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Concord's New Stars

Concord Lighting has launched a variety of new luminaires in recent months, some of which take advantage of Sylvania's innovative new lamps. For example, there is a new BriteSpot ES50 version of the best-selling Torus spotlight, which offers almost three times the light output (65lm/W) as the low-voltage version with less thermal load and with excellent colour rendering (Ra90).



Reflected Glory

The Torus spotlight and downlight range has also been extended by the arrival of Sylvania's revolutionary BriteSpot ES111 35W metal halide reflector lamp, with either a narrow (80) or medium (240) beam, which is twice as efficient as the popular tungsten halogen AR111 lamp. The lamp has a 6000-hour average life, stable colour, 'warm' (3000K) colour temperature and high colour rendering index (Class 1A). BriteSpot ES111 incorporates a special, patented anti-glare cap to increase visual comfort. The new lamp has a universal burning position, so the Torus BriteSpot ES111 fittings feature a versatile, lockable tilt and rotation capability.



High Performers

The new Performance Cones range comprises the most comprehensive collection of high-end recessed downlights on the market. The range is available for a wide selection of light sources, such as low voltage tungsten halogen capsules, mains PAR lamps (80, 100 and 120W), AR111 reflector lamps (100W) and 35W CDM-R and 35/70W CMI-T lamps. The entire collection is unified by its all-metal construction, electronic transformers/ control gear and the same diameter (175mm) ceiling ring, so that different models can be mixed on the same project.

Performance Cones come as simple darklight downlighters, directional darklights, deep multi-groove darklights (PAR and CDM-R models) and single or double wall-washers, for use in corridors and walkways. There is also a double focus downlight, in a fixed or 350 tilting version, designed specially for sloping ceilings.

On the Beam

Finally, Concord has developed a brand-new architectural lighting concept for modern interiors, called Lytebeam. This is an innovative three-circuit lighting track in the form of a deep-profile, structural beam in



extruded aluminium. The beam is available in any length up to a maximum of 4m and can be bracket-mounted off a side-wall, to create a self-supporting structural feature running from wall to wall, or suspended with wires or rods.

Consisting of a lower three-circuit track, with an upper 'channel', it can replace a traditional track system, with the option of the upper section being used as a cable carrier for power, data and communications.

However, two further configurations offer even greater versatility: fitted with an additional three-circuit track, it offers great potential for spotlighting and floodlighting both upwards and downwards - something that most track systems don't permit; and it also comes with linear 35W or 28W T5 fluorescent tubes concealed in the upper channel, for soft, indirect ambient lighting. ■

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Lighting a motoring legend

This project to light a Porsche showroom in Salonica, Greece, was based on the specification of a tight, well-prescribed lighting design by lighting designer, Demitrios Antoniadis of LuminArt.



The main challenges facing SLI Greece were an improvement in light levels, contrast and accent lighting, to create a functional and aesthetic result reflecting the technical, highly exclusive image of Porsche. Various means had to be found, using light, to enhance the dynamism, sleek lines and curvature of the vehicles, using well-integrated fixtures that blend with the high-quality ambience of the showroom.

For the purely operational spaces, such as offices and meeting rooms, Insaver HP 255s, with 2 x 32W lamps, carried forward the modern company identity, while offering an excellent combination of lighting levels, comfort and operating economy. For the showroom, Pentos HIE 150W and Axos XL HIT 70W fittings were used prominently and expressively on Microtrack 3 track. As a result, they became part of the architectural landscape, affording, at the same time, the flexibility of spatial movement, to accommodate different car displays.

For the areas with lower height ceilings, carefully aimed Motto110 HIT 70W fixtures offer a similarly sculptural effect for the Porsche 'jewels', without creating glare on the car bodies. The colour temperature of 4000K was chosen to accentuate their metallic textures.

Overall, the combination of cars and light fixtures come together in a subtle design mix, which perfectly expresses form and function - and hints at the hidden desires that lie at the heart of the Porsche brand. ■

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2005 fair agenda

[24/05 - 26/05]	Cebeo Technologiedagen 2005 Brussels - Belgium
[24/8 - 25/8]	El I Norrland Sundsvall, Sweden
[26/09 - 30/09]	Elektrotechnik 2005 Exhibition for Electrical Engineering Utrecht - the Netherlands
[19/10 - 21/10]	Light 05, Electricity 05, Tele 05 Moscow, Russia
[30/11 - 03/12]	Interlight 2005 Moscow, Russia



SLI Europe President Per Langholz

Company Update

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

It has been a good start to 2005 for SLI. Expectations have been met for the first quarter and this positive trend has continued in April.

