traxon e:cue

AN OSRAM BUSINESS

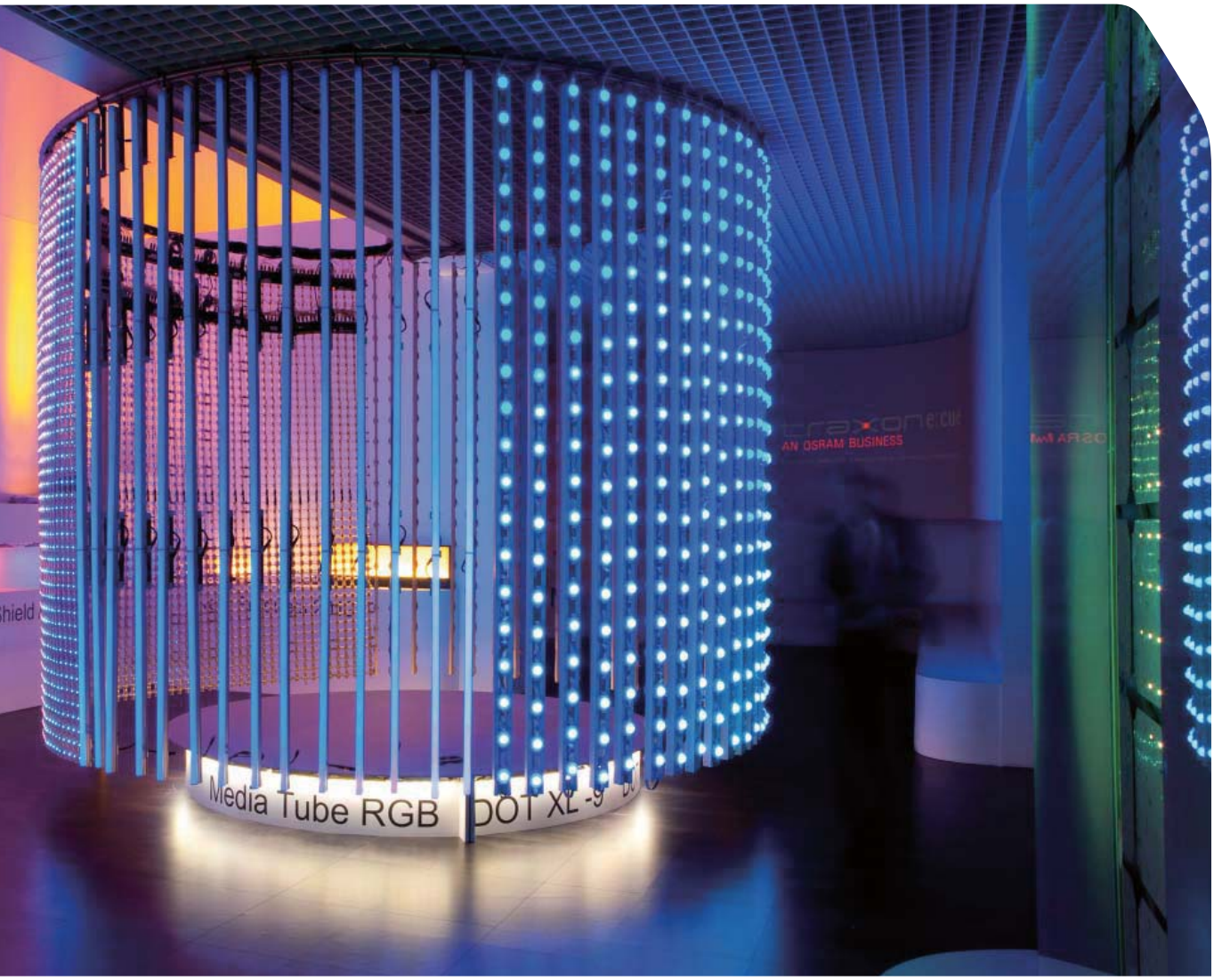
Showcase Collection 2015

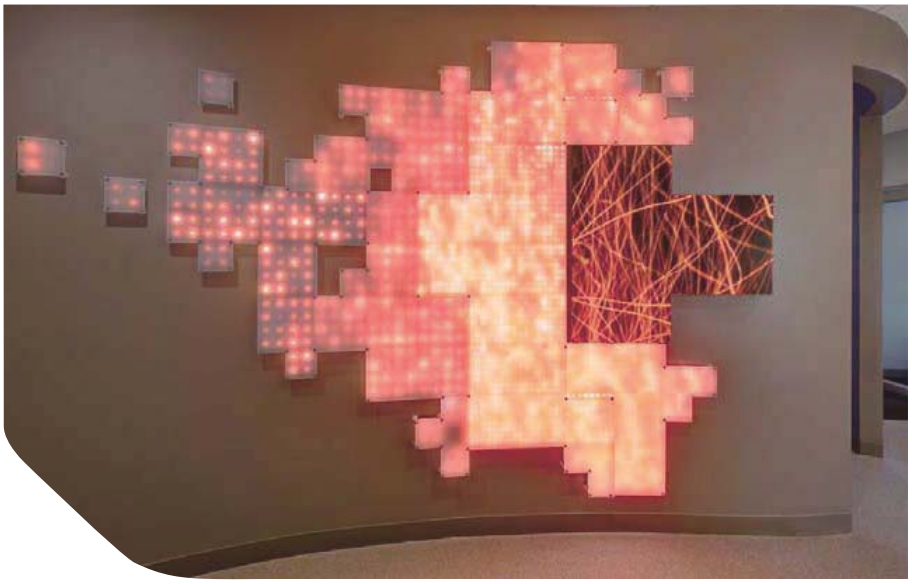
Dynamic Lighting & Control Solutions

FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES

Index

about





Showroom, Traxon US Headquarter, East Rutherford, NJ, USA

About Traxon & e:cue

Traxon Technologies, an OSRAM business, together with its control brand, e:cue, is a global leader in solid state lighting and control systems providing complete, sustainable and intelligent lighting solutions. Working with our extensive partner network, Traxon & e:cue transform creative visions into unforgettable lighting experiences, elevating architectural, entertainment, hospitality, and retail environments around the world.

Flexibility, simplicity, and innovation are our guiding principles. From software and product development, customization competence and cutting-edge integrated lighting and building material solutions, to worldwide project management, planning and support services, to our dynamic and global team of outstanding professionals, these values drive and shape us within our ever-evolving industry.

Our customers and partners are the leading international lighting design, architecture and engineering firms, as well as the world's premier developers and brands. Together we have completed over 5,000 installations worldwide, including renowned architectural landmarks such as Hypercube Skolkovo, Moscow; Klodzko Fortress, Klodzko; Kiel Fjord, Kiel; Barry J Kaplan Bridge, Texas; Kempinski Ambience Hotel, Delhi; Hanjie Wanda Plaza, Wuhan; Flame Towers, Baku; National Stadium, Warsaw; Christ the Redeemer Monument, Rio de Janeiro; Galeries Lafayette, Paris; JR Tokyo Station, Tokyo; Esplanade – Theatres on the Bay, Singapore; and many other prestigious entertainment, hospitality, and retail interiors and facades.

Traxon & e:cue's innovative, integrated control, software, product and project portfolios have won many awards and accolades for their pioneering technologies and dynamic solutions, including LFI Innovation, iF Design, Red Dot Design, DDC, POPAI, MELDA and PLDR.

In 2009, Traxon Technologies entered into a joint venture with OSRAM, a partnership which ultimately led to OSRAM's complete acquisition of Traxon in 2011, thus strengthening our position in the market by combining knowledge and experience in technology and marketing, and building on synergies with OSRAM's global presence.

For more information visit:

www.traxontechnologies.com

San Mamés Stadium - Bilbao, Spain
2014

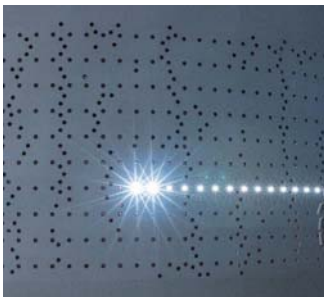
Architecture

Distinctive architectural elements deserve to be noticed. Provide a map of light that leads the eye to appreciate their splendor, with discrete illumination solutions that exude a concentrated radiance, elegantly distinguishing intricate façades, walls, and borders. Melding technology with simplicity, Traxon & e:cue's flexible system solutions ensure bright, even output, and efficient operation and installation process. Customize an advanced lighting solution to bring your signature interior and exterior architectural features into focus.

Photography © Hannu Iso-Oja

SHOWCASE

Silo 468 - Helsinki, Finland



"Silo 468" is part of the World Design Capital Helsinki 2012 program, and it was designed by Lighting Design Collective of Madrid, Spain. The idea behind the concept is to reflect Kruunuvuorenranta's nearly 90-year history as an industrial area, as well as its future as a residential district. Viewed from afar, Silo468 shines like a large lantern, while inside the silo awaits an impressive world of red light. Sunlight fills the space with dappled shadows creating a spectacular daytime space. At night 1,280 white LED´s flicker and sway on the surface of the silo software mimicking swarms of birds in flight – a reference to silo´s seaside location. In order to achieve a perpetually original sequence, several parameters were mixed together to create this stunning result: processed video animation of birds, wind-direction via RSS feed, and local temperature via temperature sensors. The challenge was the low operation temperature, whichcan drop to negative 30 degrees. Special thermo-sensors were installed to protect the products from harm by preheating and then switching off the Dot XLs when temperatures reached -20 degrees. The enduring fascination of the complex movement of light and its location by the sea make Silo468 a captivating experience for the visitors and the residents of Helsinki.

FEATURED PRODUCTS

Wall Washer Shield AC XB-36 WW-WW-Red

Dot XL-9 RGB

METHOD OF CONTROL

Lighting Control Engine mx (LCE-mx)

Lighting Application Suite (LAS)

PROJECT DETAILS

Category: Architectural
Location: Helsinki, Finland
Client: City of Helsinki
Lighting Design: Lighting Design Collective
Installer: YIT
Lighting Programmer: LDC & Sun Effects
General Contractor: VRJ
System Integrator: Sun Effects
Completion Date: October 2012

SHOWCASE

Barry J. Kaplan Bridge – Katy, TX, USA

Just outside downtown Houston in Katy, Texas, lies Interstate Municipal Utility District (MUD), a developing community and regional park, featuring a central lake and fountain surrounded by a mile-long trail. Connecting the apartment communities to Rick Rice Park is the Barry J. Kaplan pedestrian bridge, which is outfitted in custom Traxon Dot XL-9. The goal was to define the bridge and create a presence in Interstate MUD; something that could be seen from the nearby freeway. The fully-customizable and flexible Traxon Dot XL-9 proved to be the perfect solution to fit the unique shape and shade of gray in the arches of the pedestrian bridge. The installation displays a color-changing effect and operates on a time clock, controlled by e:cue's Lighting Control Engine mx, Butler, and Action Pad. The park, which also functions as a storm water detention area, now provides an enjoyable outside space, featuring a bright focal point offering aesthetic enhancement, and celebrating the up-and-coming Interstate MUD.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Dot XL-9	 Butler  Lighting Control Engine mx (LCE-mx)  Action Pad	**Category:** Architectural **Location:** Katy, TX, USA **Client:** Interstate MUD Parks **Architect:** TBG Partners **Completion Date:** July 2013

SHOWCASE

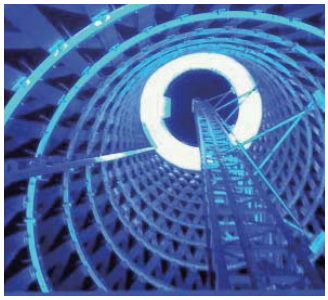
San Mamés Stadium – Bilbao, Spain

Designed with the concept of energy and unity, the new San Mamés Stadium is the home for the Athletic Club of Bilbao, one of the biggest European football clubs. It replaced the previous 100-year-old San Mamés stadium, which was popularly referred to as the cathedral of football. While maintaining the atmosphere of the old cathedral, the new Stadium is designed with modern elements to connect with the city and its surroundings. A total of 2,500 vertical sails are mounted on the façade as five horizontal rings around the new stadium. Each sail, five meters high and twisted at 90 degrees, is illuminated by 17 individually controllable Dot XL-6 RGB. Special profiles were created to house the Dot XL-6 perpendicular to the sails. To obtain perfect beam spread, every dot is positioned on a different angle to prevent direct view to the Dots. A total of 42,500 RGB LED dots illuminate the façade of the stadium, creating stunning lighting effects and amazing media content. Various dynamic lighting sequences are played via e:cue Video Micro Converter (VMC) paired with the Lighting Control Engine fx (LCE-fx). The 360-degree multimedia façade gives a unique character to San Mamés stadium, creating an urban landmark over the estuary of Bibao.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 Dot XL-6 RGB	 Lighting Control Engine (LCE)	 Video Micro Converter (VMC)	**Category:** Architectural, Stadiums **Location:** Bilbao, Spain **Client:** Comercial Susaeta **Architect:** Cesar Aitor Azcarate - IDOM ACXT **Lighting Designer / System Integrator / Lighting Programmer:** Susaeta pro Lighting **Installer:** Asmotur Uriarte **ME consultant:** IDOM **General Contractor:** UTE Cerramientos **Completion Date:** September 2014

SHOWCASE

Strand East Tower – London, United Kingdom



Strand East Tower, a unique landmark on East London's skyline, is illuminated by a Traxon lighting solution. The 40m-high building at the newly landscaped public space in Dane's Yard, south of Olympic Park, has stimulated its neighborhood and provided a focal point for the regeneration of the 10-hectare site at London's Strand East. The lighting concept consists of internally located wash lighting with Liner Shield AC XB RGB and Wall Washer Shield AC XB RGB plus an externally installed dot matrix system of over 600 Dot XL-9 fixtures, in custom-made 18PXL strings. The internal wash embraces the lattice nature of the structure by illuminating the internal space and highlighting the negative shapes of the tower's form. The individually addressable Dot XLs are installed at the cross points of the lattices and re-create the night time characteristics of the tower by forming a secondary layer of light. Harmony between the various lighting elements is achieved through e:cue's intelligent control system of Lighting Control Engine fx and Butlers which allows a unique and interactive light display using either local interfaces or mobile devices. Passers-by can interact with the tower by activating pressure pads installed around the bottom of the structure to set off sequences of light. Dynamic abstract animations, created by renowned Lighting Design Company Hoare Lea Lighting, are scheduled to play on special days and public holidays. Specifically designed content on display became a highlight during the London Olympics. The tower has been designed as a temporary structure that may be dismantled and moved. Traxon's LED lighting solutions, in turn, are both robust and flexible enough to withstand any future site transition.

FEATURED PRODUCTS

Dot XL-9 RGB

Wall Washer Shield AC XB-36 WW-WW-Red

Liner Shield AC XB RGB

METHOD OF CONTROL

Lighting Control Engine (LCE)

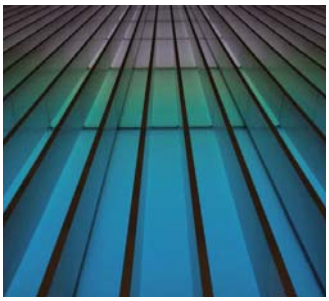
Butler

PROJECT DETAILS

Category: Architectural
Location: London, United Kingdom
Client: LandProp Holding BV
Lighting Design: Hoare Lea Lighting
Sculpture Design: ARC-ML (architect) and eHRM (engineer)
General Contractor: Wood Beton
Installer / VAP / System Integrator: Lighting Technology Projects
Completion Date: July 2012

SHOWCASE

Szczecin Philharmonic - Szczecin, Poland



Szczecin's new Philharmonic concert hall features white glazed blocks with peaked roofs, and a façade formed by a glass covering mounted on a steel structure. Based on a concept by Spanish architect Alberto Viega, the architecture explores the connections between past and present, referring to the shape of a typical European urban development. The dynamic LED lighting solution contains over 25,000 customized Traxon Dot XL-3 RGB fixtures which replace the originally planned linear fluorescent lamp arrangement. Mounted on flexible strings between the walls of the building and its glass covering, the reflected light emerges from the empty space. Furthermore, e:cue's control systems manage the installation, with a combination of the Lighting Control Engine 2 fx, Butler XT, and Video Micro Converter delivering pre-programmed content. There are dynamic and static scenes available for festive days like Independence Day, Anniversary of the Constitution, and Christmas, as well as scenes for special events, concerts, and regular days. The façade illumination starts at the end of the day via the sunrise trigger and stops at midnight, and manual operation is also available via a Glass Touch terminal. By entering a special combination, the Glass Touch is deactivated and the system returns to the sunrise trigger operation. Functionality is monitored by a temperature sensor which automatically switches off the illumination if necessary. Philharmonic Szczecin is the new architectural icon of the city and has been gladly received by its residents.

