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2005 fair agenda

[19/02 - 23/02]
Euroshop 2005
 The Global Retail Trade Fair
 Düsseldorf - Germany



SLI Stand No. E 69, Hall 10

[06/03 - 08/03]
Vitrines et Tendances
 Salon des professionnels de
 l'aménagement, de la décoration
 et de la gestion des commerces
 (shop lighting)
 Lyon - France

[06/03 - 09/03]
MEE
 Dubai, U.A.E.

[24/05 - 26/05]
Cebeo Technologiedagen 2005
 Brussels - Belgium

[06/09 - 09/09]
INELTEC
 Basel, Switzerland

[26/09 - 30/09]
Elektrotechnik 2005
 Exhibition for Electrical Engineering
 Utrecht - the Netherlands

[30/11 - 03/12]
Interlight 2005
 Moscow, Russia

Lumiance: a Year of Growth



Fresco

The year 2004 has been very successful for Lumiance. Due to the introduction of a large number of new products, Lumiance managed to impressively expand its sales and to further increase market share throughout most European countries. Back in 2003, a newly designed catalogue of new products had been published, which expressed the vitality and strength of the brand - and included many new introductions, such as Motto, Insaver HE and the award-winning Axo spotlight range. The introduction of these products not only generated high turnover but, more importantly, created a great deal of goodwill amongst our clients.

Based on the positive feedback from the New Products catalogue, a complete 2005 catalogue of the full range has now been created and published. The 2005 catalogue includes a CD-Rom with technical information, including PDF files, new product picture files, product manuals, datasheets and certification. This 2005 catalogue has been introduced in most countries, or will be introduced shortly.

The main product introductions ready for roll out are:

- Three new spotlight ranges - Giro, Juno and Luzo - with a variety of lamp types, including Sylvania's innovative and successful BriteSpot ES50 and the new BriteSpot ES111. Giro is being extended to include both lamp types.
- Fresco, which is Lumiance's newest and most stylish ambient product for fluorescent lamps. This range will contain versions for the T5 circular lamp, making it the first Lumiance product to take this lamp type. Fresco is also available with a pendant accessory for suspension applications above tables and counters (more on Fresco on p.3).
- Single lamp versions of Insaver HE, which come as a logical and much-needed extension to the successful HE range. HE stands for High Efficiency, both in light output as well in the installation, making this a truly archetypal Lumiance downlight. ■ sven.willems@sylvania-lighting.com

Kaufhof Selects SLI Products

The Stuttgart branch of the Kaufhof chain was recently completely lit with Signo 155 and Signo 205 fixtures. Signo 205 was specified with a range of filters for different areas, to ensure optimum presentations. For example, in the fruit & vegetable department, Signo 205s were fitted with sun filters, so the natural produce appears fresh and attractive. Low thermal radiation also ensures that the produce remains fresher for a longer period of time. By contrast, on the dairy and cheese counters, Signo was equipped with a sun filter to give the cheese a fresh, golden appearance.



Other products benefited too - on the fresh and cooked meat counter, SDW-TG lamps with a red



colour filter were chosen to obtain the best results; while 70W CMI-T Signo fixtures for the fish department had added blue filters, which emphasise the sparkle of the ice cubes and the fresh, silvery character of the fish.

The project clearly demonstrates the flexibility of the Signo range and its suitability for many types of application. SLI's Torus 70FX and Motto fixtures have also been specified in many other Kaufhof outlets, including Trier, Darmstadt, Aachen and Halle. (also see page 2). ■ edgar.hammel@sylvania-lighting.com





SLI Europe President Per Langholz

Company Update

Per Langholz, President of SLI Europe, looks back to 2004 and forward to 2005.

2004 has been an exceptional year for SLI. Our stand at the April World Light Show in Frankfurt re-defined our position in the marketplace, with significant new products in both lamps and fixtures. SLI customers were able to appreciate the efforts we have made in product development and innovation, which confirm our place as a leader in optimum lighting solutions.

The successful launch of our BriteSpot lamp, with its excellent light performance, resulted in the development of novel fixtures by a significant number of OEMs that now support this new lighting technology. Lumiance and Concord BriteSpot fixtures have also been introduced, effectively resulting in very promising sales over the last six months. Furthermore it is clear that designers and architects have recognised the excellent performance of the lamp, by specifying and developing numerous projects with BriteSpot.

