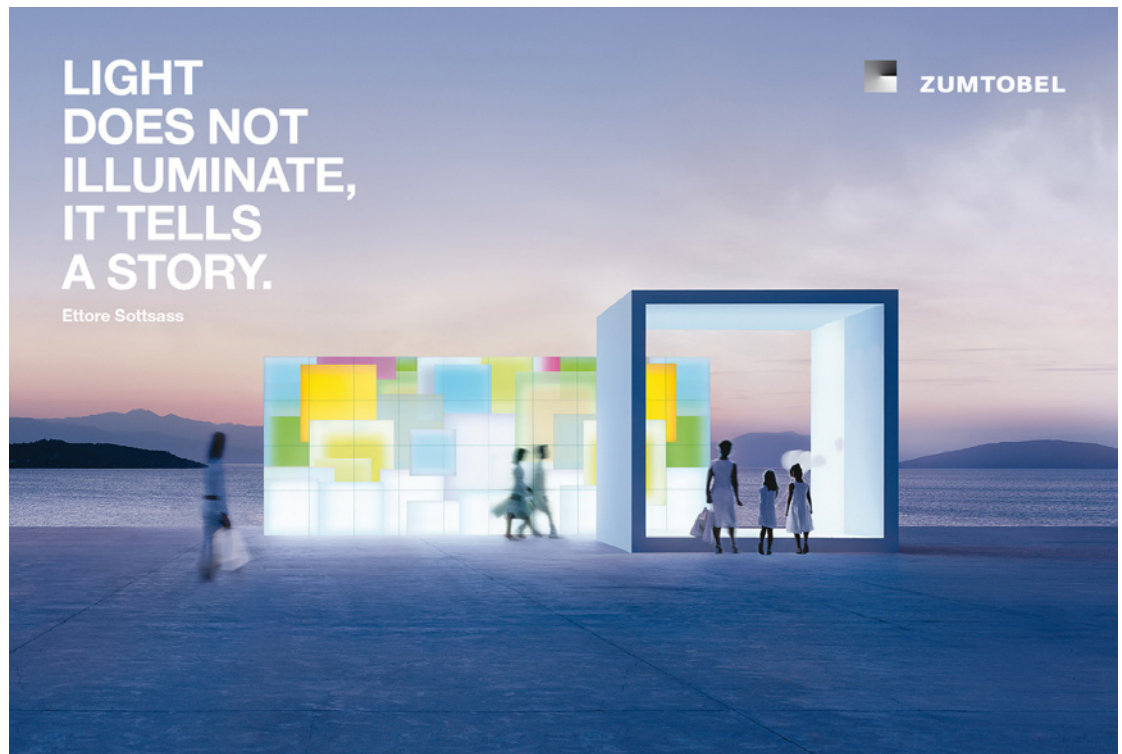


Press release
Dornbirn, January 2011

A “department store” full of lighting experiences Innovation and inspiration at Zumtobel’s EuroShop stand



B1 | At Zumtobel’s EuroShop stand, visitors witness custom lighting experiences for presentation and retail.

At this year’s EuroShop trade fair in Düsseldorf, held from 26 February until 2 March 2011, Zumtobel will present trendsetting lighting solutions for superior lighting of retail areas. For that purpose, Zumtobel simulates a variety of shop areas at its 300 square metre stand A16 in hall 11, where visitors can see application-focused lighting solutions for areas ranging from boutiques to supermarkets. LED products for all segments demonstrate the multifaceted options available for setting the lighting stage while communicating authenticity.

With its stylish façades, shop windows and entrance areas, the stand suggests a typical shopping situation already from the outside. Even the interplay of shop window lighting and daylight is simulated realistically by an LED luminous ceiling. The surface areas of the trade fair stand exhibit a very pared-down design featuring purist white and grey tones, fully di-

recting the visitors’ attention onto the exhibits and lighting experiences created. It is only in the evening that dynamic lighting scenarios turn the Zumtobel stand into an impressive stage, where a specially developed multimedia performance is presented – an inspiration to both eyes and ears.

Inside the stand, visitors find numerous solutions for a variety of presentation areas, including lighting systems for shelves, recesses, POS areas, display tables and changing rooms, plus a fresh-product counter. In this way, the right lighting concept for any retail situation is revealed to visitors walking through the stand. “As the largest international trade fair for retail investments, EuroShop serves as an important platform for us to present visitors efficient and customised solutions for any retail situation. In the process, we seek to impress visitors not only with innovative LED products but with our



holistic approach combining technology, dynamism and efficiency to create a special lighting experience”, explains Harald Sommerer, CEO of the Zumtobel brand.

Highlights

One of the product highlights at the trade fair is the new Lyon LED spotlight range. In collaboration with Delugan Meissl Associated Architects, Zumtobel has developed a sophisticated spotlight. With its unusual design especially developed for LED technology and its outstanding lighting technology, Lyon is breaking new ground in illumination of retail areas. Special features of the spotlight range are an innovative lens/reflector system, high-performance LED modules and excellent colour rendition properties, as well as the availability of Stable White and Tunable White models. The range is presented at EuroShop for the first time.

The modular LED system developed by Zumtobel for shelf lighting systems will also make its debut. Fitted with cutting-edge LED technology, the unobtrusive LED system provides excellent lighting and colour rendition quality within minimum space. The innovative shelf lighting system is composed of high-quality manufactured LED lighting heads that can be combined to form various modules. The front ring of the lighting heads protrudes only 4 mm from the modules: thanks to sophisticated integration, the light sources remain almost invisible to the beholder.

For fresh-product counters, the Vivo Tunable Food LED spotlight presents itself as a new, extremely flexible product. Based on the Vivo LED spotlight range, Vivo Tunable Food features an adjustable range of colours that can be matched to the fresh products currently displayed – fruit, cheese or meat – at the push of a button. Via a rotary switch or via DALI, ten colour points pre-programmed on the LED board can be called up directly. This makes the new LED spotlight a perfect alternative to hitherto complicated reflector/filter combinations.

Tunable White – a benefit for retail areas

Lighting concepts for retail areas that use dynamic colour temperatures and lighting intensity to simulate daylight will increase customers' sense of well-being and make them stay longer. Another major trend at the Zumtobel stand is therefore the presentation of Tunable White. For that purpose, Zumtobel introduces a range of LED downlights and spotlights with unique changes in colour temperature ranging from 2700 K to 6500 K.

Zumtobel stand: hall 11, stand A 16
www.zumtobel.com/euroshop2011

Venue:
Düsseldorf Trade Fair Centre
Messeplatz
Stockumer Kirchstrasse 61
40474 Düsseldorf



B2a + B2b | At its stand, Zumtobel re-enacts real situations of lighting solutions for all retail areas – from boutiques to supermarkets.





B3 | Zumtobel will present the Lyon LED spotlight range, which boasts superior technological features, at EuroShop for the first time.

More information:



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