FEATURED PRODUCTS

Dot XL-3 RGB

METHOD OF CONTROL

Butler XT

Video Micro Converter

Lighting Control Engine 2 fx (LCE2-fx)

Glass Touch T6R

PROJECT DETAILS

Category: Architectural, Entertainment
Location: Szczecin, Poland
Client: City of Szczecin
Architect: Alberto Veiga - Estudio Barozzi Veiga
Lighting Design/ Technical Manager: Traxon Technologies, Wojciech Mantur
Technical Direction: Project&Solutions Osram Poland, Marian Okoń
General Contractor: WARBUD S.A.
Installer: DLL Partners
Completion Date: May 2014

Photography © Florian Licht, Licht und Soehne

SHOWCASE

Flame Towers - Baku, Azerbaijan

Baku Flame Towers is a striking new addition to the skyline of Baku. Located atop a hill on the Caspian Sea overlooking Baku Bay and the old city center, the three towers were inspired by Azerbaijan's ancient history of fire worshipping, and will illuminate the city and act as an eternal flame for modern Baku. The goal of the project was to create a low-resolution media façade to display video content, while integrating inconspicuous lighting fixtures into existing architecture. To meet the project requirements, Traxon created a special fixture, to be installed behind the buildings' windows and give the allusion of ribbons of light. The main challenge of this project was the varying window dimensions, and that the maximum gap between fixture and window frame needed to be less than 50mm. With a flexible mounting solution and intelligent calculation, the project team reduced the overall amount of needed fixtures to only 16 different modular lengths. The entire three-tower installation is controlled by an e:cue Lighting Control Engine fx (LCE-fx) running Emotion, and Video Micro Converters (VMCs). Typically displaying burning flames, the intelligent control system allows for simple lighting show changes to reflect additional animations and graphics for special events, such as the recent 2012 Eurovision Song Contest.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 Façade Panel	 Video Micro Converter (VMC)	 Lighting Control Engine (LCE)	**Category:** Architectural **Location:** Baku, Azerbaijan **Client:** DIA Holding **Lighting Design:** Francis Krahe & Associates Inc (Francis Krahe, Le Nguyen) **Architect:** HOK International **Partner Company:** Vetaş Electric & Lighting **Completion Date:** May 2012

SHOWCASE

Grand Stade Lille Métropole - Lille, France

Unveiled in August 2012, Grand Stade Lille Métropole's dynamic façade was designed to deliver an unprecedented media experience to fans and passersby. Created by architects Valode & Pistre and Pierre Ferret and clad in an elegant, semi-transparent IMAGIC WEAVE® media façade measuring 2046 square meters, the Grand Stade Lille Métropole's exterior melds HAVER & BOECKER's stainless steel mesh together with Traxon LEDs converting the building façade into a unique, transparent canvas for vivid, large-scale media. Paired with Video Micro Converters (VMCs) and the system of a Lighting Control Engine fx (LCE-fx), the creative and sustainable lighting solution offers three customized areas of varying resolution, each catering to the stadium's communication needs: an extensive background for large-scale dynamic light shows; an elongated "ticker" style screen to communicate scores and other text; a tight pitch area with higher resolution for videos and advertisements. The intelligent control system enables all three areas to be controlled separately to play differing content, or together to form a single theme show, seamlessly integrated and linked at all times. As a result, the Grand Stade Lille Métropole is fully equipped to serve high-profile sporting events and also succeeds as a piece of modern architecture that thrives beyond games with a clear understanding of its multifunctional role as an urban icon.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 IMAGIC WEAVE ®	 Video Micro Converter (VMC)  Lighting Control Engine (LCE)	**Category:** Architectural **Location:** Lille, France **Client/General Contractor:** EIFFAGE GROUP **Architect:** Valode & Pistre / Pierre Ferret **Technical Director:** Armel LOURIOUX **M&E Contractor / System Integrator / Installer:** EIFFAGE GROUP **Lighting Programmer:** Traxon and HAVER & BOECKER **Completion Date:** August 2012

Photography: Andreas Lechtape

SHOWCASE

St. Paulus Cathedral - Münster, Germany

An unconventional lighting concept was used to highlight the unique architecture of St. Paulus Cathedral, a historical monument built in the 13th century that is famous for its astronomical clock. Rather than emitting light from top down, the principal of “light-spouts” was developed as its lighting concept. It was critical for designers Hannes Hermanns and Antonius Quodt to illuminate the arches of the sacred building with dynamic color temperatures, whilst avoiding pendant luminaries. A total of 180 bright Traxon Wall Washer XB fixtures were hand-crafted for the cathedral, helping the designers achieve their goal of creating balance between technical possibilities and esthetic sensation. The compact yet powerful Wall Washer XB was the perfect solution providing rich, even, and consistent illumination in the nave, chapel, or in the cloister. Most fixtures are equipped with Dynamic White LEDs which allow for individual alternation of color temperature. A control solution comprised of 170 e:cue DMX2CC dimmers, eight Butlers and Lighting Application Suite (LAS) allows easy individual control of each fixture. The new LED installation not only illuminates the chancel, nave, and crossing, but also highlights the formerly dark apse in a new bright light.

FEATURED PRODUCTS

Wall Washer XB-18
Dynamic White

METHOD OF CONTROL

DMX2CC
6 Channel

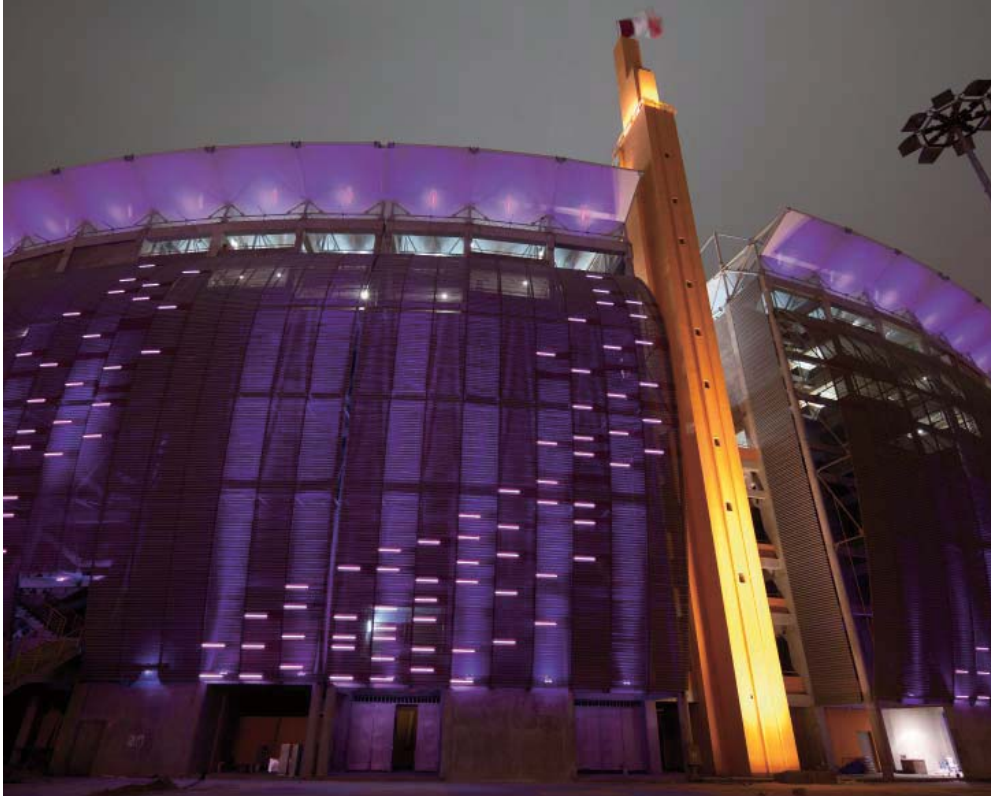
Lighting Application Suite
(LAS)

DMX2CC
12 Channel

Butler

PROJECT DETAILS

Category: Architectural
Location: Münster, Germany
Client: Bischöfliches Generalvikariat Münster, Dom- und Diözesanbaumeister Georg Wendel
Lighting Design: Antonius Quodt - LightLife Gesellschaft für audiovisuelle Erlebnisse mbH
Architect / Interior: Hermanns Architekten, Hannes Hermanns, Susanne Klösges
Electrical Planning: WBP WINKELS BEHRENS POSPICH Andreas Winkels, Joachim Behrens, Detlef Pospich
Completion Date: February 2013



Photography © Pablo Moreno

SHOWCASE

National Stadium - Lima, Peru

Peru' s National Stadium is a multi-purpose entertainment venue in the capital city of Lima. The stadium was recently upgraded with luxury boxes, underground parking spaces, and a hospitality tower. The most visible upgrade, however, is the stadium' s façade; it features a pioneering, interactive lighting display that translates the emotions of fans in the stands into a visual spectacle that can be appreciated across the city. On the façade of National Stadium, approximately 1,750 Traxon LED fixtures were applied, including the Media Tube® RGB diffused and non-diffused versions, Wall Washer XB-36 RGB, and Wall Washer XB-36 Warm White. e:cue' s Lighting Control Engine (LCE) and Butler control engines were added to manage the fixtures. The entire installation was integrated with third-party systems, including Cinimod' s sensors, which measure the sound and motion of fans in the stands and translate their reactions into programmed responses. With the limitless possibilities created by Traxon' s customizable LED fixtures and e:cue's advanced lighting controls, the façade of National Stadium now can be illuminated with more than 100 distinctive designs. Each of these designs varies in color, intensity, speed, and direction of movement. The lighting designs effectively convey emotion over great distances, allowing the inhabitants of Lima to share in the events occurring at National Stadium.

FEATURED PRODUCTS

Media Tube®
RGB Diffused

Wall Washer Shield
AC XB-36

Media Tube®
RGB Non-Diffused

METHOD OF CONTROL

Lighting Control Engine
(LCE)

Butler

PROJECT DETAILS

Category: Architectural
Location: Lima, Peru
Client: Arquileds
Architect: Jose Bentin Diez Canseco
Lighting Design: Claudia Paz
Technical Director: Cesar Castro
Installer: CAM / Arquileds
Lighting Programmer: Traxon Technologies
Completion Date: July 2011

SHOWCASE

TV Asahi EX Tower + EX Theater Roppongi – Tokyo, Japan

Winner of the “Good Lighting Award 2013” from The Illuminating Engineering Institute of Japan, EX Tower + EX Theater Roppongi is TV Asahi’s headquarter featuring a stunningly lit façade in Tokyo. “EX” implies Excite, Expand, and Experience. The 17-story EX Tower office includes an entertainment space called EX Theater which hosts a wide range of performances from live concerts to plays and musicals. Traxon Media Tube® RGB adds a vibrant element to the entrance and concert hall of EX Theater. To highlight EX Tower in Roppongi skyline by night, over 300 pieces of customized 40PXL Traxon Media Tube® RGB in direct view were mounted and fitted onto the aluminum curtain wall. Capable of replaying medium-to-high resolution graphical content, Traxon Media Tubes® RGB on the facade showcases pre-programmed dynamic graphics such as the cartoon character “Go-chan” panda, the new mascot of TV Asahi. Advertisements such as the upcoming entertainment performances are displayed on EX Tower’s building façade via 10 e:cue Video Micro Converters (VMC) which enable direct video output with pixel-to-pixel mapping. TV Asahi is a major Japanese broadcasting company operating a television network of about 23 local affiliates with a successfully developed base for transmitting new culture and information to the public in Japan.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Media Tube® RGB	 Video Micro Converter (VMC)	**Category:** Architectural **Location:** Tokyo, Japan **Client:** TV Asahi Corporation **Architect / Designer / General Contractor:** Takenaka Corporation **Lighting Designer / Installer:** Modulex Inc **M&E Contractor / Installer:** Kandenko **Completion Date:** December 2013

SHOWCASE

YBM GangNam Center - Seoul City, South Korea

Situated at the heart of Seoul' s most affluent business district, Korea' s premier language institute, the YBM GangNam Center, clearly stands out from the bustling area since the introduction of a unique media façade, which covers two sides of the building during its recent renovation. The installation is one of the award winning projects by B2 Lighting Management who have been honored with the grand prize issued by IPD (International Public Design Exchange Foundation) and Seoul metropolitan government. The content design for the media façade is accomplished collectively by an intellectual community of renowned professors and experts in Korea. They envisioned an art concept comprising image and video sequences to form an abstract expression of meeting and separating, depicting a subtle perception of freedom, life and human nature. Traxon's Mesh RGB proved to be the ideal canvas on which to unveil the mesmerizing concept on the building façade as flexibility in installation and the media palette' s coherence to the existing architecture were extremely important. Mesh RGB realized the wall-spanning media experience without obstructing or reconfiguration the landmark building. Luminance of 25cd/m² also ensures compliance with the anti-light pollution law. An e:cue Lighting Control Engine fx (LCE-fx) and multiple Video Micro Converters (VMCs) are conveniently daisy-chained to convert the entire video signal to LED pixels, and choreograph the installations dynamic content. As an additional bonus, Traxon' s system offers the flexibility for clients to simply update media content if they want to create new show for future applications. The solution does much more than create an attraction for the building. Communicating intellectual concepts to the community via innovative lighting solution signifies the institution' s creative awareness and vision of applying innovative technology when it comes to education.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Mesh RGB	 Video Micro Converter (VMC)  Lighting Control Engine fx (LCE-fx)	**Category:** Architectural **Location:** Seoul City, South Korea **Client:** YBM co.Ltd **Architect:** MAC ENC **Lighting Design / Installer:** B2 co.Ltd **Technical Director / ME consultant:** B2 co.Ltd **General Contractor / VAP:** B2 co.Ltd **Lighting Programmer:** B2 co.Ltd **Completion Date:** April 2012

Photography courtesy of Pacific Science Center

SHOWCASE

Pacific Science Center Arches - Seattle, WA, USA

Pacific Science Center has been inspiring creative and critical thinking since 1962, with a focus on bringing science to life. A popular attraction at Pacific Science Center and a familiar staple in the Seattle skyline is the set of five white arches that rise 110 feet above a courtyard of reflecting pools. Looking to replace the existing lighting of the circular centerpieces of each arch, the client needed a low maintenance solution that is brighter, yet more efficient, and offers an extended lifetime. Traxon Nano Liner Allegro AC XB was selected as it met all of the requirements. Exterior-rated Nano Liner Allegro AC XB provides dimmable, bright white light that preserves the esthetic look of the arch lighting. Traxon dynamic LED lighting solutions upgraded the famous arches, allowing them to remain a glowing beacon of Seattle's skyline for years to come.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Nano Liner Allegro AC XB		**Category:** Architectural **Location:** Seattle, WA, USA **Client:** Pacific Science Center **Lighting Designer:** McKinstry **Installer:** McKinstry **ME Consultant:** McKinstry **Completion Date:** July 2013

Photography © 2011 AECOM photography By David Lloyd

SHOWCASE

Belfast: Streets Ahead - Belfast, Northern Ireland

To revive its urban landscape, the Belfast “Streets Ahead” project augmented the city’s most traversedpedestrian zone with new seating, signage, landscaping, and public art. The project’s signature feature is eight soaring copper ship mast sculptures that celebrate the city’s maritime heritage, each of which is named for a famous Belfast-built ship; the mast names and accompanying sidewalk plaques are brilliantly illuminated with advanced technology from Traxon & e:cue. Traxon’s durable, flexible Dot XL-3 RGB system is ideal for this public art application. With its ultra-bright output and customizable pixel pitch, the weather-resistant fixtures supply vivid illumination as well as color-changing and multi-media capabilities, allowing the ship masts’ illumination pattern to fluctuate with the seasons and holidays. Although the ship mast sculptures span several blocks, e:cue’s Butler XT and Butler control engines seamlessly manage the 16 DMX-512 universes of integrated Dot XL-3 RGB fixtures; the entire installation is controlled wirelessly via a DMX-laptop connection. The ship mast sculptures lend an enchanting atmosphere to Belfast’s most traversed pedestrian zone. Moreover, the sculptures have created a distinct sense of place; MTV’s 2011 “Video Music Awards” prominently featured the illuminated ship mast sculptures as a symbol of Belfast.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 Dot XL-3 RGB	 Butler XT	 Lighting Application Suite (LAS)	**Category:** Architectural **Location:** Belfast, Northern Ireland **Client:** Department of social development Northern Ireland **Lighting Design:** Atkins **General Contractor:** Farrans Construction **VAP / System Integrator / Installer:** AVL Systems **Completion Date:** October 2011
	 Butler		

Photography: Natalie Bothur

SHOWCASE

Blast Furnace PHOENIX West - Dortmund, Germany

The new adventure trail on the grounds of the Blast Furnace PHOENIX West provides an extraordinary topographic experience. It offers a marvelous view of the redesigned landscape park and offers a look at the technology used, which has rarely been seen by visitors until now. Since closing the furnace in 1998, the impressive area is owned by North Rhine-Westphalia and offers the option of guided tours. Functional white lighting was integrated, as well as a concept using an orange glow emphasize certain areas, particularly on the adventure trail. In addition to lighting the pathways and open spaces, start.design GmbH designed illumination for the antique furnace and developed a consistent concept throughout different areas of the park. Traxon Wall Washer Shield AC XB-36, and customized Dot XL-6 and Dot XL-9 were chosen to realize this concept, and K. Bellwon Elektrotechnik GmbH was responsible for the installation of the fixtures. Qualified industrial climbers worked at dizzying heights to install the fixtures in the difficult-to-reach spaces of the furnace. Connected to an e:cue Butler XT2, the entire lighting solution can be controlled via a custom Action Pad application for mobile devices.

FEATURED PRODUCTS

Wall Washer Shield AC XB-36 RGB

Dot XL

METHOD OF CONTROL

Butler XT2

PROJECT DETAILS

Category: Architectural, Entertainment
Location: Dortmund, Germany
Client: K. Bellwon Elektrotechnik GmbH
Lighting Concept: start.design GmbH
System Integration / Installer: K. Bellwon Elektrotechnik GmbH
Principal: NRW.URBAN GmbH & Co. KG
Completion Date: January 2014

SHOWCASE

Capital Gate - Abu Dhabi, UAE

Capital Gate is an iconic 35-storey gravity defying tower, featuring the 5-star hotel Hyatt Capital Gate. The visually stunning tower has been built using some of the world' s most advanced construction techniques and leans an astonishing 18-degrees westward. In June 2010, the Guinness Book of World Records certified Capital Gate as the „World's furthest leaning man-made tower." Traxon & e:cue' s lighting solutions and systems were chosen to accentuate the aesthetic splendour of the unique tower, making visible at night the exquisite relationships of iconic points, lines, angles, and surfaces. Selected for its powerful performance and bold, bright light output, 686 Wall Washer Shield XB RGB were installed - one fixture at the tip of each distinct diamond-shape on the tower's external façade - allowing a flexible yet durable integration with the structure. The fixtures enable rich, colorful illumination and are visible at long distances. The entire installation is orchestrated by an intelligent control system consisting of Butler and Lighting Control Engine (LCE), allowing pre-programmed lighting show to be automatically triggered via the engine's internal timelock and calendar settings. The control system also allows each Wall Washer Shield XB to be addressed fixture-by-fixture to allow replay and loop of dynamic lighting shows. From shifting colors and moving patterns, to symbolic scenarios, the lighting schemes enable Capital Gate to shine brilliantly, acting as a beacon to draw visitors to Capital Centre and symbolize UAE's structure and strength.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 Wall Washer Shield AC XB-18 RGB	 Butler	 Lighting Control Engine (LCE)	**Category:** Architectural **Location:** Abu Dhabi, UAE **Client:** Abu Dhabi National Exhibitions Company (ADNEC) **Architect / MEP Consultant:** Robert Matthew, Johnson-Marshall & Partners (RMJM) **Lighting Designer:** DPA Lighting Consultants **General Contractor:** Al Habtoor Engineering **Completion Date:** December 2011

© Scott Norsworthy

SHOWCASE

Brookfield Place (Heritage Façade) – Toronto, ON, Canada

What was once described in the 19th century as the most valuable business block in Toronto now features the brilliantly lit façade of Brookfield Place. The landmark building, which is home to some of the world's most prestigious financial and legal firms, as well as prominent Canadian corporations, is a prized example of Toronto's urban commerce, cultural development and community spirit. Traxon worked closely with lighting designer Marcel Dion to develop a lighting solution that would celebrate the historical architectural elements of the block which had been residing virtually in the dark until now. Traxon Wall Washer Shield AC XB and Liner Shield AC XB in warm white were the perfect solution to highlight the architecture of the façades, which dates back to 1870. The historical element of the façade presented numerous challenges; special adhesives were necessary to secure the fixtures to the building without damaging the façade, and a unique rooftop enclosure was created to house all the drivers which were then wired to the fixtures. A rooftop-mounted photocell triggers the lighting to come on at dusk, illuminating the brick, stone, and ornate windows of the building. The prestigious, bustling block of Brookfield Place is now a focal point that dazzles at night for passerby to enjoy.