We have also rolled out new fixtures in all our brands, supported by new-look catalogues. A particular success has been the Lumiance brand, especially in retail lighting, where we have secured several major projects. The Sylvania brand too has launched a new floodlight range, Sylveo, offering another competitively priced package, complete with lamp. And at Concord true innovation was achieved with the launch of Kometa, which provides excellent uniformity for lighting in the workplace.

There is much more to look forward to in 2005. SLI's strength in offering lamp-fixture combinations for shop lighting, using the new BriteSpot lamp, will reach new heights at Euroshop in February, with the launch of fixtures for the new ES111 lamp, with its stunning 8 degree beam. This is just one part of a growing, comprehensive range of BriteSpot lamps. Other product developments are, of course, in the pipeline and more major introductions will follow through the year.

SLI is set to ensure that the best, optimal lighting solutions can be generated in every kind of application. We look forward to 2005 with excitement.

European BriteSpot projects

Since the introduction of BriteSpot ES50 in September 2003, many new retail lighting projects have employed this innovative light source. In this edition, we showcase some of the bright, eye-catching results from all over Europe.

GULL & UR



Stavanger, Norway

The jewellery store Gull & Ur (Gold & Watches) in Stavanger (Norway) is situated in a brand new shopping mall called Jaerhagen. The shop moved from an old shopping centre, changed its name and updated its



image. To mark these changes, the total look of the shop was updated, including the lighting.

The new shop's lighting is entirely an SLI project in terms of the lighting equipment. Within the scheme, a number of different lamps have been specified, although BriteSpot fixtures Signo and Motto create the highlights and give the shop a forward-looking ambience and that extra touch of innovation. ■

BRITESPOT AT KAUFHOF

Stuttgart, Germany

The Kaufhof store in Stuttgart was recently completely re-lit by SLI. A range of lighting solutions were applied to the different areas of this department store. These included the use of Signo 115 with BriteSpot ES50 35W in the wine department, due to its low ceiling. The result is truly stunning and met with great success. ■



MOTTO AT RATTI STORE



Pesaro, Italy

The well-known clothing store Ratti, has recently experienced an innovation in its shop lighting. No less than 130 x Motto 82 fittings with the BriteSpot ES50 lamp have been installed in the Pesaro shop, in the centre of Italy. The Ratti management is very satisfied with the result and the company is keen on using Motto 82 BriteSpot ES50 for their other shops opening in Italy in the near future. ■

JKE DESIGN



Stavanger, Norway

JKE Design is an exclusive, high-end kitchen and bathroom furniture shop in Stavanger, Norway. The innovative BriteSpot lamp was selected to light this showroom, to underline its upper-market profile.

No less than 110 x Axo BriteSpot fixtures have been mounted on a Concord Lytespan LP track, with a further 30 x Signo 115 BriteSpot fittings in other parts of the shop (for example the bathroom department). The key objectives in this project were the use of discrete, unobtrusive fixtures, together with a correct amount of light and the precise colour temperature. ■



AXO GOES NATURAL



Tilburg, the Netherlands

The company Haans specialises in natural products from Asia and Europe -- furniture, consumer goods and decorative accessories for the home. The company's Tilburg (NL) showroom is located in a remarkable building, designed by the well-known architect



Jo Coenen. The feeling of contemporary style reflected by this building and the goods Haans sells, is emphasised by the showroom's new lighting scheme, where no less than 173 x Axo BriteSpot luminaires have been installed on Lytespan3 tracks. ■

CATCHING THE LIGHT

Ghent, Belgium

The impressively re-styled fish shop 'De Vis' (The Fish) in the centre of Ghent, Belgium, has been equipped with 16 x Motto BriteSpot duo fixtures, giving a vibrant, modern feeling to the largest fish shop in the city. More importantly, the crisp, white light of BriteSpot ES50 gives an added freshness to the beautiful, silvered fish on display and an attractive sparkle to the ice shavings on the counter. Prepared dishes and appetisers are also wonderfully enhanced. With BriteSpot ES50, the fruits of the sea look as cool and fresh as the moment they were caught. ■



Superlative Sylveo



Sylveo by Sylvania is a comprehensive, well-engineered floodlight range, which covers most indoor and outdoor requirements, such as sports pitches, car parks, industrial sites, public gardens, airport terminals, petrol stations and gardens or parks. The smaller

Sylveo 1 offers wattages from 70W to 150W in both metal halide and high pressure sodium, while the larger **Sylveo 2** goes from 250W to 400W. In both models, highly polished aluminium reflectors offer wide, narrow or asymmetric distribution, for perfect beam control.