SLI currently is in a process of reorganisation in France, Belgium and the UK which will strengthen the company's competitive position in the lighting industry. As a result SLI will be able to continue to optimize its business in line with customer requirements for today and into the future. R&D departments in both lamps and fixtures have proved their ability to develop successful new products resulting in very positive customer reactions and stronger brand positions in each market. SLI will obviously continue to invest in R&D and marketing to further strengthen its brands. This will be reflected in ongoing introductions of new fixtures for Lumiance and Concord. SLI will also improve its IC Sylvania fixture range and reposition Linolite alongside Sylvania brand for a wider European market. Furthermore new Sylvania lamps & lamp concepts will be launched and SLI will offer unique lamp-fixture combinations to support this. The next edition of Insight will feature some of these products.

As SLI explores its global activities more and more it results in prestigious reference projects all over the world from Mexico to Dubai. It continues to demonstrate SLI's ability to find optimal lighting solutions in every market and industry in both lamps and fixtures. SLI trusts that its employees and customers are looking forward with the confidence to make 2005 a successful year.

New Lighting Solutions for Airports

Since the inauguration in 1992 of the new Franz Josef Strauss international airport for Munich, at Erdinger Moos, its outdoor lighting has used energy-efficient high pressure sodium lamps. For almost 10 years, the Sylvania Twinarc 'twin-burner' lamps, from 50W to 400W, have increasingly been used for the general lighting of streets, fields and pathways, as well as the aircraft docking areas, where good visibility is required for safety reasons.

In this latter application, the double life cycle of Twinarc has paid off handsomely, compared to single burner lamps. The light columns in the docking area are up to 32 metres high, so maintenance is inevitably very labour-intensive. Most columns are raise-and-lower versions, which require a large, specially equipped vehicle to lower them to ground level for maintenance. Apart from the high costs involved, the entire docking area around the columns has to be cleared of aircraft.

Many of these column-mounted floodlights have 1000W lamps, which were, until recently, only available as standard lamps, with the usual quota of early failures. The resulting costs were enormous, and so the head technician of the airport approached Sylvania with a request for a twin-burner version of the 1000W lamp.

By the autumn of 2003, the first samples of the SHP-T 1000W SBY lamp were ready for site trials. The photometric tests on light output, light distribution etc. were positive, so at the beginning of 2004, more than 100 lamps were delivered and installed - a decision which has so far proved excellent.

At the same time, in comparatively less maintenance-intensive areas, the success of the twin-burner lamps continues. For example, the most recent order from FMG (Flughafen München GmbH), dated April 2005, comprises no less than 950 x SHP-TD Twinarc 150W lamps, proving that even in lower wattages, the twin-burner technique has proved to be the most economic lighting solution. ■ nicole.loysch@sylvania-lighting.com



Liverpool Department Stores in Mexico

Simon White has been working with SLI Mexico and local distributor, Lightmex, supplying Concord and Lumiance fixtures to the Liverpool department store chain in Mexico. Here he writes about that experience.

There are a total of 53 Liverpool stores across Mexico, with several new stores under construction and all the existing stores under refurbishment. This requires a great deal of new lighting, so during the last three years SLI has built a strong working partnership with Lightmex and the Liverpool management team.

To date SLI has supplied fixtures for seven entire stores, and in 2005 will be supplying fixtures for three new stores, with five more planned for 2006. The latest store opened last January in Chetumal, in the southern state of Quintana Roo. SLI has also supplied LED150 and Signo fixtures for all the Liverpool credit finance departments, having completed 25 to date, with 25 more planned for 2005. We have also recently completed the cosmetic department at the Perisur store in Mexico City, using Motto 144 fixtures -- and this successful concept will now be imple-

mented in other Liverpool cosmetic departments.

Following the first lighting design proposal, Lightmex initially supplied LED150 and Signo fittings for a sample area of the Cancun store, to test the concept. The idea proved successful and the format has now been applied to new stores by the in-house Liverpool design team.