FEATURED PRODUCTS

Wall Washer Shield AC XB

Liner Shield AC XB

METHOD OF CONTROL

PROJECT DETAILS

Category: Architectural
Location: Toronto, Canada
Client: Brookfield Properties
Lighting Designer: Marcel Dion, Marcel Dion Lighting Design
M&E Contractor: Ainsworth
Installer: Ainsworth
Completion Date: October 2013

Photography © 2011 Beth Singer Photographer

SHOWCASE

The Detroit People Mover: Millender Station - Detroit, MI USA

The Detroit People Mover is an elevated, light rail system that circles Detroit. While it provides efficient transportation for business travelers, tourists, residents, and downtown employees, it is also a cultural experience. This station features mixed media art installations so breathtaking that the station itself is an attraction. Located in an elegant corporate center and office complex, Millender Center Station offers direct access to the Renaissance Center and easy access to the COBO Center. Traxon & e:cue's dynamic lighting and control products were used to create a dazzling, dynamic display at this prominent station. Traxon's weather-resistant Media Tube® RGB was produced in custom lengths and artfully applied to a main wall, creating an illuminated mural that is visible from both inside and outside the station. Traxon's color-changing Liner XB RGB and Liner XB Warm White were installed along the glass station enclosure, adding interest to the walkway and creating a gallery-like atmosphere at Millender Station. e:cue's Lighting Control Engine fx(LCE-fx) and Butler XT were employed to manage the shifting illumination patterns. These advanced controls handle the complex pre-programmed cues that trigger the artistic lighting displays; moreover, these controls allow the system to be easily operated, overridden, and remotely controlled by DPM staff.

FEATURED PRODUCTS

Media Tube®
RGB

Liner XB
RGB

Liner XB
Warm White

METHOD OF CONTROL

Lighting Control Engine fx
(LCE-fx)

Butler XT

PROJECT DETAILS

Category: Architectural
Location: Detroit, Michigan
Client: The Detroit People Mover & Detroit Transportation Center
Lighting Designer: Barbara Bouyea
Architect: Steven C. Flum, Inc.
Project Manager: John Just
General Contractor: The Beresh Group, Inc.
Programmer: Ruby Rubenstahl
M&E Consultant: ETS Engineering, Inc.
M&E Installer: Hoover Electric
Completion Date: April 2011

Photography © Florian Licht, Licht und Soehne

SHOWCASE

National Stadium - Warsaw, Poland

Built to host the 2012 European Championship, National Stadium has captured the world' s attention. A first class venue and the pride of Poland, National Stadium has exceeded all expectations. The stadium' s façade is characterized by its semi-transparent white and red structural mesh panels, each slightly different from the other in shape, size, and mounted angle. This distinctive façade element's architectural and visual integrity was preserved by concealing, in specially designed housing on 72 beams around the stadium, the more than 1,700 custom Traxon Liner Shield AC XB-36 red/white fixtures which illuminate the stadium's exterior. The fixtures were customized with various beam angles and aimed precisely during installation to allow uniform illumination of the individual facade panels. Additionally, the fixtures consist only of red and neutral white LEDs—the colors of Poland' s flag--to enhance the rich saturation of the already red and white panels. National Stadium's facade is control by e:cue Lighting Control Engines (LCEs) and Butlers, which interface with the stadium' s building management system. The intelligent control system transforms the static façade into a dynamic palette of sequenced shows of bold, moving patterns and graphical announcements. An additional 72 Wall Washer Shield AC XB-36 Cold White installed atop 72 columns surrounding the venue, dim on and off as if there are sparkling stars floating above the stadium. The combined lighting effects echo one another under one control system and make the stadium a stunning centrepiece, which dominates Warsaw' s skyline and elevates excitement of world class events.

FEATURED PRODUCTS

Liner Shield
AC XB-36

Wall Washer Shield
AC XB-36 CW

METHOD OF CONTROL

Butler

Lighting Control Engine
(LCE)

PROJECT DETAILS

Category: Architectural
Location: Warsaw, Poland
Client: Narodowe Centrum Sportu Sp.zoo.o.
Architect: GMP Architekten / JSK Archetects
Lighting Designer: Lichtvision
Installer: Elektrobudowa S.A.
General Contractor: Alpine Constructions Polska Sp.zo.o.
Lighting Programmer: LUXMAT Telecom Sp. z o.o.
Completion Date: April 2012

SHOWCASE

Suntec Singapore Convention & Exhibition Centre - Singapore

Designed to be a “city within a city” with 7 million square feet of space, Suntec City is an iconic, integrated commercial development located in the Marina Bay Precinct within the Singapore central business district. It comprises five Grade A office towers, a world-class convention and exhibition centre, one of Singapore’s largest shopping malls, and the world’s largest fountain, all of which are interlinked by street level plazas, walkways, and courtyards. Suntec REIT chose Traxon dynamic lighting solutions as part of the major transformation of the complex since opening 17 years ago. 1232 pieces of Traxon String RGB with customized pitch perfectly integrated into the existing façade perforated panels of the Suntec Singapore Convention and Exhibition Centre, facing the Nicole Highway. Numerous 4x4 RGB dots formulated a large media palette while providing a neat and clean design for the building surface. The distinctive roof structure consists of a series of pyramids suspended from a space frame of tubular steel sections, are beautifully illuminated by Traxon Wall Washer AC XB and Liner Shield AC XB. Eight e:cue Video Micro Converter (VMC) paired with the VMC Garage allow for the creation of vast range of seasonal lighting scenarios, video, and graphical displays. Together with two Light Control Engine fx (LCEfx) and four e:cue Butler, lighting effects can be remotely updated and controlled easily. The makeover of Suntec City added about 980,000 square feet of retail space and offers more than 400 shops, making it the largest integrated commercial development in Singapore.

FEATURED PRODUCTS


String RGB


Wall Washer Shield AC XB RGB


Liner Shield AC XB RGB

METHOD OF CONTROL


Butler


Video Micro Converter (VMC)


Lighting Control Engine fx (LCE-fx)


VMC Garage

PROJECT DETAILS

Category: Architectural
Location: Singapore
Client: Suntec Real Estate Investment Trust
Architect: Aedas Pte Ltd
Lighting Designer: Bo Steiber Lighting Design
Technical Director: APM Property Management Pte Ltd
General Contractor: Samsung C&T Corporation
Installer: Technolite Pte Ltd
M&E contractor: Bintai Kindenko Pte Ltd
ME consultant: AECOM Singapore Pte Ltd
Completion Date: September 2013

Photography © Norbert Miguletz

SHOWCASE

Coface Arena - Mainz, Germany

The Coface Arena in Mainz is home of the first FSV Mainz soccer club and can accommodate over 34,000 spectators. Traxon Technologies helps FSV Mainz pride shine brightly by illuminating the entire stadium façade in the team's signature red color. 500 Traxon Liner Shield AC XB fixtures with custom red housing and red LEDs were installed on the stadium's exterior in November 2011. The ultra-bright luminaires, which richly wash the building façade over 15 meters high, are linked to a PC within the building's automation system, and to an e:cue Lighting Control Engine (LCE) and a Butler, which manage the different lighting scenarios during the crowd arrival and entrance time, game time, and post-game exiting of the venue. Designed to accommodate architectural exteriors where a rich, even wash or graze is necessary, the Liner Shield AC XB's IP66 rating renders it a strong solution for exterior façade illumination. Visible from a long distance and from every direction, the red illumination welcome it visitors. The dynamic façade solution was also recognized in the German Lighting Designer Awards 2013.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Liner Shield AC XB	 Butler  Lighting Control Engine (LCE)	**Category:** Architectural **Location:** Mainz, Germany **Installation / VAP / System Integration:** Zimmermann Lightsolutions **Lighting Designer:** Michael Batz **Programmer:** Christian Sellin **General Contractor:** HBM Stadion- und Sportstättenbau GmbH / BAM Sports **Completion Date:** November 2011

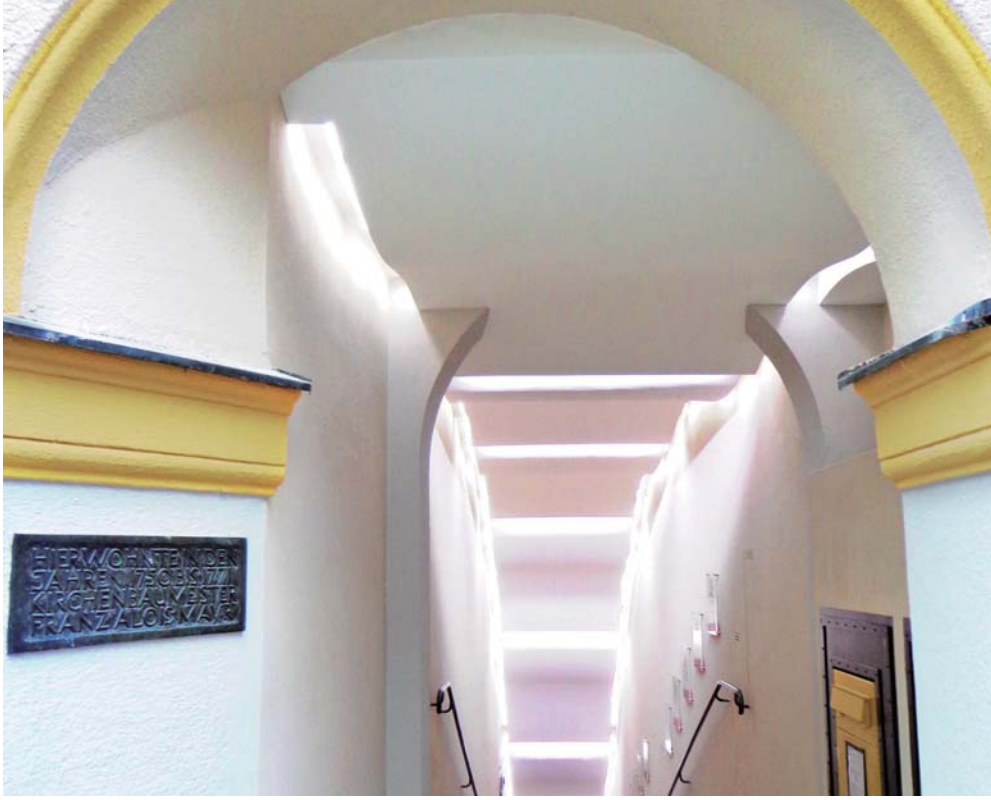
Photography © Daniel Mikkelsen

SHOWCASE

Holmenkollen - Oslo, Norway

Located on the highest hill of Oslo, Holmenkollbakken is one of the most famous ski jumps in the world and can be seen from anywhere in the city. This landmark is now illuminated by Traxon's Liner Shield AC XB and Wall Washer Shield AC XB in cold and warm white hues. Controlled by an e:cue Butler XT, the entire steel façade is illuminated from the inside and underneath the jumping area in four dynamic scenarios. The installation illuminates a jumper gliding down the hill; it glows and pulses like a star or ice crystals on the façade; it contrasts dark and light sections of the hill moving up and down on the façade; and the running light can also be dimmed to 75% and 50%. The controller's eight digital inputs interface with the overall control system of the ski stadium. The project's technical challenges include finding the optimal position of the fixtures, and installing the fixtures 80 meters high; mobile cranes and crew safety had to be quality assured at a high level. Many parties were involed and the result is a masterpiece of architectural lighting—a truly stunning project of a lifetime.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Liner Shield AC XB-36 CW  Wall Washer Shield AC XB-36 WW	 Butler XT	**Category:** Architectural **Location:** Holmenkollen, Oslo, Norway **Client:** Oslo Kommune / Holmenkollen nasjonalanlegg **Lighting Design:** Norconsult **Lighting Programmer:** EnergyOptimal / André Gulliksen **Gernal Contractor / System Integrator:** Lefdal / EnergyOptimal **Completion Date:** September 2012



Photography: Architekturbüro Peter Holland

SHOWCASE

Staircase Trostberg – Trostberg, Germany

Located in north Chiemgau, the city of Trostberg is a quaint village in the valley of the Alz River. The historic town hall of Trostberg underwent major renovations, including an overhaul of the public staircase, which serves as a passageway that connects Hauptstraße and Schulstraße, creating an often used shortcut for city residents and town hall employees. The integrated illumination has been realized by a combination of direct and indirect lighting. Seven Traxon Liner Shield AC XB provide direct lighting, mounted on the ceiling horizontally above the staircase. For indirect illumination, 96 Traxon Monochrome Tube are attached to the wall hidden in the spaces between the arched lintels. Siteco Beleuchtungstechnik GmbH recommended both Traxon fixtures in cold white that were installed in cooperation with the architect's office. The static illumination runs 24 hours a day, at 100% during the day and then switching automatically to only indirect illumination from the sides at dusk.

FEATURED PRODUCTS

Monochrome Tube
Cold White

Liner Shield AC XB
Cold White

METHOD OF CONTROL

PROJECT DETAILS

Category: Architectural
Location: Trostberg, Germany
Client: City of Trostberg
Architect: Architekturbüro Peter Holland
Completion Date: November 2012

Photography by www.koculak.de

SHOWCASE

EUMETSAT - Darmstadt, Germany

EUMETSAT is the European operational satellite agency for monitoring weather, climate, and the environment. It aids meteorologists in identifying and monitoring the development of potentially dangerous weather situations and in issuing timely forecasts and warnings, helping to mitigate the effects of severe weather and protecting human life and property. The data center's façade is wrapped with a stainless steel mesh and is highlighted by ultra-bright LED luminaires behind the cladding, to reflect the technical use of the building and further the company's branded image. EUMETSAT headquarters is the first project in which Haver & Boecker mesh is illuminated with Traxon's intelligent lighting solutions. To up-lighten the 18-meter tall façade, customized Liner Shield AC XB with special optics were used. The luminaries display the corporate colors of cold white and blue,and are connected to the BMS building system along with a Butler XT engine for full control of the dynamic lighting solution, including display of a pulsation to represent the heart of the data center.

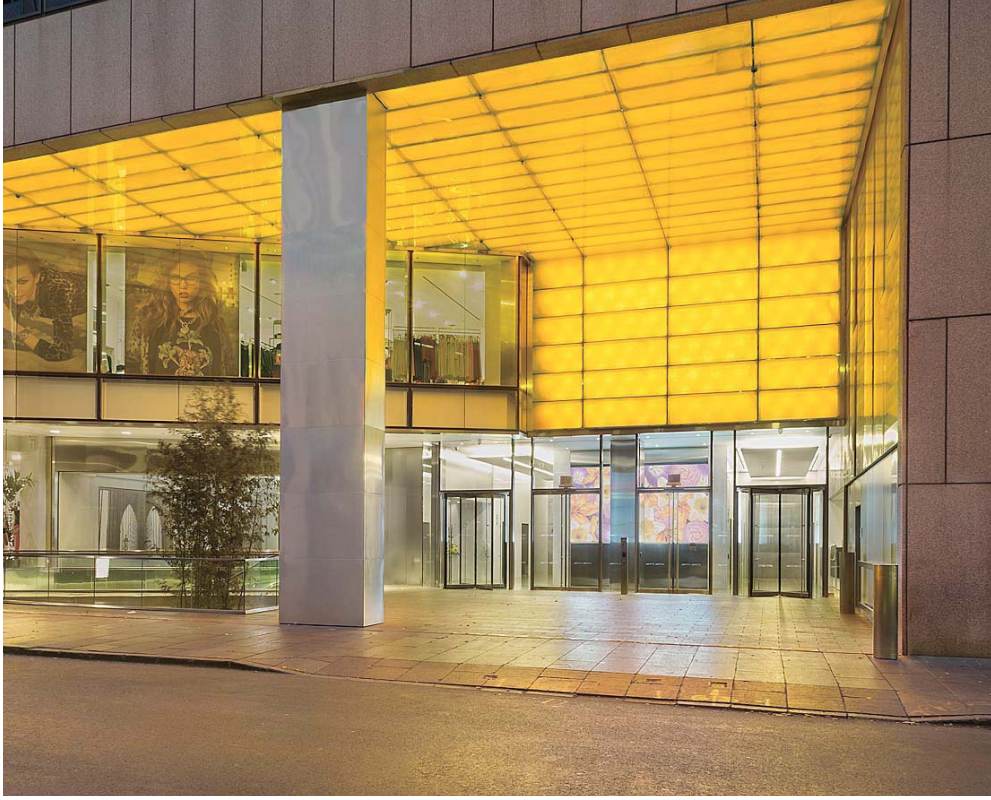
FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Liner Shield AC XB	 Butler XT	**Category:** Architectural **Location:** Darmstadt, Germany **Architect:** Pielok Marquardt Architekten **Installer:** Bauer Elektroanlagen GmbH **Completion Date:** March 2012

SHOWCASE

Cronos - Lima, Peru

Located in the center of Lima, Peru, one of South America's key business cities, the newlybuilt A-class office building Cronos represents a symbol for modern architecture. Impressing with its huge glass facade and contemporary design, the building fits well into the city's night life area, becoming a new lamdmark of Lima's skyline. Oscar Gonzales Moix,one of the leading LED lighting architects of South America, developed in collaboration with Traxon Technologies an elaborate lighting concept for the building's glass facade. Using Traxon's Nano Liner XB, the building has been artfully illuminated with colorful lighting. Installed on the bottom of 4m high platforms, the slim profile and high power of the Nano Liner XB ensures a discreet installation and optimal illumination. Controlled by Traxon's Micro Server, various stylish lighting sequences ranging from decent color changes to very dynamic lighting scenarios are replayed. Fascinating passers-buy and observers every night, the building represents a new highlight of the city.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Nano Liner XB	 Micro Server	**Category:** Architectural **Client:** Cronos **Location:** Lima, Peru **Designer / Architect:** Oscar Gonzales Moix **Installer:** CAM Peru **Completion Date:** March 2009



Photography © 2013 Jeffrey Kilmer

SHOWCASE

650 Fifth Avenue - New York, NY, USA

Located on Fifth Avenue in midtown Manhattan, the entrance of 650 Fifth Avenue dazzles passerby and visitors with dynamic lighting. The highly visible luminous ceiling has a slow-moving, color-changing effect, which is automated to play 24 hours a day, 7 days a week. Traxon worked closely with Tillotson Design Associates to develop a waterproof, outdoor-rated, energy-code compliant lighting solution, which was found in the Traxon Dot XL-9, an ultra-bright, fully-customizable solution for creative and demanding media projects. Easily adaptable to a variety of irregular surfaces, Traxon Dot XL-9 was installed in the ceiling and façade behind a fire-resistant 3Form diffusing material. The pitch of Traxon Dot XL-9 was thoroughly studied prior to installation to ensure that none of the nodes would be obstructed by the mullions holding the 3Form diffusing material in place. The ceiling and façade are controlled by the Lighting Control Engine, Butler S2, Butler XT2 and a Glass Touch T12, and feature two shows – one for daytime and one for nighttime. The result is an art installation that draws the attention of all who come to 650 Fifth Avenue.