All Sylveo luminaires have robust, streamlined die-cast aluminium bodies, polyester powder painted in metallic grey, and 5mm toughened printed glass and silicon gaskets, which ensure an IP65 rating. The fittings' rear cooling fins reduce its surface temperature – and the fitting can operate efficiently in ambient temperatures up to 40°C.

Sylveo can be specified for surface, ground or wall mounting and is supplied complete with gear box and lamp. Its well-designed body offers direct front access to lamp and gear box and easy direct supply connection – and it can be supplied with ceramic RX7, E27 or E40 lamp holders. One interesting feature is its calibrated, lockable tilt mechanism on both sides, which ensures precise focusing that won't be disturbed by wind or maintenance. ■ jean-mathieu.grob@sylvania-lighting.com



Fresco

Fresco is a range of compact circular luminaires for general lighting that can be surface-mounted or semi-recessed into ceilings and walls. The fixture comes in two diameters of 300 and 400mm and is suitable for TC-DD 16W/28W and T16 22W/40W/55W HO (high output) circular lamps. The 28W TC-DD version is also available as an emergency luminaire.

Fresco comes with a semi-transparent decorative diffuser (T16 fixtures) or opal diffuser (TC-DD fixtures) with silver outer ring. The diffuser distributes the light forwards and sideways, to create a smooth, soft halo of light. Using the optional pendant set Fresco can also be transformed into a decorative and functional pendant. The pendant set comes with a circular ceiling plate and three easily adjustable suspension wires (max. length 2 meters).

The fixture has IP44 classification, making it suitable for use in humid areas and outdoors, for example under porches or on outside walls – and it has good vandal resistance due to its polycarbonate construction. ■ sven.willems@sylvania-lighting.com

Airfield Ground Lighting



Worldwide, many airports are equipped with Sylvania lamps for the lighting of runways and taxiways. In fact, the Sylvania plant in Tienen was the first to produce halogen reflector lamps for airfield lighting. In the past, capsule lamps were used for this purpose, but most new airports are now equipped with reflector lamps. The most important issue with this lamp type is the precision of the beam angle, in order to avoid glare and allow for an accurate approach to the runway. In general, 48W lamps are used for taxiways and 105W lamps for runways. In the UK, many airports, such as Heathrow, Gatwick, Birmingham and Manchester, use Sylvania-made MR16 lamps -- at Manchester, for example, they are used for the approach lighting, touchdown lights, the illuminated centre line and inset runway edge lighting. Of course, we at Sylvania are proud that all these lamps have been produced at Tienen. More information: mark.vanherp@sylvania-lighting.com

BriteArc Steals the Show



BriteArc by Sylvania is a very successful light source in the entertainment and show business, being widely used in moving head luminaires. In fact, the BriteArc 250/2 SE D 8.5 is the most frequently used 250W metal halide lamp in the sector. However, Sylvania's lamp has some distinctive features which make it hard to beat. For instance, the 8500K colour temperature is constant throughout the life cycle, which allows for single lamp replacement in an existing installation without disturbing colour variations – an enormous economic advantage. BriteArc also comes in a more powerful 575W version, with two colour temperatures (7200K and 8500K) -- the BriteArc 575/2 SE 8.5 being the only lamp of that wattage offering 8500K, giving it a major advantage over its closest rivals. With an identical colour temperature, it can be combined with BriteArc 250/2 in a single installation. The BriteArc range also includes a 1200W version (BriteArc 1200 S) which comes with a colour temperature of 7200K.

All of these lamps across the range are perceived to offer more light than their competitors and clearly benefit from the constant innovation and constancy of production standards offered by the Sylvania factory in Tienen, Belgium, which remains at the forefront of technological know-how. Information from: mark.vanherp@sylvania-lighting.com

Developing the BriteSpot ES111

Yves Bruyninckx talks to the team responsible for the development of the new ES111 version of the BriteSpot lamp

On a grey Wednesday afternoon, I drove to the Sylvania Lamp factory in Tienen, Belgium, to meet up with Rudy Geens (R&D and QA director) and Nicole Loysch (International Product Marketing Manager HID) to talk about their latest innovation, the BriteSpot ES111.