The lighting design specification utilises LED150-TE fixtures with 2x26W and 2x32W TC-T lamps for general ambient illumination. LED150 was originally chosen for its low glare and high LOR. Signo 155 Hi-Spot 95 and 70W CMI-TC were chosen for the accent lighting -- Signo being favoured for its aiming capability and unique concealed friction device. All fixtures are supplied from Europe without the ballasts, due to the local Mexican 120V supply voltage -- SLI Mexico then supplies the local ballasts. The client is very satisfied with the quality of our fixtures and service, having visited both the Concord and Lumiance facilities in Europe in 2003.



The photos show the Guadalajara store, which has 25,000sq.m. of retail space on three floors, and which was recently opened by the state governor. In addition to LED and Signo, Lumiance Quadretto and Expospot fixtures, as well as Concord Lytespot with Hi-Spot 95 on Lytespan track, have been utilised in some areas. Venetian style marble flooring and light-coloured interiors are used to enhance the high light levels -- the target average illuminance is 800 lux

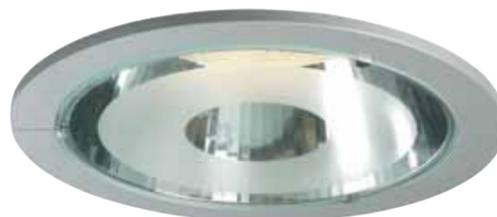
In February this year I presented a second Lighting Seminar in Mexico



City, arranged by Lightmex, to an audience of 150 people -- mainly architects, designers and specifiers. With the continued support of SLI Mexico and Lightmex, future sales expectations in Mexico are high. We are currently supplying lighting to Starbucks, the Massimo Dutti fashion outlets and Fiestamericana Hotels, as well as targeting new projects, such as Giorgio Armani, Sears and Palacio de Hierro stores. ■ simon.white@sylvania-lighting.com

Insaver HE:

Smaller, Prettier, More Versatile



The well-known range of economic Insaver downlights from Lumiance has been highly successful for many years. Insaver downlights are available in a multitude of types and wattages – and the Insaver HE models combine the high efficiency of Insaver HP with the reduced recess depth of Insaver Cone.

Insaver HE's polycarbonate reflector with a specular aluminium layer offers a remarkably high light output (around 68-70%), very uniform light distribution and all within a recess depth of only 120mm. Despite its shallow depth, the horizontally mounted light source is positioned high enough to avoid glare. These features offer major advantages when recess depths are limited and high quality lighting is required.

New Single-lamp Models

This year saw the launch of single-lamp versions of Insaver HE. In addition to the 2x18W and 2x26W models, Lumiance has now created Insaver 175 HE 1x13W, 1x18W and 1x26W versions, which are very useful for the economic lighting of hallways and sanitary areas, where lower light levels are required.

Multiple Accessories

An extensive range of functional and decorative accessories, already available for Insaver HE 225, are also proposed for Insaver HE 175 -- including an aluminium louvre and a decorative floating glass. For damp, humid environments, there are several IP44-rated accessories, such as clear glass, dotted glass and glass with an etched diffuser ring.

Adding the Deco-trim

A further extension to the Insaver range involves the stylish Deco-trim, available for Insaver HE 175 and 225, which adds an extra touch of class and 'mirrors' similar trims on the Motto range of modular spots and downlights. As a result, both types of fixture can be used together, to create a uniform appearance. And for that extra touch of style, the IP44 and decorative glasses can be combined with Deco-trim in various combinations. ■ sven.willems@sylvania-lighting.com

Sylmaster T5



The Sylmaster fixture range has been a constant part of the Sylvania range for many years. This T8 fluorescent fixture has always been renowned for its elegant design and shallow depth characteristics, and was initially developed for the efficient lighting of classrooms and functional spaces in the professional and services sector.

Now, due to the intensive adoption of T5 fixtures in Scandinavia, a T5 version has been created to meet this growing demand. In Norway, for example, government recommendations on energy saving compelled Sylvania to create a T5 model, so the company can continue to

service this market and supply future projects.

Sylvania has developed two versions of Sylmaster:

- a white version with white-painted (PL) or aluminium (PA) optics
- a silver version with aluminium (PA) optics

Both fittings come as twin-lamp versions only, and are available as 28W or 35W (lamps not included). The housing dimensions remain the same as for T8 versions, but an additional internal adapter allows for the installation of the shorter T5 lamps. Following the success of T8, this now makes Sylmaster a very good entry level fixture for T5 applications. ■

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SLI Distribution Made Faster and More Efficient



Unfortunately, in 2003 we faced a bad availability situation and our successful service rate for retail customers fell below 92%. This led to drastic measures, in an attempt to overcome the dire stock situation, including the implementation of a specific



'retail warehouse', where we keep two months supply as reserve stock. The result was that we achieved a 99% service rate with our main customer, Leroy Merlin, in 2004.