FEATURED PRODUCTS

Dot XL-9
RGB

METHOD OF CONTROL

Lighting Control Engine (LCE)

Butler

Glass Touch T12

Butler XT2

PROJECT DETAILS

Category: Architectural
Location: New York, NY, USA
Client: Transition Management Corporation
Architect: Swanke Hayden Connell Architects
Lighting Designer: Tillotson Design Associates
Technical Director: Mark Kubicki
Programmer: Concept by Design 360
General Contractor: Henegan
VAP / System Integrator:
Synapse Audio Visual Designs, LLC
Completion Date: February 2013

Photography © David Joseph

SHOWCASE

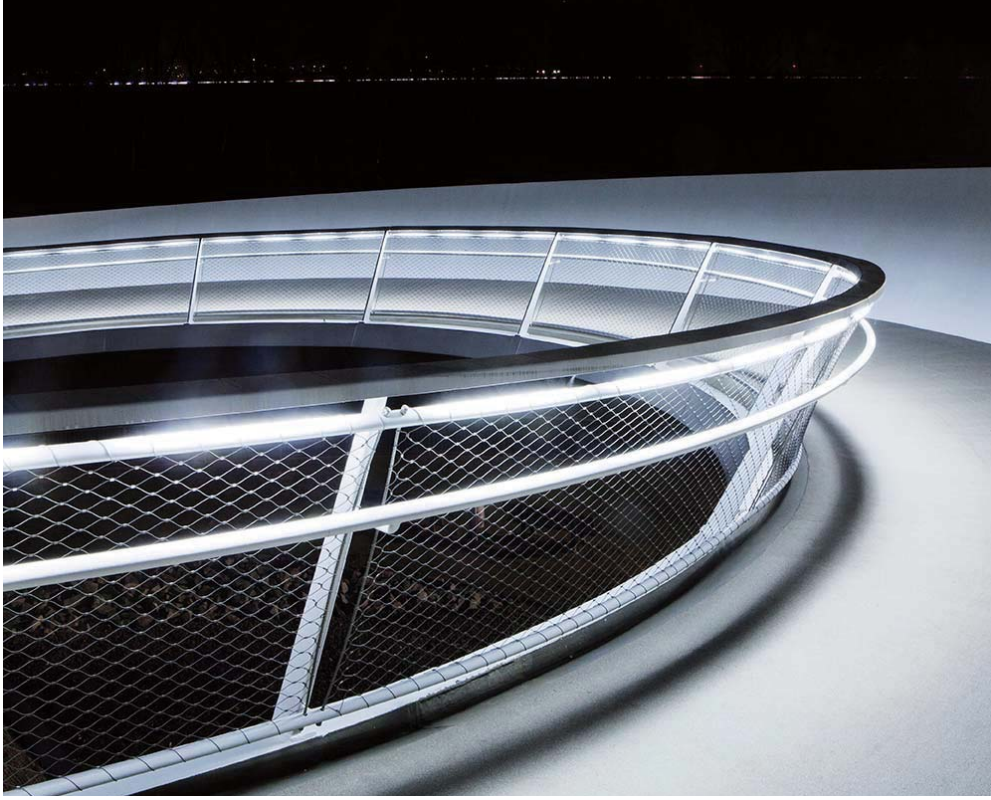
BASF Corporation - Florham Park, NJ, USA

Photography © Gensler

Photography © Gensler

In 2012, Rockefeller Group Development Corporation completed a new 325,000-square-foot office building as part of The Green at Florham Park, a master planned development located in Florham Park, New Jersey, USA. The new office building is the North American headquarters of BASF Corporation, and features an open floor plan, colorful interior, ample natural light and a "green" approach. Approximately 4,500 custom Traxon Cove Light AC Dim fixtures were added to recessed coves to provide ambient lighting in circulation areas, which also serves as emergency lighting in case of a power outage. Using line voltage and featuring a Plug'n'Play wiring system, Cove Light AC Dim is the perfect solution for this installation, as it eliminates the need for external power supplies or complex wiring, enabling extended run lengths. Traxon's Plug'n'Play solutions do not require additional device configuration or set-up prior to use, therefore reducing cost, installation and project completion time. The newly constructed building is designed to achieve LEED double Platinum Certification, the highest LEED certification issued by the United States Green Building Council. Traxon's Cove Light AC Dim with modified wattage has helped the building meet the necessary standards by complying with the energy codes and requirements. At BASF Corporation, most of the Cove Light fixtures remain on 24 hours a day and all are on the emergency circuits. This lighting solution, which can also be managed and controlled by the staff, not only enhances the office environment, but provides safe and effective emergency lighting.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Cove Light AC Dim		**Category:** Architectural **Location:** Florham Park, NJ, USA **Client:** Rockefeller Group Development Corporation **Lighting Design:** Kugler Ning Lighting Design **Architect:** Gensler **M&E Contractor:** StarLo Electric (EC) **General Contractor:** Turner Construction **Completion Date:** May 2012



Photography: Natalie Bothur

SHOWCASE

Oil Port Bridge - Raunheim, Germany

Three German communities namely Raunheim, Russelsheim and Kelsterbach were awarded with funding for the construction of the Oil Port Bridge, a pedestrian and cycle bridge development selected out of 33 projects submitted for the “Baukultur in Hessen” contest. The state initiative, which recognizes the building culture in Hessen, featured a theme this year of “living with water,” and projects were rated on the following criteria: cooperation, functionality, design, innovation, and sustainability. Crossing the entrance of the oil port in Raunheim, the bridge fills the gap for cyclists and pedestrians, replacing a detour of several kilometers at the end of the south side of the river. The bridge also serves as a tourist destination, attracting visitors from near and far. The handrail of the nearly 170 meter bridge features 225 pieces of Traxon Monochrome Tube in cold white, which highlights the white color of the bridge during evening hours. The slender fixture housing allows Monochrome Tube to fit into the smallest of spaces, and is durable enough for permanent exterior installation. In May 2013, a ceremony was held by all three mayors from the involved cities to officially open the bridge.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Monochrome Tube		**Category:** Architectural, Bridges **Location:** Raunheim, Germany **Client:** City of Raunheim **Architect:** BDB Architekten **Lighting Concept:** Überlandwerk **General Contractor:** Schüßler-Plan Ingenieurgesellschaft GmbH **Installation:** Schütz Technik GmbH **Completion Date:** May 2013

SHOWCASE

Maillart Bridge - Aarburg, Switzerland

In honor of the Maillart Bridge‘s 100th anniversary, the City of Aarburg ordered a nightly accentuation for their landmark. Created by the known Swiss engineer Robert Maillart, the bridge is a very notable structure with international charisma. The landscape is characterized by a slim crag with the Aarburg-Castle from the 12th century and the city’s neo-Gothic reformed church. The filigree construction, the dynamic arch and the slim deck slab of the bridge is absolutely unique for a one hundred-year old creation. The accent lighting at the borders is realized with Traxon’s Monochrome Tube Warm White fixtures displaying the refinement of the bridge during the night. Controlled by e:cue’s DMX2PWN 9CH, the installation can be dimmed separately at the top and under the bridge arch. Due to the Monochrome Tube‘s Plug‘n‘Play capability, 88 fixtures were mounted quickly and effortlessly. The Aarburger Maillart Bridge is typically illuminated at 30% of its maximum brightness, which promises a long lifetime of the fixtures, minimal power consumption, and low maintenance costs. This bridge is a distinguished paradigm of energy-efficient accent lighting for historical buildings.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Monochrome Tube Warm White	 DMX2PWM 9CH	**Category:** Architectural **Location:** Aarburg Switzerland **Client:** City of Aarburg **Lighting Designer:** Hübschergestaltet GmbH, unabhängige Lichtgestalter **Installer:** Alpiq InTec West AG **Genernal Contractor:** SE Lightmanagement AG, certified partner of Traxon **Completion Date:** September 2012

Norwegian Cruise Line – Papenburg, Germany
Resource: Meyer Werft, Papenburg
2014

Entertainment

Breathe excitement into audiences and create memorable experiences for guests through the influence of dynamic lighting. No other element can so dramatically and effortlessly transform an environment or inspire a memory or engage its guests, as a strategic lighting scenario can. Traxon & e:cue's extensive portfolio features options for a wide range of entertainment applications, from ambiance and accent lighting for creating anticipation or setting the scene, to bold media and façade solutions, which enable scalable visual masterpieces of text, graphics, and video animations. Traxon & e:cue's full system solutions take customization to a new level and make your innovative design visions a reality.

SHOWCASE

Trans Studio Bandung Roller Coaster - Bandung, Indonesia

Yamaha Racing Coaster is the defining landmark for Indonesia's entertainment leader, Trans Studio Theme Park in Bandung, an amusement park that is integrated with Bandung Supermall. Among the Trans Studio Bandung Roller Coaster features is a near-vertical lift to 82 feet, followed by a backward movement propelling riders back to the beginning of the coaster at a sensational speed of over 62 miles per hour. The lighting designer sought to immerse the entire roller coaster in rich illumination sequences, as well as incorporate an intelligent, dynamic chasing effect that tracks the cars' movement. To meet these challenging demands, Traxon' s Wall Washer Shield AC XB-36 and 18 RGB were installed on pillars providing saturated washing effects throughout the body of the coaster. Traxon' s Shield AC Extend was added to deliver an ultra bright band of light to the coaster' s upward climb, adding energy and excitement for riders at the peak moment. In addition, flexible Dot XL-6 RGB was mounted on the coaster to outline the track. When paired with an e:cue Lighting Control Engine (LCE), a Butler XT, and motion sensors, the Dot XL fixtures fulfill the light chase effects and highlight the path of each rollercoaster car. Traxon & e:cue' s flexible, innovative lighting solutions clearly define Yamaha Racing Coaster' s exhilarating path, preserving its vivid pulse in vibrant light.

FEATURED PRODUCTS

Dot XL-6 RGB

Wall Washer Shield AC XB-36

Shield AC Extend

Wall Washer Shield AC XB-18

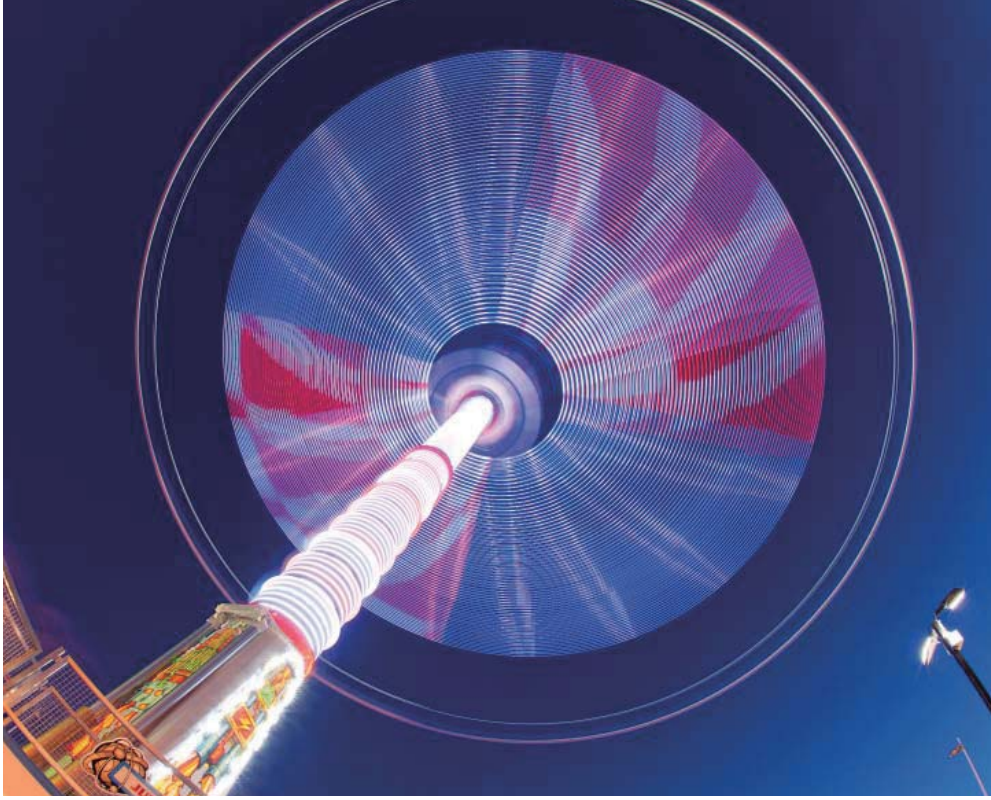
METHOD OF CONTROL

Butler XT

Lighting Control Engine (LCE)

PROJECT DETAILS

Category: Entertainment
Location: Bandung, Indonesia
Client: Andromeda Lighting
Installer: Andromeda Lighting
Lighting Programmer: Andromeda Lighting
Completion Date: December 2011



Photography © Rhalda Jansen Fotografie/Digital Video

SHOWCASE

Mission Space - Neede, The Netherlands

Mission Space, the tallest mobile attraction in the world, is 80 meters high and offers riders an exhilarating experience complete with a perfect panoramic view of the city. The ride, brilliantly enhanced with Traxon' s Dot XL RGB, debuted at the Rotterdam Easter Fair 2011 and was then moved to fairs in cities throughout Holland and other European countries. Mission Space represents maximum por tability combined with clever construction techniques and the latest in LED technology. Installer KMG Operations responsable for the consulting and engineering of the project, chose Traxon Technologies to illuminate the attraction with Dot XL-6 RGB and Dot XL-9 RGB, guaranteeing an ultra-bright solution with its bold colors and video capability. Each Dot XL RGB system is mounted on a flexible string and is DMX512 or e:pix/DVI capable, enabling streaming graphics and video, or the replay of stored content. Dot XL' s flexibility was able accommodate mounting on Mission Space' s rotating arm, a feature that would typically challenge mounting and cabling capabilities of other less flexible lighting solutions. Additionally, Dot XL is durable and suitable for many environments. The project consists of 28 DMX512 universes, and is controlled by 14 e:cue Butlers and one Lighting Control Engine (LCE). With the help of IBG's programming, patching and design of different wiring diagrams, this attraction is the highlight of each fair.

FEATURED PRODUCTS

Dot XL-6 RGB

Dot XL-9 RGB

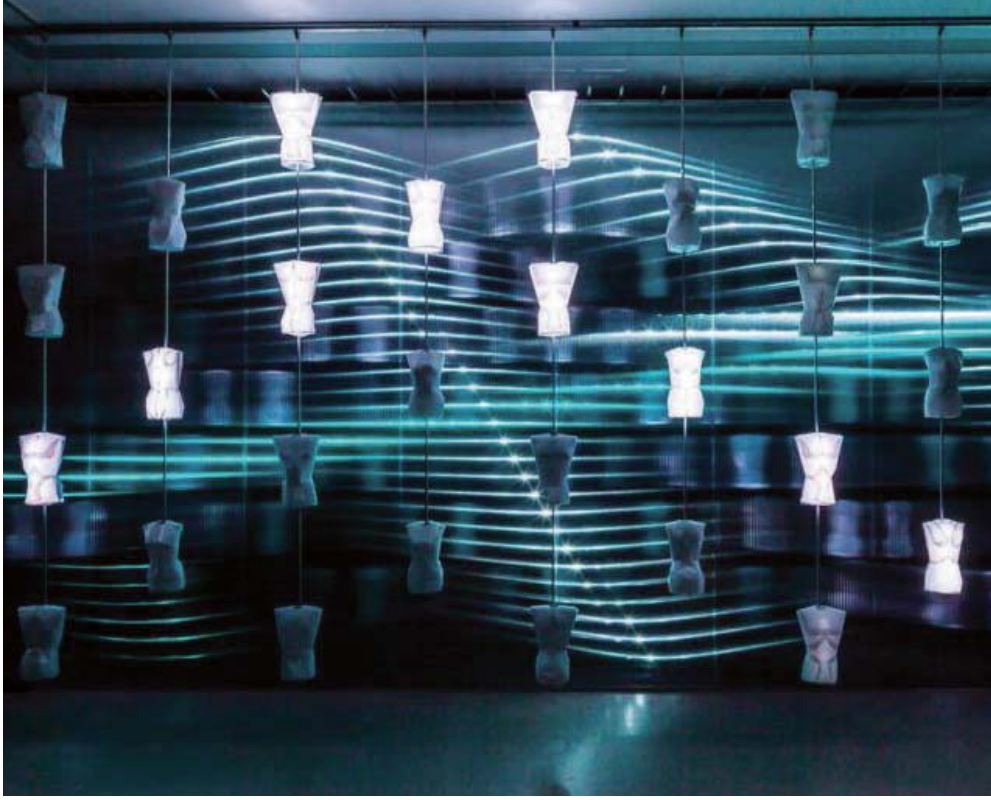
METHOD OF CONTROL

Lighting Control Engine (LCE)

Butler

PROJECT DETAILS

Category: Entertainment
Location: Neede, The Netherlands
Client: KMG Operations
Lighting Programmer: IBG
Installer: KMG Operations
Completion Date: April 2011



Photography © Wolf-Dieter Gericke

SHOWCASE

Heldendisplay Museum Leipzig – Leipzig, Germany

Germany celebrates composer Richard Wagner's 200th bicentennial birthday in his hometown which hosts an annual festival of the musician's work with "Wagner Hero Display" at the Museum of Fine Arts in Leipzig. As part of the "World Creators" light exhibition, German artist Atelier Rosalie stages a monumental kinetic interactive light and sound sculpture in memory of Wagner's masterpiece "The Nibelungen Legend". An elaborate vision of heroes and gods, the installation expresses the music and hero figures of Wagner's classical opera "Ring of the Nibelung" in contemporary form with motional light fibers and colours. To conceive the artistic lighting design, Traxon Dot XL-9 fixtures are placed in the stylized sculptures, and customized Traxon Dot XL-3 with 300mm pixel pitch and in various lengths is installed behind the patented plate structures. Beams of dots break in several directions to give the installation a unique linear lighting effect. e:cue Lighting Control Engine mx (LCE-mx) and Butler S2 completes the composition by synchronizing dynamic RGB content to Wagner's classical opera music, producing an extraordinary experience of sight and sound for lovers of light, art and music.