Upon entering the factory, I was welcomed by Nicole who was proudly overseeing the installation of new fixtures at the entrance, using both the BriteSpot ES50 and BriteSpot ES111 lamps. Dull as it was outside, here the bright light gave me a warm welcome, as we walked towards Rudy's office.

Yves Bruyninckx (YB): Thanks for taking time to talk to me about this latest innovation. BriteSpot ES50 was successfully introduced in September 2003 and has already met with very enthusiastic reactions from both the market and OEMs. What does the future for BriteSpot ES50 look like?

Nicole Loysch (NL): Well, the future looks very bright! We have just introduced the 24° beam version, in addition to the 38° and 60° versions, thus completing the 35W range. With BriteSpot ES50, Sylvania has proved once again it is in the forefront of quartz technology. We have succeeded in making a good product, at a good price, which is both compact and efficient.

Rudy Geens (RG): When BriteSpot ES50 was first introduced, its burning position was limited to base-up-to-horizontal. In late Spring 2005 we will introduce a new BriteSpot ES50 with universal burning positions, which will widen its application areas. In

the future, we will also offer a 20W version.

YB: Was there a logical step from BriteSpot ES50 to BriteSpot ES111, in terms of shape and size?

RG: Yes. With BriteSpot ES50 we had developed the most compact reflector discharge lamp on the market, so we now followed the same logical process as with the Hi-Spot ES111 tungsten halogen lamp in terms of looks and design. In contemporary shop lighting, there is a wide demand for fixtures with ES111 size lamps, which add a touch of elegance to the fixtures. Also, the ES111-sized reflector allows for narrower beam angles, such as the 8° now on offer.

YB: What was the biggest challenge in developing the new BriteSpot ES111?

RG: The most important issue was resolving the colour striations in the beam, which occurs in discharge lamps. In the BriteSpot ES50 we solved this problem via the dotted front glass, which remixes the colours. With BriteSpot ES111, the technical look was an important plus for the lamp, so we chose to use a clear front glass. In all discharge lamps, colours become separated out and are visible in the light beam. This has to be solved by either the reflector and/or the front glass. In order to get an even white light beam, we redesigned the optics, resulting in a new patented reflector with different facets in the two parts, which spread the colours evenly across the light beam.

YB: What is actually being developed at the moment?

NL: The BriteSpot ES111 35W is now being offered with a 8° and 24° beam angle – and anticipating the



demand by OEMs for the more powerful 70W version, this is already planned.

YB: One striking feature in this lamp is the new glare shield.

RG: Yes, indeed. The glare shield was developed in collaboration with our colleagues from Concord and Lumiance, with whom we worked closely in the whole development process, since they had good views on the market trends for sources and fixtures. Raymond Berg of Lumiance made the first drawings of the glare shield, inspired by the Concord Control Spots. We then designed the spring system, which fixes the glare shield onto the shroud. The entire glare shield has, in the meantime, been patented.

YB: Are there any other novelties on the shelf?

NL: Well, we have in hand the new compact BriteTronic 35 electronic ballast for metal halide lamps, especially tested and designed for use with the complete range of BriteSpot 35W lamps.

YB: Yes, the future looks bright indeed! Thanks to a brilliant design team and excellent teamwork – and congratulations.

Footnote: The BriteSpot ES111 will shortly be introduced, and was recently displayed at the Matelec fair in Madrid. Lumiance and Concord are already developing new fixtures especially designed for this new source. ■ nicole.loysch@sylvania-lighting.com



