature.

## The Awards Ceremony

The nominees and prize winners of the Sylvania BriteSpot Fixture Design Competition were announced on April 19 on the SLI stand at the Light+Building fair in Frankfurt.

## Members of the Jury

### Piero Castiglioni



Piero Castiglioni (born 1944) graduated in architecture in 1970 and in 1973 he joined his father Livio's design studio in Milan, specialising in lighting design. He works as a designer and technical consultant for several major European lighting companies.

### Carl Gardner



Carl Gardner (born 1948) is a lighting designer and the UK's leading writer and commentator on lighting design. He has worked as a consultant for several lighting companies in the UK and is the editor of Lighting Journal.

### Klaus Pokorny



Klaus Pokorny (born 1961) has run his own lighting design firm, Pokorny Lichtarchitektur, in Vienna since 2001. Previously he worked as Design Director with Equation Lighting Design in London.

### Rienk Visser



Rienk Visser (born 1945) is Head of the Lighting Department of Technical Management B.V. in Amersfoort, the Netherlands.

## The Three Winners:

# 1

### First Prize

**Eye Bright** - Track mounted Spotlight from Mizar

The Mizar spotlight was selected as winner for a number of reasons. Firstly the judges found it hard to ignore the seductive high-tech styling, in particular the curved interface between lamp-head and ballast housing, which is especially attractive.

Secondly its ingenious design allows the main part of the body to remain in the same orientation (either horizontal or vertical) when used in multiples along a track. This imparts strong visual uniformity to a lighting scheme, since only the lamp head need be adjusted, rather than the whole body of the fitting.

Thirdly the ring of separately switched LEDs around the lamp face is an original and effective detail - although the judges were not convinced that these would meet European regulations as a possible emergency lighting source, as intended by the designers. Nevertheless Eye Bright is a worthy addition to the lighting specifiers' toolbox and makes excellent use of the new BriteSpot ES50 lamp.

### The Prize

*A one-week holiday for two people in a very exclusive private hotel lodge on a small island in the Caribbean.*

# 2

### Second Prize

**Bright Light 2** - Twin lamp standard-mounted spotlight by Novoline

This luminaire provides an unexpected but most creative application for the BriteSpot lamp. As a floor-mounted, twin-spotlight standard, it could be installed most effectively in reception areas, break-out rooms and leisure spaces, as well as providing an easy-to-install, informal accent and display unit for small exhibitions. The overall styling is neat and minimalist - and the flexible rotating head mechanism is cleverly engineered to cater for a wide range of positions.

### The Prize

*A long weekend trip for two persons to Barcelona, hosted in a beautiful and luxurious 'design hotel'.*

# 3

### Third Prize

**Visio** - Adjustable Recessed Spotlight by Reggiani

The judges fell for this product because of its intriguingly engineered adjustment mechanism. This enables it to be either flush mounted within the ceiling, or to protrude below the surface as an accent light or wall-washer, without compromising rotation and adjustability in all directions. The variable anti-glare baffle, which is separate from the lamp housing, is well thought-out and alleviates the potential for glare from the powerful BriteSpot lamp when seen at certain angles.

### The Prize

*A one day VIP treatment for two persons at Roland Garros - International Tennis Tournament*

Our sincere congratulations go to all winners and our thanks to all participants of this competition for their inspiration and creativity. BriteSpot ES50 has only just embarked on its journey into the professional lighting market, and thanks to the ingenuity of all who took part, the future looks very bright indeed !