FEATURED PRODUCTS

Dot XL-3

Dot XL-9

METHOD OF CONTROL

Butler S2

Lighting Control Engine mx (LCE mx)

PROJECT DETAILS

Category: Entertainment
Location: Leipzig, Germany
Client: City of Leipzig
Lighting Designer / Architect: Atelier Rosalie
Technical Direction / Lighting Programmer / Installer / ME Contractor: Neumann & Müller
Completion Date: May 2013

Photo credit © LEDARTIST

SHOWCASE

Lantern Wonderland 2012 - Hong Kong, China

Traxon & e:cue was selected to provide a dynamic lighting and control solution to showcase the city's festive appeal and vibrant culture during the Hong Kong Tourism Board's second annual mid-autumn celebration, Lantern Wonderland 2012, in Victoria Park. The chosen design concept, "Golden Moon," was created by Laboratory for Explorative Architecture & Design (L.E.A.D.), the winner of this year's design competition. Golden Moon revisits the concept of a Chinese lantern, linking directly to the Mid-Autumn Festival legend of Moon Goddess Chang'e. The six-storey, spherical, moon-shaped lantern structure is clad with abstract flames in fiery colours and patterns, and is large enough that visitors may walk inside. It is illuminated with Traxon's ultra-bright, fully-customizable 240 sets Dot XL-6 RGB programmed to communicate visual and acoustic animations. A mixture of e:cue's Video Micro Converters (VMCs) e:pix and custom software manage the system's colors and animations with both on-demand and automatic playback options. Built in only 11 days, Golden Moon demonstrates a combination of state-of-the-art digital design technology, and traditional craftsmanship. The installation prompts visitors to rethink the premise of digital design by anchoring itself with a strong physical presence and with nearly 500,000 visitors during its six-day life span the pavilion proved that its structure, colour, texture, and light could trigger an intense reaction from its visitors.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 Dot XL-6 RGB	 Video Micro Converter (VMC)	 Lighting Application Suite (LAS)	**Category:** Entertainment **Location:** Hong Kong, China **Lighting Design:** LEDARTIST **Designer:** L.E.A.D. **Installer:** LEDARTIST **Completion Date:** October 2012

Photography © Lucia Carretero

SHOWCASE

OVO - Lyon, France

OVO is an egg-shaped art structure that concentrates, magnifies, and diffuses positive energies while appealing to multiple senses. Created by ACT Lighting Design and sculpture specialist Odeaubois, OVO's illuminated portion consists of ultra-bright, fully-customizable Dot XL-6 RGB, programmed to communicate visual and acoustic animations. This dynamic installation is a combination of 24 crossed spiral structures based on the Golden Proportion found in the universe, such as in DNA helixes. When visiting the installation, guests walk across a 100-square meter basin covered with two centimeters of water to reach the interior. The basin is covered with a black rubber surface that animates the wet surface with reflections of the egg-like sculpture, colorful light from the Dot XL-6 RGB, and the silhouettes of visitors. A vaporization system is fitted inside the structure diffusing a fine cloud of mist that spreads, crosses, and blurs the contours of the egg, and allows the colorful illuminations to play off of the vapor. The dynamic lighting system supplied by Traxon & e:cue, uses only about 700 watts of continuous power to deliver stunning lighting effects. Each individually-addressable Dot is IP67-rated and consists of high-performance LEDs, which project upward to light each diamond formed by the structure. OVO was publicly unveiled for the first time at la "Fête des Lumières" in Lyon, France, December 8-11, 2010.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Dot XL-6 RGB	 Butler	**Category:** Entertainment **Location:** Lyon, France **Client:** ACT Lighting Design **Installer / Lighting Designer:** ACT Lighting Design **Wooden structure:** Odeaubois **Completion Date:** December 2011

Photography: Courtesy of University of Saint Joseph

SHOWCASE

Pulse Bamboo Pavilion – Macau, China

Designed and built by University of St Joseph (Macau) third-year undergraduate architecture students, led by guest professors Kristof Crolla (LEAD) and Dannes Kok, the Pulse Pavilion is a temporary structure that stands at Plaza Sai Van, adjacent to Macau Tower, from 1–10 June 2013. It is an inhabitable sculpture, a parametrically generated organic lattice structure created from split bamboo rods, interwoven with fabric panels, and featuring an interactive LED lighting system. The bamboo pavilion was illuminated by over one thousand individual controlled dots of Traxon's ultra-bright, fully-customizable Dot XL-9 system. Dot XL is controllable by DMX and e:pix/DVI input signals, and its Smart Chip technology and intelligent software allow maximum control of even the most intricate media scenarios. The e:cue Lighting Application (LAS) was used together with Butler XT2 and Butler S2 to control this installation via DMX. LAS provided an Action Pad control capability which integrates the system with a web server making it accessible via iPhone and Android mobile devices including color picker option. In addition to a range of spectacular pre-programmed lightshows, the bamboo lattice is lined with motion sensors that cause the LED lights to change in color and intensity as people move around and through the pavilion.

FEATURED PRODUCTS

Dot XL-9 RGB

METHOD OF CONTROL

Butler XT2

Lighting Application Suite (LAS)

PROJECT DETAILS

Category: Entertainment
Location: Macau, China
Client: University of St Joseph(USJ), Macau
Design: USJ 3 year architecture students
Support: Laboratory for Explorative Architecture & Design Ltd. (LEAD), Wing Yick Scaffolders (Bamboo), Wings Design Production Ltd. (Fabric), Macau Foundation, Macau Tower
Completion Date: June 2013

SHOWCASE

Priscilla Queen of the Desert - New York, USA

Priscilla Queen of the Desert, The Musical, an awarding-winning stage adaptation of the popular cult movie, brings Traxon & e:cue' s complete LED system solutions to center stage. The most colorful character in the production, Priscilla is a pink, life-sized bus that transports three friends on an exciting adventure through the Australian outback. Covered with 219 custom Traxon String RGB systems, Priscilla glows, dressed in over 35,000 pixels of LED illumination. And behind the bus, an additional 44 custom String RGB systems are woven together, creating an automated flitter drop. Eleven e:cue Video Micro Converters (VMCs) paired with the Lighting Application Suite (LAS) 5.2, control the 126,240 e:pix channels, displaying two-dimensional video on a three-dimensional object. The video content is also capable of being manipulated in real-time, allowing Priscilla' s graphics to often reflect what is happening around her, on stage. The versatility of Traxon' s String RGB, combined with the advanced capabilities of e:cue lighting controls, creates an effect that perfectly personifies and animates Priscilla, allowing her dynamic character to shine and adding another level of thrill to the musical. Priscilla made its North American debut in Toronto in October, and is slated to open on Broadway in Spring 2011.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 String RGB	 Video Micro Converter (VMC)  Lighting Control Engine fx (LCE-fx)	**Category:** Entertainment **Location:** Toronto, Canada | New York City, USA **Client:** Hudson Scenic Studio **Architect / Lighting Designer:** Nick Schlieper **Lighting Programmer:** Hudson Scenic Studio **Completion Date:** October 2010

SHOWCASE

i Light Marina Bay 2014 “Bedazzled”- Singapore

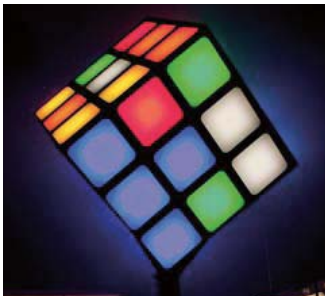
i Light Marina Bay, Asia’s only sustainable light art Festival, exhibited 28 innovative and environmentally sustainable light art installations from around the world in Singapore from 7 to 30 March 2014. The theme “Light+heART” aimed to engage people through light art installations that are thought-provoking and inspiring, while remaining light-hearted. Traxon and Meinhardt Light Studio Singapore co-created the light art installation “Bedazzled”. The inspiration came from the sight of stars and dark starry sky which most city folks have missed in their daily lives. As bright and neon lights envelope the city, the starry sky disappears and it almost becomes a myth to many people. Bedazzled brings people closer to the natural starry night sky that has been gradually lost due to light pollution in cities. To re-create a starry night sky, two large umbrellas are equipped with 24 sets of Traxon String RGB system to form a bedazzling RGB LED screen that illuminates twelve animated constellations. For pre-programmed effects of the individual star signs, e:cue Butler XT2 and Butler S2 are combined and connected via a network switch to provide DMX control signals to the RGB LED screen. With the creative collective behind Bedazzled, visitors experienced all the richness that the universe offers and the wonder of being under a blanket of stars in a truly dark sky where they can believe in magic once more.

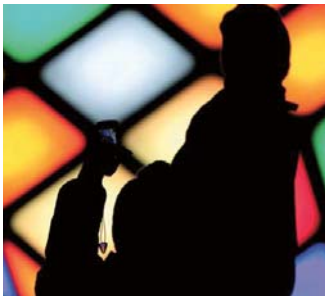
FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 String RGB	 Butler XT2  Butler S2  Glass Touch T12	**Category:** Entertainment **Location:** Singapore **Lighting Designer:** Meinhardt Light Studio Team (Rita Widjaja, Lester Philip Cruz, Nicole Ang) **Completion Date:** March 2014

Photography by Marina Ekroos

SHOWCASE

Rubix Xpress - Helsinki, Finland





Inspired by the famous 3D mechanical puzzle, Rubix Xpress was created by Matti Jykylä, an artist who based the lighting installation on a video in which a six year-old boy solves the puzzle in only 37 seconds. For this piece, the solution steps were stretched into a nine minute sequence set to original music by Aake Otsala & Timo Yliräisänen, that culminates in the completion of the puzzle. The cube, measuring three cubic meters with 54 backlit squares, was controlled with an e:cue Butler, eighteen DMX2CC 12 channel units, and the Lighting Application Suite (LAS) Enterprise software with a one-button Action Pad for simple show control. The Butler's DMX512 universes were divided—one to control the LED matrix transmitter and receiver, and one to control the motor. Rubix Xpress' advanced matrix required a timeline-based lighting controller easily supplied through the LAS sequencer tool, which simultaneously played the installation's soundtrack. Installed by Sun Effects Ltd. and unveiled at Lux Helsinki in January 2012 by permission of Seven Town's Ltd., Rubix Xpress gained much attention and praise from visitors and international media.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
	 Butler	 Lighting Application Suite (LAS)	**Category:** Entertainment **Location:** Helsinki, Finland **Client:** City of Helsinki **Lighting Designer:** Matti Jykylä (music by Aake Otsala & Timo Yliräisänen) **VAP / System Integrator / Installer / Programmer:** Sun Effects Ltd **Completion Date:** December 2011

Resource: Meyer Werft, Papenburg

SHOWCASE

Norwegian Cruise Line – Papenburg, Germany

Lighting on a cruise ship calls for something striking, elegant, and luxurious, yet at the same time robust and energy-efficient. With the help of OSRAM's energy efficient LED technology, two of Norwegian Cruise Line (NCL)'s newest ships – "Getaway" and the award-winning "Breakaway" – are able to achieve the design vision, while reducing ship operators' energy costs by up to 18%. With this target in mind, the Meyer Werft shipbuilders installed about 17 kilometers of flexible LED modules and other luminaires, ranging between 60,000 and 80,000 lights per ship, from simple spotlights to chandeliers and disco lighting. OSRAM worked closely with shipbuilders to offer a wide range of energy-efficient lighting solutions—from lamps and ballasts to flexible LED systems and LED luminaires, down to intelligent dynamic lighting and control solutions from our subsidiary Traxon Technologies and its control brand, e:cue. Additionally, the solution needed to meet the high standards required when it comes to fire safety and the saltwater resistance of the luminaires, without compromising the design intent. After successfully tackling the complex task of constructing a cross between luxury hotel and ocean liner, OSRAM is working alongside Meyer Werft with other partners on further projects.

FEATURED PRODUCTS

Media Tube® RGB diffused

16PXL Board RGB

Wall Washer XB-36 RGB

METHOD OF CONTROL

Butler XT2

Lighting Control Engine 2 (LCE2)

Butler S2

DMX2CC 12 Channel

PROJECT DETAILS

Category: Entertainment
Location: Papenburg, Germany
Client: Meyer Werft / Norwegian Cruise Line (NCL)
Lighting Design General Illumination: Project International, London
Lighting Design Entertainment Area: FUNA
Head of OSRAM Marine Lighting: Andreas Bär
Project Manager Getaway: Stephan Schmees
Completion Date: January 2014

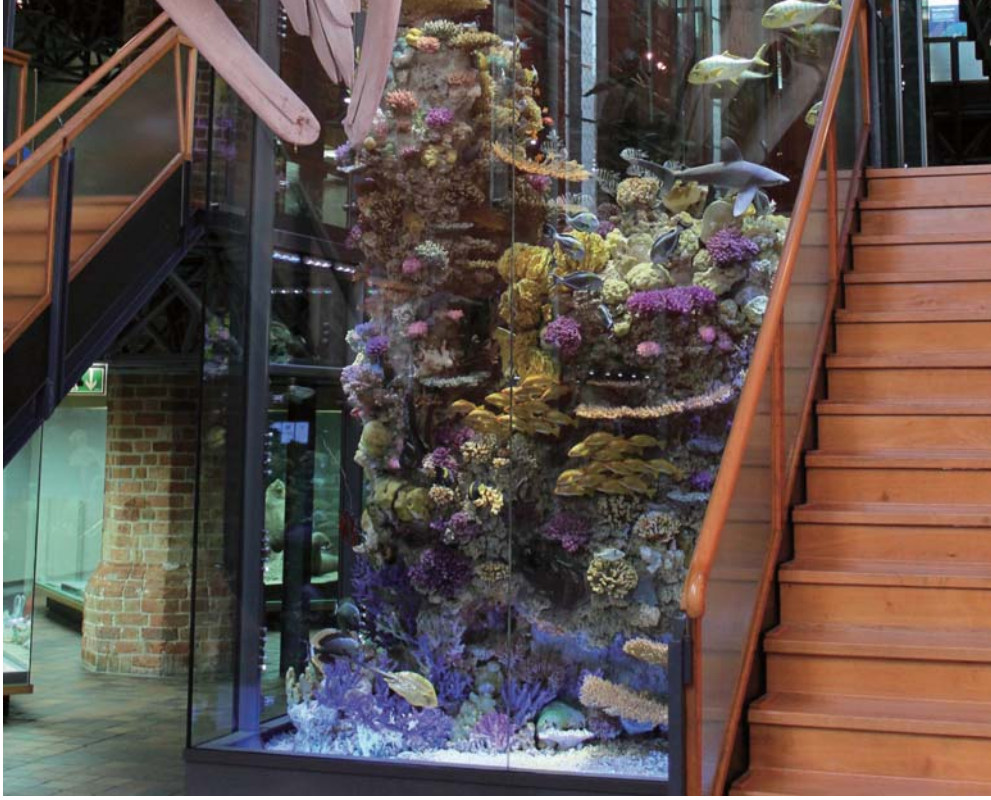
Photography: Jón Árni Jóhannsson - Jóhann Ólafsson & Co.

SHOWCASE

Harpa Concert Hall - Reykjavík, Iceland

A unique architectural gem located in the heart of Reykjavík, Harpa Concert Hall and Conference Center is situated on the harbor in the city center and features stunning views of the surrounding mountains and the North Atlantic Ocean. Two of Harpa's halls, Kaldalón and Norðurljós, were outfitted with over 100 Traxon Nano Liner XB RGB in various lengths. Norðurljós is a recital hall, ideal for a symphony, chamber groups, jazz bands, and other types of events, while Kaldalón, a smaller auditorium, is wellsuited for more intimate musical events, as well as conferences, meetings, screenings, and lectures. Both halls are equipped with a custom-designed lighting solution that can be configured for a number of color themes, including RGB, warm white, and cool white tones. Dimmable via e:cue DMX2CC, the lighting is capable of creating the most suitable atmosphere for the event taking place. Sleek and slender, the Nano Liner XB fits into narrow spaces, and can be discreetly hidden from view preventing irritating glaring light from distracting the musicians and the audience. Since opening in May 2011, Harpa has already welcomed over 2 million guests and an impressive cast of celebrated musicians and cultural icons to its halls.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Nano Liner XB	 DMX2CC 12 Channel	**Category:** Architectural, Entertainment **Location:** Reykjavík, Iceland **Client:** Concert Hall Harpa / Reykjavík Iceland **Architect:** Henning Larsen Architects and Batteriid Architects **Lighting Design:** Henning Larsen Architects **General Contractor / Installer:** IAV **Completion Date:** May 2011



SHOWCASE

German Oceanographic Museum - Stralsund, Germany

As the largest museum of natural science in Northern Germany, the German Oceanographic Museum is one of the most popular tourist attractions on the Baltic coast. Spreading over four sites, the Oceanic Museum together with Ozeaneum, Nautineum and Natureum, held extraordinary exhibitions about flora and fauna as well as wildlife conservation and coast protection of the Baltic Sea region. An impressive 30 year-old reef tower of real corals is displayed in a 6-meter high glass-steel structure at the entrance where visitors start the tour. After an extensive restoration, deceptively real looking sea dwellers decorate the impressive reproduction of the underwater flora. Modern sound and light installations have been implemented to provide visitors an enhanced experience of the lively underwater world. An e:cue control solution comprising seven Butler, a Lighting Control Engine 2, LED Engine XB and 35 dimmer, controls Traxon Nano Liner XB in RGB and Dynamic White, and OSRAM DRAGONeye® individually. These are integrated into the upper and lateral struts of the structure. A roof panel comprising of 110 Traxon 16 PXL Boards, displays changing video content and illuminates the structure from top down. The light show, imitating the course of a day in the reef is being displayed several times each hour and is accompanied by a voice-over. In between these lighting sequences, static illumination of the panel highlights the reef tower in different colors.