However, good service is not just measured by delivery times, but also by the quality of the order when it arrives at the customer. Comparison with companies

such as Legrand and Hays Logistics, showed that our performance was average -- and internal monitoring revealed an increasing number of packing errors. To counteract this, we appointed an internal quality inspector to do further in-depth research, to define

ways of improving the situation.

Today a training programme for all personnel is under way, together with a productivity improvement programme. At the end of the first quarter 2005, we had already lowered our packing error rate by 20% compared to last year. ■

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The SHP-S 35W TwinArc Lamp -- a New Development for Bavaria and Beyond

High pressure sodium lamps have gained popularity in exterior lighting in Germany over the past years -- particularly in residential areas and rural areas, where the power companies light the streets to increase feelings of safety. Despite this, the power company E.ON recently completed the long-planned installation of no less than 11,000 HSL-BW 50W high pressure mercury lamps near Munich -- and immediately started to think about their future replacement.

Enter the newly developed SHP-S 35W TwinArc lamp with twin burners, which is the ideal replacement for these lamps. The initial light output of TwinArc is identical to the HSL 50W but for significantly lower power consumption. Furthermore the light output over the entire life cycle is visibly higher, since lumen maintenance from the two burners, which share the workload, is far superior.

A complete exchange of SHP-S 35W TwinArc for HSL-BW 50W on this site, offering a 15W reduction per lighting point, would result in a yearly energy saving of nearly 700,000 kWh. With a lamp replacement interval of four years or more and TwinArc's hot re-strike capability, this lamp offers considerable safety advantages over mercury.

The first orders of SHP-S 35W TwinArc lamps have just been delivered and further orders will surely follow soon. ■ nicole.loysch@sylvania-lighting.com



BriteArc 250/2. And the beat goes on...

Robe, one of the top three manufacturers and runner-up in the world of moving heads and scanners, has chosen



BriteArc 250/2 for some of their products in the Club-range. This group of products is an affordable series of moving heads and scanners for discotheques and show environments. Robe is recognised as the fastest growing brand in the world of showlighting. BriteArc 250/2 was chosen because of its high brightness and especially because of its proven colour stability over life in comparison with other brands. ■ mark.vanherp@sylvania-lighting.com



Lumiance



EVENTS

Euroshop 2005: a Great Success, more International Interest

The world's largest retail products trade show, Euroshop, took place in Düsseldorf last March. The 1,659 Exhibitors from 48 countries judged the show a great success, as no less than 90,836 visitors came to look at the latest products, technologies and trends in the retail business. The large quota of international visitors and a high ratio of decision-makers resulted in a very high exhibitor satisfaction rate -- and proved that Euroshop is the 'must see' fair for this sector.

SLI was at the event in force, displaying its latest retail lighting products on an innovative 64 m² exhibition stand (Hall 10, E69) which had the feel of a space-age conservatory.

The BriteSpot lamp presentation, which compared the light output of normal low-voltage halogen lamps and the new BriteSpot, was a special attraction. The highlight was the body-painted model as the shop window mannequin, who comes to life thanks to improved lighting. Every performance drew large crowds.

Lumiance showed the innovative and comprehensive Motto modular recessed range, and also focused especially on Signo, Insaver Quadretto and Giro. With these and other ranges, Lumiance demonstrated to visitors -- and the German market -- that the brand is at the forefront in shop lighting and has a very wide range of products, with the added advantage of light source mixing

The focus for Concord Lighting lay in the completely new range of products called TeQ, comprising spotlights, linear wallwashers and projectors. The company also showed Lytebeam and the extension of the Torus spotlight and recessed fitting range to take BriteSpot ES111 and the 35/70W version of the CMI-T lamp.

SLI concluded the trade show with a very positive feeling, having succeeded in demonstrating its strong credentials as a valuable and competent partner in the shop lighting sector. Also, visitor numbers on the SLI stand were higher than at Euroshop in 2002 -- and customer contacts proved very positive. All in all, a great success for SLI. ■

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Light at the Edge of the Desert



Unlike the structural problems facing the construction industry in most western industrialised nations, the Middle East, and especially Dubai, has continued to experience a building boom. The latest construction highlight is the erection of the Burj Dubai Towers, which will be the world's tallest office block.