events

ELEC 2004 in Paris

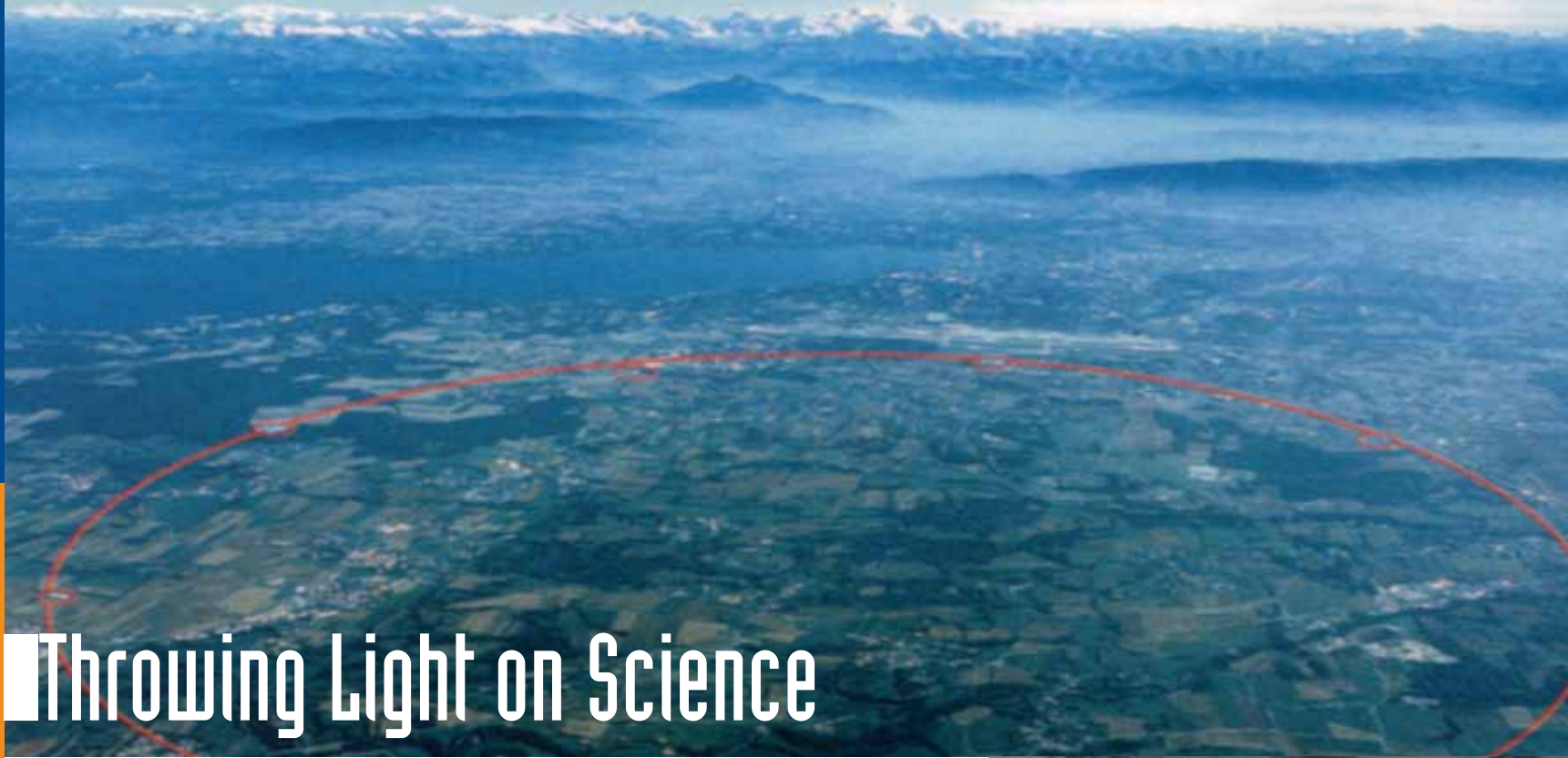
SLI France recently attended the ELEC 2004 fair in Paris, presenting Concord and Lumiance products on a new stand, which was based on a design concept previously introduced in Utrecht, Netherlands, and at Light&Building in Frankfurt. With its clean presentation and clear brand identity, the ELEC stand firmly underlined the company's image – and within its walls, the latest innovations in architectural and decorative lighting were on display, including fixtures using the latest technological innovations in compact fluorescent, tungsten halogen and metal halide lamps. ■



SLI stand at ELEC2004

SLI at MATELEC 2004

From October 26-30, 2004, the biennial Matelec exhibition, the largest lighting fair for wholesalers, installers and OEMs in Spain and Portugal, was held in Madrid. In the lighting section, no less than 191 companies were represented, showing the latest innovations in lighting technology and design. SLI was present for the 11th time and featured a refreshing and striking stand, where the focus was on new products. In lamps, the innovative BriteSpot ES50, BriteSpot ES111 and the Micro-Lynx F lamps, in white and coloured versions, were the key products on display. As for fixtures, the emphasis was on the Lumiance Trend series and the new products from Saint-Etienne - Sylwing Class and Sylveo. All in all, it was a very successful fair for the Spanish division of SLI, with over 1500 registered contacts during the show's five days. ■



Throwing Light on Science



CERN (Centre Européen de Recherche Nucléaire) is Europe's principal facility for nuclear research and recently it celebrated its 50th birthday in the presence of the French President, Jacques Chirac. It was an opportunity to take pride in a true example of successful scientific European collaboration, the CERN particle accelerator. This laboratory close to Geneva brings together physicists from 20 European countries, who all have one aim -- to discover the secrets of matter.