FEATURED PRODUCTS

Nano Liner XB

OSRAM DRAGONeye®

16PXL Board

METHOD OF CONTROL

Butler

Butler XT

Lighting Control Engine 2 (LCE 2)

LED Engine XB

PROJECT DETAILS

Category: Architectural, Entertainment
Location: Stralsund, Germany
Client: Deutsches Meeresmuseum
Museum für Meereskunde und Fischerei - Aquarium
Technical Direction / General Contractor:
AIU Architekten- und Ingenieurunion Stralsund GmbH
Lighting Design: Dr.Römhild - IGEL Planung,
Institut für Gebäude+Energie+Licht Planung
Installer / Programming: Gunnar Schuld,
Elektro-Anlagenbau GmbH Rügen
Completion Date: May 2014

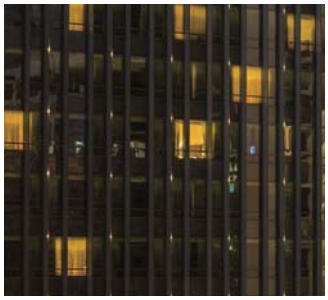
Grand Hyatt Incheon – Incheon, South Korea
2014

Hospitality

Instantly captivate the mind, reward the eye, and evoke emotion with customized illumination. Traxon & e:cue's full system solutions leverage light to infuse atmospheres with serenity and intrigue; the mood enhancing possibilities are as endless as the imagination. Flexible fixtures and intelligent controls ensure flawless integration into any space, subtly putting guests at ease. From radiant balustrades and backlit coves to shimmering walls and ceilings, Traxon & e:cue's offerings merge expression with light, creating distinctive and unforgettable environments.

SHOWCASE

Carlton City Hotel Singapore – Singapore



Competing for attention along Singapore's skyline, Carlton City is an upscale business hotel in the historical district of Tanjong Pagar along the fringes of Chinatown and Raffles Place. Appealing architecture of the slender building tower is enhanced by Traxon systems and solutions to illustrate an exquisite example of successful urban development. Lighting designer firm 'The Lightbox' used a range of Traxon warm white lights including Monochrome Tube to distinguish the outline of the building, Nano Liner Allegro AC XB to highlight the hotel's rooftop logo; and ultra bright fully customizable Dot XL to lit the tall façade solution. Mounted along the edges of the building, Monochrome Tubes guarantee an even radiance with its front end diffusers to render the lower floors' white contours and the overall building tower. E:cue Lighting Control Engine (LCE), Butler and DMX2PWM 3CH Dimmer control are installed to a high performance server using e:cue software LAS (Lighting Application Suite) to program various lighting scenarios resulting in an impressive showcase of contemporary architectural lighting. Designed by reputed Hirsch Bedner Associates (HBA), Carlton City is an environmental friendly design hotel and recipient of the coveted Green Mark Platinum Award, the highest rating for green buildings in Singapore.

FEATURED PRODUCTS


Dot XL-9
Warm White


Monochrome Tube
Warm White


Nano Liner Allegro
AC XB

METHOD OF CONTROL


Lighting Control Engine
(LCE)


Butler


DMX2PWM
3CH Dimmer

PROJECT DETAILS

Category: Architectural, Hospitality, Hotels
Location: Singapore
Architect: DP Architects Pte Ltd
Lighting Designer: The Lightbox Pte Ltd
Technical Director:
Davis Langdon KPK (Singapore) Pte Ltd
M&E consultant:
Beca Carter Hollings & Ferner (S.E. Asia) Pte Ltd
General Contractor: Kajima Oversea Asia Pte Ltd
VAP / System Integrator: Million Lighting
Installer: Kurihara
Completion Date: April 2013

Photography © Focus Lighting

SHOWCASE

CRUSH Teen Club at Atlantis - The Bahamas

The expansive Atlantis luxury resort hugs miles of white sand beaches on Paradise Island, Bahamas. Vacationers of all ages flock to the resort for its on-site recreational opportunities, which range from a private marine park to a world-class casino. A recent recreational addition, CRUSH Teen Club, with lighting design by Focus Lighting, is a nightclub exclusively for Atlantis' teen guests. CRUSH is loaded with technology and entertainment features, including Internet lounges; gaming cabanas; video walls; and a touch-screen, on-demand DJ system. Traxon & e:cue's dynamic lighting and intelligent control solutions were selected to create the dazzling media wall element that interfaces with the nightclub' s DJ system. To construct the media wall, Traxon' s Media Tube® RGB were combined with e:cue' s Butler, Butler XT, Glass Touch T12, and Video Micro Converter (VMC) e:pix. Due to their affordability and versatility, products from Traxon & e:cue were used throughout CRUSH. e:cue' s Lighting Control Engine (LCE) was programmed to control both the static and dynamic lighting for the entire nightclub. Additional Glass Touch T12 units were installed in critical areas, allowing staff to adjust various lighting elements.

FEATURED PRODUCTS

Media Tube® RGB

METHOD OF CONTROL

Butler

Lighting Control Engine (LCE)

Butler XT

Video Micro Converter (VMC)

PROJECT DETAILS

Category: Hospitality, Entertainment
Location: Paradise Island, Bahamas
Client: Kerzner International Development
Lighting Design: Focus Lighting
Architect: HKS, Inc.
Design Architect: Jeffrey Beers International
M&E Contractor: Blum Consulting Engineers
Completion Date: January 2011

SHOWCASE

Grand Hyatt Incheon – Incheon, South Korea

Designed to achieve Gold LEED® (Leadership in Energy and Environmental Design) certification, the previous Hyatt Regency Incheon doubled its size and has re-branded into Grand Hyatt Incheon to provide unparalleled guest experience. Inspired by the dynamic motion of wind and water, the hotel exterior captures the essence of fluid motion while the interior design emulates calmness and fluidity through the use of organic forms, empty spaces, and special materials. To achieve this, 7620pcs of Traxon Monochrome Strips 2700K concealed in contour ceiling coves providing indirect lighting throughout the hotel lobby, function hall, elevator hall, and corridors. The prevalence of soft illumination enhances the mood and ambience, while making the areas easy to navigate. As one of the highlights of the interior design, an accordion wall next to the function hall with small squared coves are beautifully featured with OSRAM LINEARlight FLEX ShortPitch equipped with very small LED spacing. The uniformity of the lights evokes emotion and infuses the atmosphere with serenity. Fitted on the grand foyer staircase that rises from the basement, through the lobby and up to the second floor, OSRAM LINEARlight Flex Advanced illuminates the pathway of the spiral staircase, echoing the arresting chandelier above that evokes bubbles rising from a seabed. OSRAM LINEARlight FLEX Advanced provides comfortable and cozy lighting in the new 500 guestrooms; and the weatherproof, IP67 rated OSRAM LINEARlight FLEX Protect ADVANCED illuminates the landscapes around the hotel. OSRAM LEDTOUCH BATTEN Achieve 3000K, middle-power LED luminaries, is used in the club lounge providing a glare-free and pleasant experience for its guests. Traxon Nano Liner XB 2700K and OSRAM LEDTOUCH BATTEN Achieve 3000K are used in the grand ballroom to set the mood and to create the perfect ambience for unique celebrations and events. The full OSRAM LED solution in wide range of applications of Grand Hyatt Incheon successfully demonstrates how well LEDs can integrate into architectural features and details to enhance décor for hospitality.

FEATURED PRODUCTS

Monochrome Strip

Nano Liner XB

OSRAM LEDTOUCH BATTEN

OSRAM LINEARlight Flex Advanced

OSRAM LINEARlight Dragon Slim

OSRAM LINEARlight Flex Shortpitch

PROJECT DETAILS

Category: Architectural, Hospitality, Hotels
Location: Incheon, South Korea
Client: KAL Hotel Network
Architect / Lighting Designer: Gensler
General Contractor: Lighting Management B2
Installer: Se-won Electronic
Completion Date: September 2014

Photo Credits: Serge Ramelli

SHOWCASE

ALICE SUITE, Seven Hotel - Paris, France

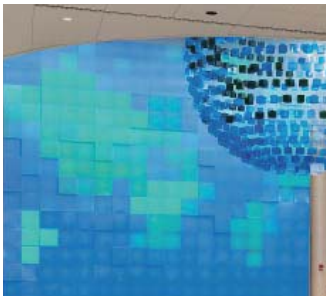
The Seven Hotel is located next to the Latin Quarter in the heart of Paris, France. Seven Hotel does not simply provide its guests with rooms, but rather with unique accommodation adventures by incorporating innovative concepts into each room, turning your stay into a fabulous story to tell. Embellishments include 3D images, floating beds, distorted clocks and other decorations, paired with modern technologies. In keeping with its desire for cutting-edge design, Paul-Bertrand Mathieu, Designer of the project, chose Traxon Technologies lighting solutions to transform his amazing Alice Suite conept into a reality, simulating the Wonderland that Lewis Carroll created in his beloved fairy tale. 120 16PXL Board RGB, driven by 12 Traxon LED Engine Smart, were used to create a wall and ceiling animation in Alice's room. The massive Board installation is controlled by six Butler XT engines and three Glass Touch T12 user terminals, a control system combination that allows the user to play a selection of themed, pre-programmed animations including colorful flowers, butterflies, checker effects, a clouded sky, and bubble graphics, customizing each guest's experience. The unique installation adds an interactive element of whimsy to the Alice Suite, extending the unique Wonderland concept to every guest.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 16PXL Board	 Butler XT	 Glass Touch T12	**Category:** Hospitality **Location:** Paris, France **Client:** Elegancia Hotels **Designer:** Paul-Bertrand Mathieu PBM Design Studio **Installer:** ATA **Completion Date:** June 2010
	 LED Engine Smart 100W		

Photo credit © Todd Mason/Halkin Photography

SHOWCASE

St. Joseph's Regional Medical Center - Paterson, NJ, USA



Where once there was darkness, an illuminated art installation now invites patients, care givers, and visitors to experience the healing environment of St. Joseph's Regional Medical Center in Paterson, New Jersey. In the main lobby, a media wall was created allowing LED-lit acrylic boxes to interact with natural light from skylight overhead. The low-energy solution combined Traxon's 1PXL Board RGB and 1PXL Strip Warm White with optimum control, allowing the installation to be synced with lobby music and it can stream video art. Warm White Coves were added to highlight existing architectural elements. e:cue's Butler XT and Glass Touch T12 were integrated to control the inspiring scene; (Butler XT replays the previously uploaded lighting scene, and Glass Touch T12 adjusts the brightness of the colors or to determine the speed and choice of the lighting program.) The addition of this sophisticated lighting display has created a distinctive and unforgettable healthcare environment where patients and providers thrive.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 1PXL Board RGB  1PXL Strip WW  1PXL Cove Light XR	 Butler XT  Glass Touch T12	**Category:** Hospitality **Location:** Paterson, NJ, USA **Lighting Design:** Rachel Calemmo, LC LEED AP, Francis Cauffman **Completion Date:** September 2010

Architect of Record/Design Architect: Stanley Beaman & Sears / Associate Architect: Perkins + Will / Photography © 2012 Jonathan Hillyer

SHOWCASE

Nemours Children's Hospital - Orlando, FL, USA

Nemours Children's Hospital, a state-of-the-art pediatric healthcare facility, now features vibrant, interactive lighting throughout its 60-acre campus, a concept developed by architect-of-record Stanley Beaman & Sears (SBS), associate architect Perkins+Will, and lighting designer Anjan Sarkar of CD+M. The motor court of the Orlando, Florida children's hospital, the only LEED® Gold Certified hospital in Central Florida, features a set of concentric arcs, illuminated by Traxon String RGB installed under the wall caps. Upon entering the main lobby, the focal point is a dynamic and inspirational digital artwork lighting installation, conceived as a folding pane, which begins at the wall and blends into the ceiling. Developed in partnership by the Design Team, with programming and installation by idesign, Traxon 16PXL Boards create the wall application and 1PXL Boards are installed in the ceiling, all wrapped in 3Form Chroma Diffusion, displaying preprogrammed video and animation clips, such as images of the sky, fields, and landscapes. The installation, also integrated by idesign, offers color-changing options and is controlled by e:cue's Lighting Control Engine. Just past the media wall, Traxon String RGB is installed in the reception desk and overhead drum, and over 1,600 linear feet of Traxon Cove Light AC Dim in warm white provide ambient lighting throughout the hospital's hallways and elevator lobby. In the patient rooms, 1PXL Cove Light XR RGB fixtures are installed over the beds in a ceiling canopy, washing the walls with dynamic color, which is controlled by each patient through interactive television. The Cove Lights in the patient rooms also provide colorful exterior lighting for the building façade, which was designed by SBS and Perkins+Will to resemble a Rubik's Cube. In addition to providing engagement, distraction and stress reduction for patients and visitors, the innovative lighting display adds inspirational content that supports Nemours' mission to create a healthcare facility 100 percent focused on the needs of children and their families.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Cove Light AC Dim  String RGB  1PXL Cover Light XR RGB  1PXL & 16PXL Board	 Butler  Lighting Control Engine (LCE)	**Category:** Hospitality, Healthcare **Location:** Orlando, FL, USA **Client:** Nemours Children's Hospital **Lighting Design:** Anjan Sarkar, CD+M **Architect:** Stanley Beaman & Sears **M&E Contractor / General Contractor:** Skanska **VAP / System Integrator:** idesign **Installer / Lighting Programmer:** idesign **Completion Date:** July 2012

© David Briggs Photography

SHOWCASE

Open Cork Restaurant & Lounge - Toronto, ON, Canada

One of the top rated restaurants in the Toronto area, Open Cork Restaurant & Lounge features contemporary LED lighting by Traxon throughout the main entrance, bar, and private lounge. The vision for the upscale restaurant was a cozy and ambient atmosphere. The lobby at the entrance of the restaurant features Traxon 64PXL Mirror Wash tiles displaying slow, “hyperspace” dynamic content, as well as Traxon Nano Liner XB down-lighting the textured wall. Behind the bar are shelving cubes with Traxon 1PXL Strips highlighting each cube, displaying spontaneous pulsing of monotone color. At the back of the bar is a private lounge, known as the “Plasma Room,” which consists of booths lining the walls, and a recessed ceiling. Traxon 1PXL Cove Light XR fixtures provide ambient lighting by illuminating the curved cove space in the ceiling with slow dynamic pulsing white light. Nano Liner XB is hidden behind the booths and provides up-lighting that grazes the textured walls in the main lounge and the Plasma Room. All of the LED lighting is controlled by e:cue Lighting Control Engine and Butler S2, producing a coordinated show throughout the restaurant.

FEATURED PRODUCTS

64PXL Mirror Wash RGB

Nano Liner XB

1PXL Strip

1PXL Cove Light XR

METHOD OF CONTROL

Lighting Control Engine (LCE)

Butler S2

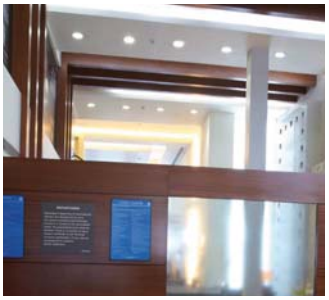
PROJECT DETAILS

Category: Hospitality
Location: Toronto, ON, Canada
Client: Open Cork Restaurant & Lounge
Lighting Designer: Anson Lee
Lighting Programmer: Traxon Technologies
Installer: City Wyde Electrical
Completion Date: October 2011

Photo Courtesy of CSIA

SHOWCASE

CIP Lounge – Chhatrapati Shivaji International Airport(CSIA) Terminal 2, Mumbai, India



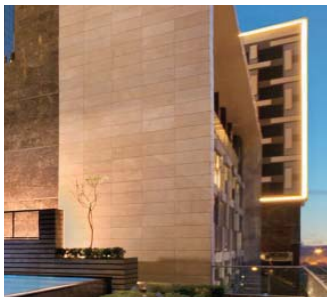
As part of the Corporate Aviation Terminal at Chhatrapati Shivaji International Airport (CSIA), the CIP lounge provides world-class facilities and personalized services for exclusive travelers. The CIP lounge boasts distinctive interiors that give travelers a distinct “sense of place”, a rich infusion of Indian heritage and cultural character, and blends in with aesthetics of the stunning, iconic Terminal 2 of CSIA. Operating 24/7, a superior brightness and yet high efficacy lighting solution is utmost important. To achieve this, 340 pieces of Traxon Cove Light AC HO are installed in the CIP lounge of the Corporate Aviation Terminal. Providing seamless white light color consistency, ultra energy efficiency, and flicker-free wide range dimming, Traxon Cove Light AC HO enhances the mood and ambience of the CIP lounge. The simple Plug’n’Play cabling and connection make installation quick and easy for smooth, uninterrupted operation of lighting installations. The cove lighting not only extends to a dedicated executive hospitality but also creates a seamless and unparalleled private travel experience for the guests. As part of the modernization and redevelopment of CSIA, the Corporate Aviation Terminal provides state-of-the-art facility and best-in-class comfort for VIP, CIP, and Diplomats.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Cove Light AC HO		**Category:** Hospitality **Location:** Mumbai, India **Client:** GVK **Lighting Designer:** Speirs and Major Associates, London UK **Architect:** Skidmore, Owings and Merrill (SOM), US **System Integrator:** LightAlive, Mumbai **Installer:** Larsen & Toubro (L&T), Mumbai **Completion Date:** November 2013

Photo Courtesy of Kempinski Ambience Hotel Delhi

SHOWCASE

Kempinski Ambience Hotel Delhi - Shahdara, India



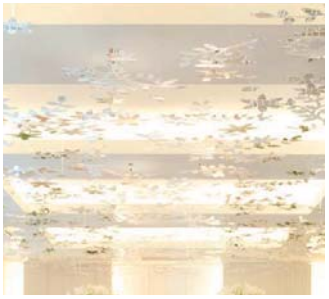
Experience the new symbol of majestic modern lighting in one of the oldest capital cities in the world, where India's newest landmark is born at the Kempinski Ambience Hotel Delhi. Igniting the banks of Yamuna River, Traxon illuminates the borders of the monolith-like hotel to fulfill the client's wish for an extraordinary landmark in Old Delhi. Stateliness white lighting using Traxon Monochrome Tubes creates concentrated even radiance due to its front diffuser, augmenting the grandeur of the building. 775 units of Traxon Monochrome Tubes distinguish the hotel's weave look borders enhancing its glorified visibility even from afar. The client wished for a static monochrome lighting design to emphasize the hotel's splendor, hence Singapore based Illuminate Lighting Design opted for Traxon Monochrome Tube to ensure a continuous straight line effect. The sleek and slim profile of Traxon Monochrome Tube with its three fixture lengths (500mm, 995mm and 1490mm) allows it to fit a wide variety of installation spaces, including the very smallest of areas and meet even the most rigorous application demands. It can also be dimmed via DMX512 through pulse-width modulation. Encased within two towers are 480 beautiful rooms and luxury suites, Kempinski Ambience Hotel is home to the largest ballrooms in India accommodating over 6000 delegates.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Monochrome Tube		**Category:** Hospitality, Architectural **Location:** Shahdara, India **Client / Installer:** Ambience Developers and Infrastructure Pvt. Ltd **Lighting Design:** Illuminate Lighting Design, Singapore **Dealer:** Visual Balance, Singapore **Completion Date:** January 2013

Photo Courtesy of Hyatt Regency Fukuoka

SHOWCASE

Hyatt Regency Fukuoka La Frasca - Fukuoka, Japan



Many exclusive hotels in Japan offer superb wedding chapels where couples celebrate their special day, such as at Hyatt Regency Fukuoka that provides the perfect venue with stunning ball and banquet rooms, a spectacular rotunda and a tasteful wedding chapel, La Frasca. Traxon & e:cue realized a memorable lighting concept that added to La Frasca's impressive ceremonial atmosphere where they make dreams come true. The client opted for Traxon's 1PXL Cove Light XR to elegantly enhance the chapel's sunshine filtering through foliage. Equipped with 12 ultra-bright, auto-addressable surface mounted LEDs, this cove light can add a subtle glow to an alcove or soffit, or draw attention to architectural details. Its generous 180-degree locking rotation allows for flexible aiming as well as easy installation, and the acrylic casing refines it for direct view. The 1PXL Cove Light XR is available in RGB as well as warm white and cold white options. With one touch, 6 different lighting scenarios can be recalled using the DMX-based standalone controller, Light-Drive RGB. The wall-mount device provides direct access to connected fixtures in two or more lighting zones and allows alteration of color and brightness to suit individual mood and function. A small but special project fulfilled by Traxon & e:cue for many happy couples to come, La Frasca means a twig or tree branch in Italian.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 1PXL Cove Light XR	 Light-Drive RGB	**Category:** Hospitality **Location:** Fukuoka, Japan **Client:** Hyatt Regency Fukuoka La Frasca **Completion Date:** May 2012

ESPRIT Flagship Store - Frankfurt/Main, Germany
Photography: Frank Alexander Rümmele/LightLife GmbH
2010

Retail

Light is among the most essential and effective sales tools in the Retail industry. Whether directing attention to a retail space, conveying the quality of merchandise, or strengthening branding and display themes, lighting has a dramatic – often subconscious, ability to charm consumers. Traxon & e:cue understand the positive potential of lighting in retail environments. Our full system solutions gracefully accentuate goods, effortlessly lead clientele through product displays, and ultimately inspire a decision to purchase. Traxon & e:cue solutions are as subtle or as bold as you wish them to be. Whether creating a subtle ambiance or a blatant, branded advertisement, let light in, to enhance your retail space and build your business.

