

Press release

Dornbirn, April 2012

Products, perfectly lit

Tailor-made shop lighting with Lyon Tunable White

The right lighting in shops does more than make an extremely wide variety of products look great: it also extends the amount of time customers spend in a store and increases their propensity to shop. Zumtobel is setting new standards in this application area when it comes to delivering an unforgettable shopping experience with its advanced Lyon spotlight range and its innovative "Tunable White" variable colour temperature function.

A store is constantly faced with the task of staging itself in an interesting way, presenting its products to best possible effect and meeting the needs of consumers. Lighting plays an important role in achieving this. Light is used to communicate emotions, develop specific brand identities, extend the amount of time shoppers spend in a store and thus create value-added potential. Light emphasises product features such as size, colour and material with precision. Besides naturalness and authenticity, sustainability aspects and centre-stage settings are important parameters when realising lighting concepts. "At the trade fair we will be presenting lighting solutions that ensure lively lighting scenarios and therefore exactly meet the needs of our customers without showing materials and colours in a false light." We achieve this primarily through the perfect colour rendering properties of our LED luminaires, our innovative "Tunable White" variable colour temperature function, and our extensive range of pinpoint accent lighting and uniform general lighting" explains Ralf Knorrenschild, Zumtobel's Director Global Key Account Management.

Authentic shop lighting using Tunable White

Zumtobel will be focusing attention on the new Tunable White functionality of its LED luminaires in the *presentation and retail* application area at Light+Building 2012. Tunable White makes it possible to adapt a luminaire to suit various products thanks to flexible colour temperature adjustment over the range from 2700 K to 6500 K. LED luminaires with this function deliver individual lighting scenes, adjust their light to suit the particular application area in question or accentuate the appearance and colour of products. The 3-channel technology used is characterised by uniquely good colour rendering (Ra 90) over the entire

range. Zumtobel Tunable White spotlights and downlights, used in conjunction with cutting-edge control devices such as the Circle Tune control point or Luxmate Litenet Tunable White control system, provide straightforward solutions for complex retail space designs.

Efficient, premium retail space lighting with Lyon

The Lyon LED spotlight range is available in two sizes and has outstanding abilities when it comes to setting retail spaces and merchandise centre stage. Thanks to its unique lens/reflector system and beam patterns ranging from spot to wideflood, Lyon is perfect for premium shop lighting with precise, uniform light distribution.

The LED modules it uses produce brilliant lighting accents with perfect colour rendering quality throughout the module's entire service life. Lyon is a discreet design element and blends in seamlessly with the architecture of a retail space. The available Stable White models of Lyon are now supplemented by a Tunable White version. Excellent colour rendering (Ra 90) and continuous colour temperature adjustment from 2700 K to 6500 K allow stepless adaptation in the white light range. This range of colour temperatures opens up fresh creative scope for using light in ways that promote sales. Now it is no problem to make sure that a lighting solution is optimally matched to suit products, even in situations where assortments of goods change frequently. Thanks to virtually IR and UV-free light, delicate products such as textiles, cosmetics or fruit can be illuminated from close up.

A recent research study conducted by Zumtobel on "Boosting sales through optimal shop lighting" has also proved that consumers prefer different light colours within a single lighting concept. But it is not all about brightness. Contrasts and experiencing bright and dark areas have a decisive impact on how at ease customers feel and how long they spend in a shop. Using different colour temperatures for ambient lighting and vertical illumination is becoming increasingly important thanks to advanced Tunable White luminaire technology and appropriate control systems such as Circle Tune Kit, Luxmate Emotion and Luxmate Litenet.¹

Zumtobel. The Light.

Brief profile

¹ We will be glad to send you a detailed report on this study on request. Please request your report from: press@zumtobel.com

Zumtobel is a leading international supplier of integral lighting solutions that enable people to experience the interplay of light and architecture. As a leader in innovation, the luminaire manufacturer provides a comprehensive range of high-quality luminaires and lighting management systems for the most varied application areas of professional interior lighting – including offices and educational facilities, presentation and retail, hotels and wellness, health and care, art and culture as well as industry and engineering. Zumtobel is a brand of the Zumtobel group with its head office in Dornbirn, Vorarlberg (Austria).

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Captions:

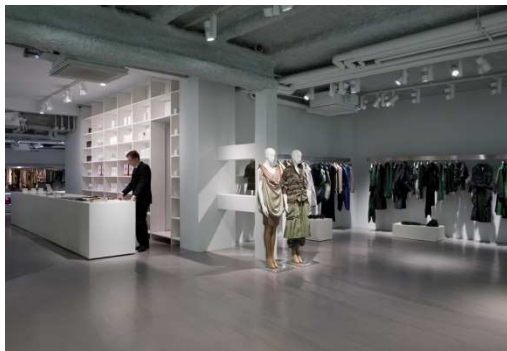
Credits: Zumtobel



Caption 1: Flexible colour temperatures (Tunable White) are an important aspect of modern retail space lighting. They accentuate the material, colour and quality of products.



Caption 2: The Lyon Tunable White LED spotlight range allows continuous colour temperature adjustment over the range from 2700 K to 6500 K.



Caption 3: Zumtobel has conducted laboratory and field trials on lighting in retail spaces in cooperation with renowned research institutes. These have established that contrasts - i.e. experiencing light and dark areas - have a positive impact on customers' sense of well-being.