The tunnel in which the particle accelerator is located, constructed 100m below the surface, has a circumference of 27kms, with a total of 38kms of tunnels. The first research installation, called LEP (Large Electron Positron Collider) functioned from 1989 to 2000, until it was replaced by a newer version, the LHC (Large Hadron Collider).

CERN has been a client of SLI since 2001, when together with the replacement of the collider, the entire electrical installation was replaced. Since then, no less than 8000 industrial reflectors have been



installed on the cable duct running the length of the tunnels. All these fixtures are specials made at Saint-Etienne, using halogen-free cables. The shallow reflectors have been specially designed for this project, to allow for easy maintenance in the narrow tunnels. In addition, Sylpack 418 fixtures in 625x625mm modules were installed in the offices at ground level, while Sylbay 110 luminaires have been chosen to light the hangars. Yet one more major project that sees SLI accelerating boldly towards the future. ■

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SLI Companies Show Retail Collection at Euroshop 2005



The three-yearly exhibition, Euroshop in Dusseldorf, Germany (Feb 19-23) is Europe's most important retail products trade show. Sylvania, Lumiance and Concord will be there in force, displaying their latest retail lighting products on a strikingly innovative exhibition stand (Hall 10, E69) which has the feel of a space-age conservatory. The new 64 m² stand (see photo right and on page 1) is covered in semi-translucent white fabric, stretched over a steel frame – an intriguing design that takes on a different appearance, depending on the ratio of interior and

exterior light levels, while retaining a degree of privacy for users. The white fabric can also take light projections.

Within the stand, Lumiance will feature three new, contemporary spotlight ranges Giro, Axo and Juno, as well as the innovative and comprehensive Motto modular recessed range. The Giro and Motto models incorporate the new BriteSpot ES 111 lamp from Sylvania, which offers 8 or 24 degree beams and excellent colour rendering. The Motto Modular will also demonstrate the possibilities for mixing and matching the BriteSpot ES111 with the AR111 tungsten halogen lamp, for very specific retail applications.

Concord will introduce a completely new range of products called TeQ, comprising three distinct lumi-



naire families – spotlights, linear wallwashers and projectors. The range takes all the relevant commercial lamp types, including Sylvania BriteSpot ES50 and ES111, to provide a complete system of lighting effects for retail and display. Finally, the very popular Torus spotlight range has been extended to take BriteSpot ES111, in spotlight and adjustable ceiling-recessed versions, and the 35/70W version of the CMI-T lamp. ■

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New brochures

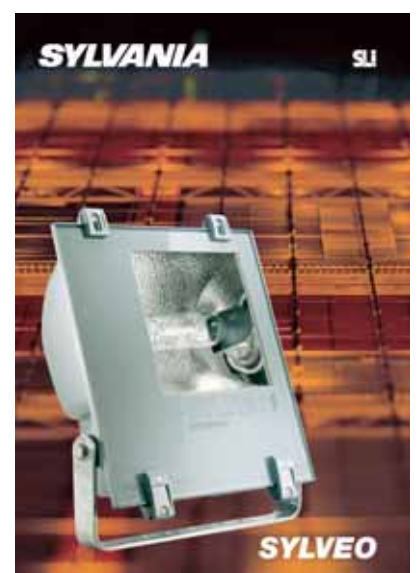


Fast Start Economy

We all understand the importance of a fast start. That's why Sylvania has introduced the range of new Mini-Lynx Fast Start Economy energy-saving lamps. A new compact leaflet presents the full lamp collection and even offers an example of its energy-saving potential. Read all about it and prepare for a Fast Start !

Sylveo

To coincide with the recent launch of the brand-new range of Sylveo floodlights, Sylvania has published a striking brochure on the Sylveo collection. The eight-page leaflet gives full details on both the Sylveo 1 and Sylveo 2 ranges. Excellent product photography, detailed technical information and clear graphics underline the innovative characteristics of this new product. ■



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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 and Sylvania*.

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