Photography © AIK-Yann Kersalé

SHOWCASE

Galeries Lafayette “Chrysalide” - Paris, France

The Galeries Lafayette is an upscale French department store located on Boulevard Haussmann in Paris. It is one of the oldest and most famous department stores in France, and remarkable because of its Art Nouveau architecture. In honor of “La Coupole‘s” 100th anniversary, “Chrysalide” a collection of luminous bars designed to resemble the pupal stage of a butterfly, will adorn the facade of Lafayette Galleries for the next six years. The custom-created aluminum profile plates contain 19,200 Traxon Dot XL-3 RGB lining both sides of each bar, one pointing toward the facade, the other toward the street. The two sides can be controlled separately by e:cue‘s Lighting Application Suite in combination with the Lighting Control Engine (LCE) and Video Micro Converter (VMC). “Chrysalide”, created by lighting designer Yann Kersalé, is a luminous coating which gave this famous store a second skin. It is designed to change according to the seasons, transitioning throughout the year. Its installation and removal will leave no marks on the building‘s facade. In conjunction with the Dot XL, 3,500 Cove Light AC Dim fixtures were installed behind the gorgeous glass mosaic of the historical couple. The Cove Lights are arranged in groups on a metal structure suspended by cables. Both installations will captivate passersby and visitors with their ultra-bright and mood-enhancing effects.

FEATURED PRODUCTS

Dot XL-3 RGB

Cove Light AC Dim

METHOD OF CONTROL

Video Micro Converter (VMC)

Lighting Control Engine (LCE)

PROJECT DETAILS

Category: Architectural, Retail
Location: Paris, France
Client: Galeries Lafayette
Installer: INEO / Fayat Metal
Technical Director: IOSIS
Lighting Designer / Lighting Programmer: Yann Kersalé
Gernal Contractor: INEO SUEZ - Agence BUC
Completion Date: November 2012

SHOWCASE

Chevy Chase Pavilion – Washington, D.C., USA

Located in the Friendship Heights neighborhood of Washington D.C., the newly renovated Chevy Chase Pavilion features a large, attention-grabbing media wall in the atrium of the upscale shopping mall. The investor representing ownership, Clarion Partners, recently embarked on a $32 million repositioning plan with the architectural firm Streetsense to rejuvenate the mall, attract high-end retailers and position it as the go-to retail and dining destination in the region. Comprised of Traxon 16PXL Boards and 4PXL add-on Boards behind 3Form material, the three-story media wall not only displays color-changing effects, but tells a narrative through videobased content, imagery, and abstract effects. The installation became three dimensional through the addition of 16PXL Boards to the sides of the main escalators situated directly in front of the wall. Opposite of the escalators and wall is a staircase where the edge of each stair riser is smoothly illuminated by Traxon's 1PXL Strip. The floor edges of the atrium are lined with 1PXL Strip RGB designed to encircle customers and draw attention to the main wall by creating coordinated linear effects. Controlled by e:cue's Butler, Video Micro Converter, Lighting Control Engine (LCE), and LCE-fx, the wall and escalators work in tandem, tying together the entire atrium space. Traxon worked closely with the architect, Streetsense, and programmer/installer, idesign, to overcome the challenges of designing and installing a large-scale project of this nature. The result is an exciting, lively and modern shopping and dining environment that sets the Chevy Chase Pavilion apart from other shopping malls.

FEATURED PRODUCTS

16PXL Board

4PXL Add-on Board

1PXL Strip

METHOD OF CONTROL

Butler

Video Micro Converter (VMC)

Lighting Control Engine (LCE)

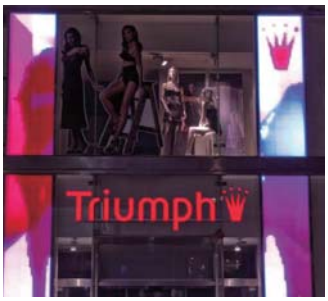
Lighting Control Engine fx (LCE-fx)

PROJECT DETAILS

Category: Retail
Location: Washington, D.C., USA
Client: Clarion Partners
Architect: Streetsense
Lighting Designer: MCLA Architectural Lighting Design
Programmer / Installer: idesign, LLC
General Contractor: Hitt Construction
Completion Date: November 2012

SHOWCASE

Triumph - Vienna, Austria



Triumph International has existed for over 100 years as a leading undergarment manufacturer, and its brand continues to further its path of constant growth in the new millennium. Triumph has opened several new retail locations in major European cities and in March 2011, the first flagship store with integrated branding landed in the heart of Vienna. To add intrigue to the store' s entrance and attract customers, 156 Traxon 64PXL Board RGB were installed behind a custom acrylic diffusion material on the façade of Triumph Vienna' s historic building. With its tight pixel pitch and wide beam angle, 64PXL Board RGB is an efficient tool for graphics, text, and video replay on varying levels of complexity, and is able to further Triumph' s branding by displaying video content created by Apollonio-Design.com. The installation is controlled with one e:cue Lighting Control Engine (LCE) and three Video Micro Converters (VMCs) e:pix.

FEATURED PRODUCTS

64PXL Board

METHOD OF CONTROL

Video Micro Converter (VMC)

Lighting Control Engine (LCE)

PROJECT DETAILS

Category: Retail
Location: Wien, Austria
Client: Triumph International AG
Architect / Installation / Designer: Schütz-Technik GmbH
Content Design: Apollonio-Design.com
Completion Date: March 2011

SHOWCASE

Europaallee Passage - Zurich, Switzerland

Europaallee is a new district that has recently risen near Zurich's central station. In addition to a new university, many apartments and offices, the Europaallee Passage shopping mall was built. One of the main arcades features ambient lighting, an LED ceiling, projections, and sound installations all centered around the theme of "nature in an urban environment". To achieve the project requirements, client and installer se Lightmanagement AG chose to customize Traxon's Dot XL-3 RGB with a 50cm pixel pitch. Paired with an e:cue Lighting Control Engine fx (LCE-fx), the Dot XL fixtures, which were embedded in the arcade's glass ceiling, provide stimulating lighting effects and easily change the mood. se Lightmanagement AG had success with Traxon's Dot XL products on previous projects and were confident that it was the right solution for the Europaallee Passage requirements, as well as a strong compliment to the natural landscape projections and synchronized acoustic accents that accompany the installation.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Dot XL-3 RGB	 Lighting Control Engine (LCE)	**Category:** Retail **Location:** Zurich, Switzerland **Client / Installer:** se Lightmanagement AG, certified Traxon partner **Architect:** Max Dudler Architekten, Zürich **Lighting Designer:** iart ag, Basel **M&E Contractor:** SBB Immobilien Development Europaallee Zurich **Completion Date:** September 2012

SHOWCASE

Asian Paints “COLOUR” - New Delhi, India

Asian Paints, the largest paint company in India, recently set up a consulting and retail center in the upscale Delhi business district of Connaught Place. To make its new store more interactive and visually exciting, Asian Paints selected lighting and control products from Traxon & e:cue. There are three main illumination features at Asian Paints’ Delhi Colour store. Flexible, versatile, ultra-bright Traxon Dot XL-3 RGB was used to highlight the façade in conjunction with OSRAM. Color changes in this dynamic illumination features, as well as in the interior chandelier, are triggered via an independent pressure pad system, which relies on controls from e:cue to seamlessly integrate the fixtures. e:cue’ s advanced Lighting Control Engine (LCE) and Butlers run 17 different video lighting schemes for these illumination features; the systems are programmed to play video on a random loop – until a consumer is ready to experiment with color. When a consumer selects a color via a pressure pad, e:cue’ s intelligent controls initiate a cascade of color that starts with individual sections of the 700-tube chandelier, travels to the façade accents, and then reaches the exterior. Consumers thus experience how color dramatically alters an environment and can experiment with multiple color options before picking up a paint brush.

FEATURED PRODUCTS

Dot XL-3 RGB

METHOD OF CONTROL

Butler

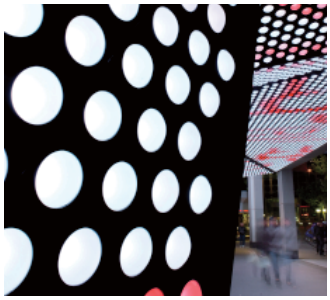
Lighting Control Engine (LCE)

PROJECT DETAILS

Category: Retail
Location: Delhi, India
Client / General Contractor / Installer: Eurolite
Architect: Fitch, Singapore
Lighting Consultant: LDP; Australia
Programmer: Traxon India
M & E Consultant: InProjects India Pvt. Ltd., Delhi
Completion Date: December 2011

SHOWCASE

ESPRIT Flagship Store - Frankfurt, Germany



The result of a merging of modern architecture, state of the art design, and innovative lighting technology, ESPRIT's flagship store in Frankfurt is the epitome of high expectations and industry-changing standards. To achieve an intriguing storefront and attract guests, Traxon's ultra bright and fully customizable Dot XL-6 RGB was installed on the flagship location's exterior. Arranged behind a special glass diffusion material, each individually-addressable Dot is given a blurred effect. Inside the store, a series of Dot XL-3 RGB are arranged above the escalator, behind the same blurring diffusion. Suitable for daylight viewing, Dot XL boldly displays low resolution graphic animations, furthering ESPRIT's colorful and cutting-edge branding by transforming the building's façade into a large LED palette.

FEATURED PRODUCTS

Dot XL-6 RGB

Dot XL-3 RGB

METHOD OF CONTROL

Video Micro Converter (VMC)

PROJECT DETAILS

Category: Retail
Location: Frankfurt, Germany
Client: LightLife GmbH
Installation and Programming: Ben Hur / LightLife GmbH
Architect / Installation / Programmer: Corneille Uedingslohmann Architekten, Cologne
Completion Date: January 2011

SHOWCASE

UNIQLO Shinsaibashi Flagship Store - Osaka, Japan

Located in the central shopping area in Osaka, the UNIQLO Shinsaibashi Flagship Store displays a dramatic and large-scale presence year round, rendering it a prominent attraction for visitors in every season. The multi-story façade glows entirely, with general or holiday-inspired static images and graphic animations. To achieve this monumental installation, 312 Traxon Dot XL-9 RGB were installed behind an ETFE film, which acted as the façade's second skin as well as a diffusion material, spreading Dot XL's light smoothly across each metal-bordered square. The fixtures were paired with an e:cue Lighting Control Engine (LCE), 32 Butlers, and a Connect Base 3, which allowed programming and recall of colorful low-resolution images and animations consisting of abstract art for general viewing, and holiday-themed graphics for specific seasons and celebrations. Traxon & e:cue's intelligent fixtures and control make this landmark installation a relevant and exciting feature in Osaka, all year long.

FEATURED PRODUCTS

Dot XL-9
RGB

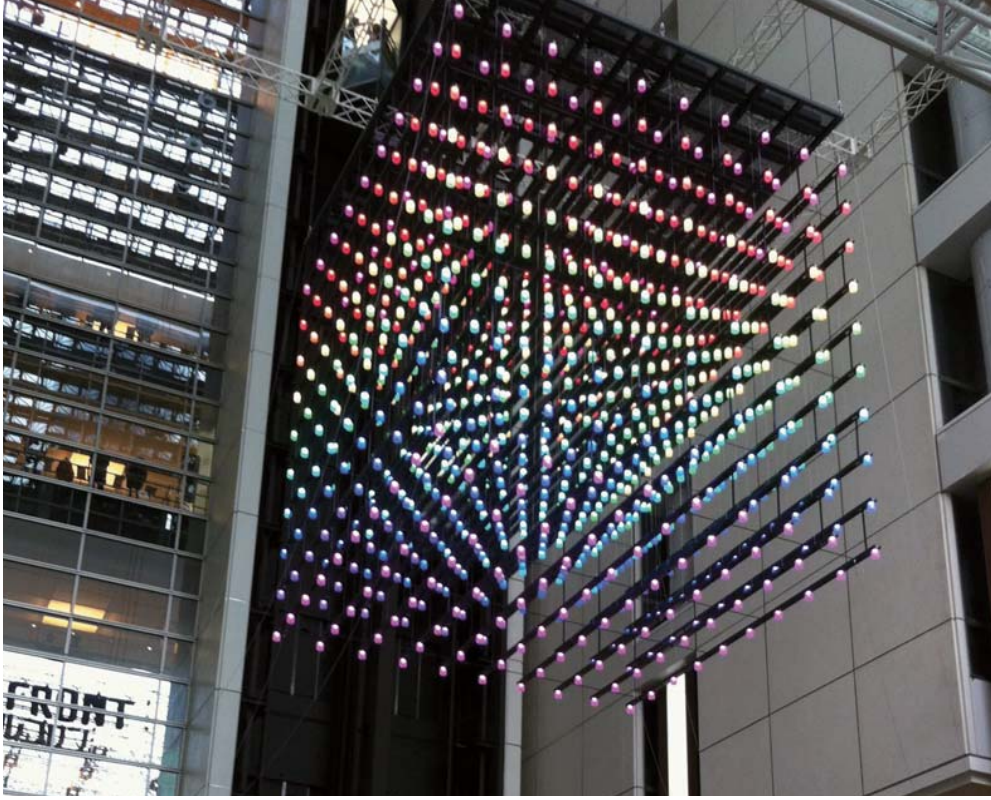
METHOD OF CONTROL

Butler

Lighting Control Engine
(LCE)

PROJECT DETAILS

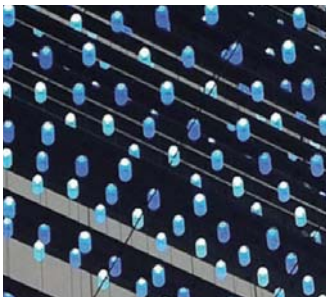
Category: Retail, Architectural
Location: Osaka, Japan
Lighting Designer: Siruis Lighting Office
Completion Date: September 2010

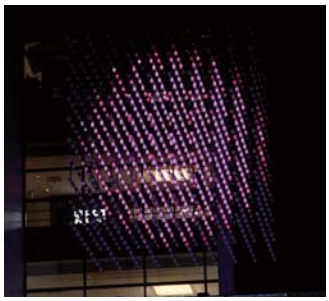


Photography © Masaru Satou

SHOWCASE

Le Front 3D Cube - Kawasaki, Kanagawa, Japan





KAWASAKI Le Front, a large shopping mall complex adjacent to the KAWASAKI train station, has been transformed into an alluring destination with the launch of a futuristic, three-dimensional light cube floating above the mall's newly-renovated entrance atrium. Realized by Traxon's Dot XL-9 RGB, the impressive cube is comprised of 1000 individually addressable Dots that form a 10x10x10 volumetric pixel grid for media content projection. The ability to display moving patterns and scenes with three-dimensional depths allows creative freedom to play with interesting concepts of perspectives and spatial relationships. Its 3D matrix systems were a great challenge as they demand flexibility from the lighting source and ease of visualization for precise video projection. Mounted on a flexible string, Dot XL is not confined to a rigid, pre-determined form or structure, and therefore brings the intricate media sculpture to life. To guarantee great programming control and matrix visualization flexibility, four e:cue Butler XTs were used to enable an easy pixel-based mapping over the intricate 3D layout. Butler XT's internal real-time and astronomical clock also provides the option to automatically replay pre-programmed standard content, or switch on special scenarios during festive moments. The addition of the captivating 3D Cube, accomplished by the lighting solution from Traxon, proved to be a prudent choice for KAWASAKI Le Front. Since the shopping mall's reopening in May 2012, this centerpiece has been a truly effective light spectacle.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Dot XL-9 RGB	 Butler XT2	**Category:** Retail, Architectural **Location:** Kanagawa, Japan **Client:** MITSUBISHI JISHO retail management **System Integrator:** Lighting system LTD. **Video Contents:** GRATRI **General Contractor:** TAKENAKA **Completion Date:** May 2012

SHOWCASE

Ripley's Aquarium of Canada - Toronto, ON, Canada

Located in downtown Toronto, Ripley's Aquarium of Canada is a 135,000 square-foot venue holding 1.5 million gallons of water, offering interactive attractions and thrilling underwater adventures. Visitors to Ripley's Aquarium of Canada experience marine and freshwater habitats from across the world, and the visit culminates at the Cargo Hold Gift Shop, illuminated by Traxon. The largest indoor aquarium in the country, Ripley's Aquarium of Canada is a departure from other Ripley's Aquariums, with a sleek and sophisticated design. The inspiration for the lighting design of the gift shop came from the Northern Lights – the design team wanted something ethereal, and reminiscent of the night sky and flowing water. For the media façade at the entrance of the gift shop, Traxon String RGB is installed behind Barrisol® and displays simple, yet exciting, media content in line with the Northern Lights and aquatic themes. Throughout the gift shop, circular display shelving product is illuminated by Traxon Media Tube® RGB. Controlled by an e:cue Lighting Control Engine fx (LCE-fx), six Butlers, and two Video Micro Converters (VMC), the lighting on the media façade works in tandem with the lighting on the display shelves inside the store to display the same content. Additionally, the 2 DMX output ports from the LCE-fx control the theatrical lighting in the Main Entrance Ticketing Lobby, which highlights a custom sculpture by a local artist at the entrance to the aquarium. Through a sophisticated lighting and controls system, Ripley's Aquarium of Canada distinguishes itself as modern and unique venue.

