

Press Information

Selux starts a new Intelligent Solutions business unit

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Berlin, April 2012 – Light's increasing digitalization is changing the way we illuminate our world. Innovative LED and OLED technologies herald the start of a new epoch of digital light management. The new Intelligent Solutions business unit at Selux will meet the increasing demand for individual LED light solutions and energy-efficient light management systems.

"Intelligent Solutions" will see Selux incorporating a future-compatible business unit into its international light manufacturing operation. The days when light could merely be switched on or off have gone forever and in many areas where there is a need for multifunctionality, a professional light management system has now become the technical standard.

The range of applications for Intelligent Solutions today is broad. Light management not only guarantees energy-efficient operation of lighting systems but also generates emotional, comfortable lighting and unique lighting experiences for all environments with comfortable and flexible light moods including colour control. For sales and presentations or events, Interior Media Solutions provide innovatively controlled coloured walls, light ceilings and light art installations for interior spaces. The Architainment Solutions Exterior application area represents a fusion of architectural and entertainment lighting. With individual media control, interactive experiences can be realised for architectural lighting in public spaces, be this for lighting of buildings and facades or the artistic setting-in-scene of bridges, parks and light artworks.

Product development in Intelligent Solutions is based on innovations, energy efficiency and user friendliness, with use made of core technologies like DALI, DMX RDM, ART-NET and Ethernet networks. The Intelligent Solutions business unit offers a holistic solution for Selux customers, from planning and project management to manufacture, implementation and after-sales service and support for individual customer solutions, all available from a single provider. Manager of the new business unit is Dipl.-Ing. Christian Lade.

Intelligent Solutions will be presenting the following highlights at Light + Building 2012:

- 1. LightTab:** The intuitive, fully-graphical user interface is now available as a second-generation app for operation of the NetComposer light management system.
- 2. Pixel:Performer:** Architainment media server, specially for low-resolution LED applications in buildings using tablet PC control.
- 3. MediaDot:** RGBW LED module, can be controlled directly via DMX/RDM and is freely configurable for up to 50 modules per chain for media applications in architectural lighting.

Further information on the "Intelligent Solutions" business unit can be found at Light + Building, in Hall 3.1, Stand B81.