As a result of this building frenzy, the annual Middle East Electricity Fair in Dubai has become an important platform for presenting new electrical building products.

The presence of SLI has become a real tradition and this year's stand happily integrated the individual colours of three major SLI brands -- Sylvania, Concord:marlin and Lumiance. The central message was summed up in the motto 'Lamps and fixtures from a single source', with particular emphasis on general and accent lighting. Large colour prints gave visitors an impression of the functions and applications of the very latest lamps and fixtures.

The importance of the fair for SLI was confirmed by high number of visitors on the stand -- and the many contacts hold considerable promise for future market development in this region. ■

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Following French Trends

For the first time SLI France was present at the 'Vitrines et Tendances' (Shop Window Trends) trade fair, which took place from March 6-8, 2005, at Lyon's Palais des Congrès. The visitors were mainly interior architects, decorators and installers of commercial and industrial applications.



The SLI stand was split in two areas, showing the Lumiance and Concord brands. The main Concord ranges on display were LED 100TE and 150TE, Myriad, Performance Cones and the well-known Torus spotlights.

New products from Lumiance included the Motto 82 and 144 ranges, the decorative fixtures Fresco, Kubo and Microsaver, along with the spotlight ranges Giro, Juno, Luzo and Axo.

Of course, the latest BriteSpot ES50 and BriteSpot ES111 lamps were on show too, while the colour versions of MICROLYNX F gave a refreshing touch to the presentation. ■

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SYLVANIA

Concord

Lumiance

CLAUDE

New SLI Websites

During 2005 SLI will gradually renew all its websites. The first new websites, which were launched in January, are for the parent company, Sylvania Lighting International, and Sylvania Lamps. New websites for Concord (Concord:marlin in the UK), Lumiance, Sylvania Fixtures and Linolite-Sylvania will be launched later this year.

All the websites will have a completely new 'look', with up-to-date, exciting content and graphics, and will be much easier and faster to navigate than the current websites. However, the major improvement on all the brands' websites will be seen in the 'Products' sections. During the last six months SLI has been developing a product database for all its lamps and fixtures. The lamps database has already been completed, and the fixtures database will be completed during the second quarter of 2005. Customers will then be able to access the product database through a powerful web-based search engine, which allows Quick Search, Browsing and Attribute Search.

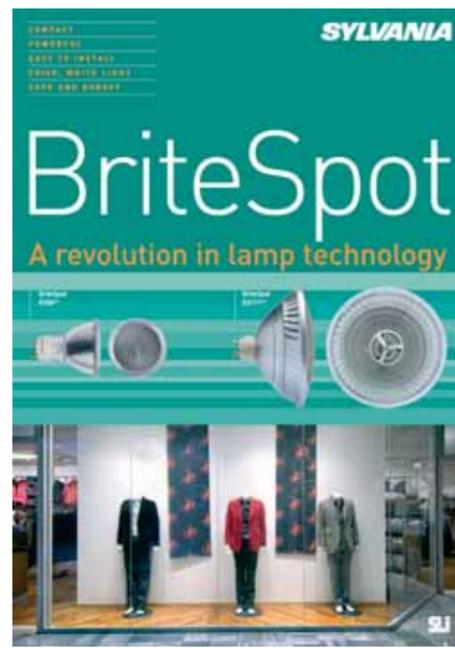
On the lamps website, it is now easy for customers to simply browse the product catalogue or narrow down their search to the precise products for their needs. A datasheet is dynamically generated for each product, containing all the relevant technical data, images, line drawings, technical downloads and much more, all based on the latest product specifications. Be convinced -- go to www.sli-lighting.com and www.sylvania-lamps.com ■



New BriteSpot ES50 & ES111 Brochure

To mark the launch of the revolutionary BriteSpot ES111 lamp, Sylvania has published a new, illustrated brochure, which provides all the technical details of the ES111 and ES50 lamps.

This striking publication includes some beautiful images of various BriteSpot installations in Europe, as well as detailing the performance characteristics of both lamps. Details of the BriteTronic electronic ballast, specially developed for these light sources, are also included. ■ nicole.loysch@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 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.