FEATURED PRODUCTS


String


Media Tube® RGB

METHOD OF CONTROL


Lighting Control Engine fx (LCE fx)


Butler


Video Micro Converter (VMC)

PROJECT DETAILS

Category: Retail
Location: Toronto, ON, Canada
Lighting Designer: Alan McIntosh, Stephen Kaye & Paul Boken at Mulvey & Banani
Interior Designer: JGA
VAP / System Integrator: TPL Lighting
Installer: Symtech
Lighting Programmer: Mike Austin at TPL Lighting
Completion Date: October 2013

Photography © Hannu Iso-Oja

SHOWCASE

Stockmann Department Store - Helsinki, Finland

Built in 1930, the Stockmann department store, located in the center of Helsinki, is a true city landmark and the most famous store of its kind in Finland. To update its famous façade with energy efficient, sustainable, illuminated flair, Stockmann elected to add over 500 Traxon Media Tube® RGB. The slim profiled fixtures were installed on the building façade in two long, gapless horizontal runs replacing Stockmann‘s old, broken neon tube lighting scheme. The new LED system was applied 25 meters high on the building’s exterior next to Helsinki’s busiest street, a challenging task that was executed with strategic planning from all teams involved. The Media Tubes® is programmed to power on after sunset and glow static white for most of the year. On special occasions such as holidays and “Stockmann Crazy Day Sales,” specially programmed dynamic color effects are displayed. In addition to controlling the LED system, e:cue’s Butler XT and Lighting Control Engine (LCE) are connected to the building’s automation system enabling use of Stockmann’s own network. The elegant lighting and control solution allows this historic building to make a bright statement and helps to further Stockmann’s landmark status.

FEATURED PRODUCTS	METHOD OF CONTROL	
		
Media Tube® RGB	Butler	Butler XT

Category: Retail, Architectural
Location: Helsinki, Finland
Client: Stockmann Oyi Abp
Lighting Designer: Olof Granlund Ltd.
VAP / System Integrator: Sun Effects Ltd.
Installer / Lighting Programmer: Sun Effects Ltd.
Completion Date: January 2012

SHOWCASE

Electric Holiday - New York, USA

Created to take the traditional New York City holiday window display to a new level and give it a modern media reinterpretation, Electric Holiday is the 2012 holiday campaign by luxury special retailer Barneys New York, and The Walt Disney Company, the world's leading entertainment company. Designed by Emanuel Treeson, Brian Gale, and Abigail Rosen Holmes of NYXdesign, the complex LED media system featuring Traxon's Mesh RGB and String RGB, is controlled by e:cue Video Micro Converters with media fed directly from the overall video system, via the e:pix protocol. The 3D light display is set to original music by Oscar®-winning composer Michael Giacchino, and is scheduled to fully animate every 15 minutes, dazzling guests and passersby. Selected for their ability to properly evoke the design aesthetic and lend a dimensional multi layered video to the installation, Traxon's Mesh RGB and String RGB are ultra bright and extremely flexible. Capable of emitting 16.7 million colors, the sophisticated, scalable, semi-transparent products can convert any surface into a large media palette allowing the designers to create a physical, video-driven sculptural installation. The overlaid layers of media have different pixel densities which allow low-resolution video to ripple across its semi-transparent surface, layering together with the other video sources and adding another additional dimension to the animation. Traxon is honored to participate in this iconic and remarkable installation, which is on display from November 14 - January 3, 2013, at Barneys flagship location on Madison Avenue in New York City.

FEATURED PRODUCTS

Mesh RGB

String RGB

METHOD OF CONTROL

Video Micro Converter (VMC)

PROJECT DETAILS

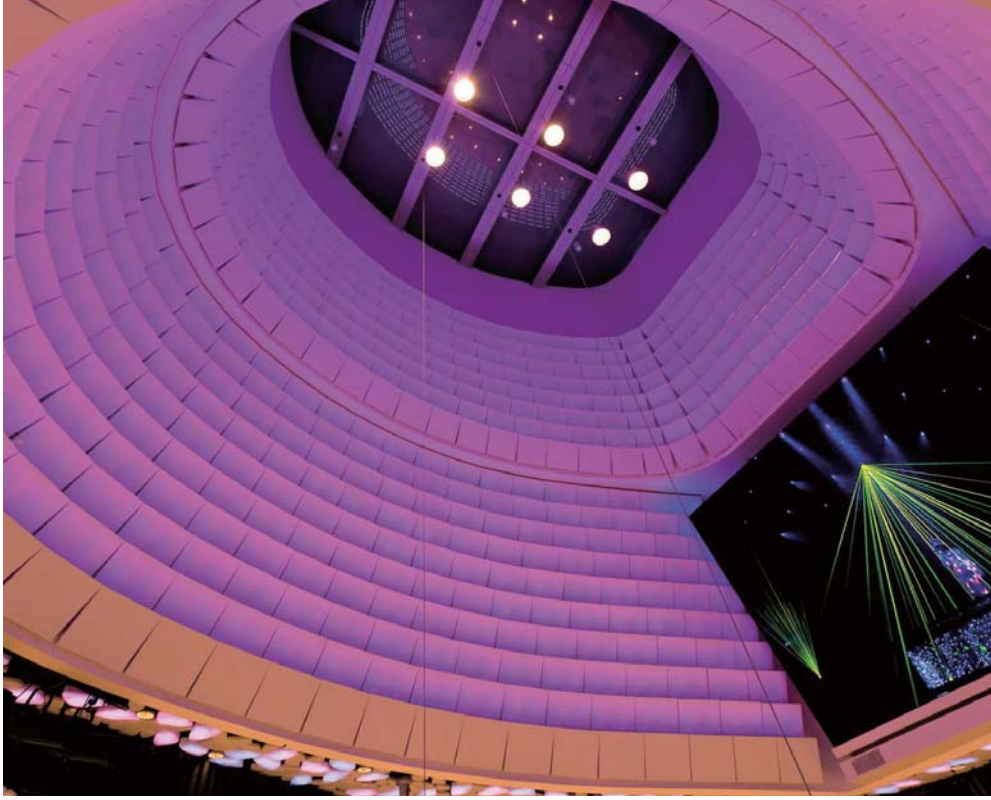
Category: Retail
Location: New York, NY, USA
Client: The Walt Disney Company
Lighting & Media Design: NYXdesign
Completion Date: November 2012

SHOWCASE

Lee Gardens One – Hong Kong, China

In Hong Kong, countless neon lights, outdoor advertising screens and colorful installations constantly compete with one another. With millions of locals and visitors thronging the city's busy streets, capturing the attention of pedestrians is a daunting challenge. Traxon & e:cue has successfully achieved this at the Lee Gardens One, a chic shopping center that brings together prestigious designer brands and trendy restaurants. Collaborating with Andrew Lee King Fun & Associates Architects Limited, Traxon & e:cue could enhance with their extraordinary lighting effects at such impressive site. A variety of extraordinary lighting effects now highlight the center's five-storey-high entrance – from static color displays, to waves of changing hues for special occasions. Traxon's Liner XB-9 RGBs provide the lighting sources from behind a layer of contoured cladding. To meet the client's specific requirements, an e:cue Butler XT manages various dynamic scenarios. This advanced control system handles the complex pre-programmed cues that trigger creative lighting effects. Causeway Bay is one of Hong Kong's most fashionable, vibrant and crowded shopping districts. With its countless boutiques and restaurants, Causeway Bay is also a magnet for young people. The area and its designer stores have received a further boost in recent months with a dramatic increase in the number of visitors from Mainland China.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Liner XB-9 RGB	 Butler XT2	**Category:** Retail, Architectural **Location:** Hong Kong, China **Client:** Hysan Development Co., Ltd. **Lighting Design / Architect:** Andrew Lee King Fun & Associates Architects Limited **Installer:** Full Rise **General Contractor:** Gartner **ME Consultant:** Hsin Chong Construction Group **Completion Date:** November 2012



SHOWCASE

V City Mall – Hong Kong, China

Lighting up the outskirts of Hong Kong, V City located atop Tuen Mun MTR brightens the blooming district of New Territories West with an upscale 300,000 square foot shopping mall. A transparent bright environment connecting the outdoors creates a comfortable spacious shopping area with 255 pieces of Traxon Mesh RGB lightens its 300 meter long outer wall with extra large windows. Exhibiting the largest LED media experience in the district, its back-to-back mounted acrylic grid system of dual displays allow shoppers to view vivid graphics from both inside and outside the mall. Customized Traxon 256PXL Mirror Wash RGB masked with special semi-transparent tempered glass mirror transforms the unique LED panel into an elegant signature design statement. The Atrium's curved wall gracefully illuminated by 1600 pieces of Nano Liner XB RGB illustrates various content and text messages to highlight the mall's special promotions and festive events. A decorative ceiling extension around the Atrium is modernized with dissimilar triangular shapes silhouetting visual impressions of blossoms and butterflies. Fitted with over 2,200 tiny pieces of Traxon 1PXL Add-on Boards and Strips and installed in different areas of the mall, glimmering light effects is easily managed and centrally controlled with the pairing of e:cue Lighting Control Engine fx (LCE-fx) and Butlers. V City melds creative lighting design with modern lifestyle concepts that appeal to young people and tourists, arousing a new attractive experience for shopaholics.

FEATURED PRODUCTS

Nano Liner XB RGB

1PXL Add on Board and Strip RGB

Mesh RGB

256PXL Mirror Wash RGB

METHOD OF CONTROL

Butler

Lighting Control Engine fx (LCE-fx)

Video Micro Converter (VMC)

PROJECT DETAILS

Category: Retail
Location: Hong Kong, China
Client: Sun Hung Kei Properties
Architect: Benoy
Lighting Designer: Dinotech (AV portion)
ME Consultant / Technical Consultant: DLN
General Contractor: Sanfield
VAP / System Integrator: Vega Global / South China
Installer: Cyberconcept
Completion Date: August 2013

Photography: Nacasa & Partners Inc

SHOWCASE

Young Living Japan Showroom Lounge – Tokyo, Japan

Young Living Essential Oils is world renowned for its essential oils and oil-infused nutritional supplements. The company has recently opened a new showroom in Tokyo, Japan that helps to rediscover peace, balance, and joy. A well-designed, flourishing living wall is featured in the showroom which provides a strong impression of natural life. Ten pieces of Traxon Nano Liner XB-27 RGB are used to illuminate the living wall of dried lavender,the most popular fragrant essential oil of the company, that adds additional color and texture that would not go out of fashion. From the sweet aroma to the stimulating fragrance, Young Living offers different products in different color of packaging, so does its lighting design effects. Enabled by e:cue Butler XT2 and Glass Touch T12 user interface, users can play a selection of themed, preprogrammed lighting effects including rainbow color changing and summer breeze, or customizing for various promotions. This project has received numerous awards for its intriguing and inspiring design including JCD Design Award Best 100, DSA Award 2014, and SDA Award 2014.

FEATURED PRODUCTS

Nano Liner XB

METHOD OF CONTROL

Butler XT2

Glass Touch T12

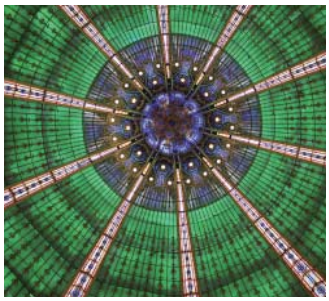
PROJECT DETAILS

Category: Retail, Hospitality
Location: Tokyo, Japan
Client: Young Living Japan
Lighting Designer: Modulex
Interior Designer:
KOKUYO FURNITURE Wataru Sato
Flower Coordinator: Sou Atelier
General Contractor:
Mitsui Real Estate, Kokuyo Furniture
Completion Date: April 2014

Photography © AIK-Yann Kersalé

SHOWCASE

Galeries Lafayette “La Coupole” - Paris, France



In honor of “La Coupole’s” 100th anniversary, “Chrysalide” a collection of luminous bars, created by lighting designer Yann Kersalé, and designed to resemble the pupal stage of a butterfly, will adorn the facade of Lafayette Galleries for the next six years. The Galeries Lafayette is an upscale French department store located on Boulevard Haussmann in Paris. It is one of the oldest and most famous department stores in France, and remarkable because of its Art Nouveau architecture. In conjunction with the facade solution, 3,500 Traxon Cove Light AC Dim were installed behind the gorgeous glass mosaic of “La Coupole”. Using line voltage and featuring a Plug‘n’Play wiring system, the Cove Light AC range eliminates the need for external power supplies or complex wiring, enabling extended run lengths and easy mounting. Both installations will captivate passersby and visitors with their ultra-bright and mood-enhancing effects.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Cove Light AC Dim		**Category:** Architectural, Retail **Location:** Paris, France **Client:** Galeries Lafayette **Architect:** Djuric Tardio **Installer:** INEO **Technical Director:** IOSIS **Lighting Designer / Programmer:** Yann Kersalé **Gernal Contractor:** INEO SUEZ- Agence BUC **Completion Date:** November 2012

Photo Credit: UNIQLO

SHOWCASE

UNIQLO Ximen – Taipei, Taiwan

Since the creation and global expansion of well known Japanese clothing retailer UNIQLO, Traxon & e:cue has been a preferred choice for LED feature and accent lighting in the brand's stores worldwide, including flagship stores in New York City and Paris. The most recent addition to the Traxon & e:cue-enhanced UNIQLO store collection, is a four-story shop located in Taipei's most bustling shopping district of Ximen. At UNIQLO Ximen, guests are intrigued and inspired by colorful, seasonal displays and promotions in outward-facing showcase windows. The vision of renowned architectural firm Gensler, various fashion trends are displayed behind glass walls illuminated by Traxon's Nano Liner XB RGB. The robust product playfully lights the store's façade and windows creating any atmosphere the display requires, from warmer colors during winter months, to colder tones in the summer. The discreet yet powerful Nano Liner XB is ideal for retail illumination; its low-profile design can be easily hidden from view and the product offers a range of colorful customization options ensuring it meets specific project requirements. The entire UNIQLO Ximen installation is driven by a single e:cue Butler, a lighting control engine that outputs DMX512 to the fixtures facilitating multi-colored, dynamic sequences previously programmed with the Lighting Application Suite (LAS). Traxon & e:cue's intelligent lighting and control solutions draw customers into this retail location while strengthening UNIQLO's global brand.

FEATURED PRODUCTS	METHOD OF CONTROL	PROJECT DETAILS
 Nano Liner XB RGB	 Butler	**Category:** Retail **Location:** Taipei, Taiwan **Client:** UNIQLO **Lighting Design:** Gensler **Architect:** Gensler **Installer:** Konson Lighting **Lighting Programmer:** Traxon Japan & Traxon Taiwan **Completion Date:** April 2012

SHOWCASE

Tiffany & Co. Store – Shenzhen, China

For more than 170 years, Tiffany & Co. has offered an extensive selection of jewelry, timepieces, sterling silverware, crystal, stationery, fragrances, and accessories to customers around the world. Aspiring to extend their brand to the southern region of China, Tiffany & Co. recently opened a store in Shenzhen. For this new 200-square meter space, Tiffany & Co. desired a lighting scenario as sophisticated, unique and timeless as its brand. More than 500 Traxon 1PXL Board, in combination with several 1PXL Strip in Dynamic White, provide Tiffany & Co.'s signature blue along the columns between the store's large windows, making the space and the brand recognizable from a far distance. Traxon's 1PXL Board is a versatile, modular lighting solution equipped with high-performance LEDs that spread light 120 degrees across any surface. The Dynamic White option allows for changing ambient conditions and usage by simply adjusting the color temperature, switching between cold and warm hues of white light. The Dynamic White installation is controlled by e:cue's versatile Butler XT.

FEATURED PRODUCTS


1PXL Board DW


1PXL Strip DW

METHOD OF CONTROL


Butler XT2

PROJECT DETAILS

Category: Retail
Location: Shenzhen, China
Client: Kingsmen
Lighting Design / Architect: TSC Design, NY
Installer: Cyberconcept
Completion Date: December 2009

SHOWCASE

Pitt Street Mall - Sydney, Australia

Pitt Street Mall, located in the heart of the Sydney CBD, is Australia's busiest and most cosmopolitan shopping area boasting several well known retail brands. To enhance this space and provide a dynamic atmosphere in the heart of the city, at night, the City of Sydney commissioned 23 custom made catenary-mounted luminaires to hang 14 meters above the centre of Pitt Street Mall. Each luminaire is a cylinder over three meters tall, with an aluminum housing at each end of a 2.6 meter opal polycarbonate cylindrical diffuser in the centre. Behind each diffuser, 27 Traxon 1PXL Strip RGB fixtures are mounted in three vertical runs with 120° spacing on nine separate levels, providing over 16.7 million color options for ambient backlighting and animated colour effects. The installation is controlled by a single e:cue Butler XT engine, which outputs DMX512 to the fixtures facilitating dynamic RGB lighting sequences that appear as ribbons of light along the length of the mall. This DMX512-based programmable system allows for the creation of lighting shows and themed effects for specific dates of the year, and on special holidays and occasions. The installation was opened by the Lord Mayor of Sydney on December 6, 2012 and operates a selection of lighting cues automatically, every night from sunset until midnight.

FEATURED PRODUCTS	METHOD OF CONTROL		PROJECT DETAILS
 1PXL Strip RGB	 Butler XT	 Lighting Application Suite (LAS)	**Category:** Architectural, Retail **Location:** Sydney, Australia **Client:** City of Sydney **Architect:** Tony Caro Architecture **Lighting Designer:** Haron Robson Lightmatters **Luminaire Manufacturer:** 3S Lighting **Structural Engineer:** Enstruct Group Pty Ltd **Electrical Contractor:** FIP Electrical (NSW) Pty Ltd **Completion Date:** July 2011

Galeries Lafayette „Chrysalide" - Paris, France
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