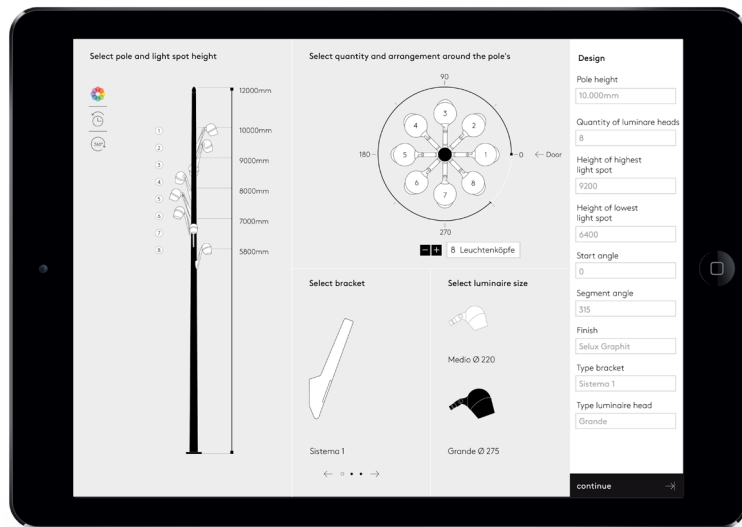


## Press information

### Interactive configuration of products - new planning tools for the Selux Olivio and Astro product families



The new online configurators by the lighting manufacturer Selux are digital planning tools available for several modular product ranges, which guide users in just a few steps through the myriad of combinations to arrive at a product for which an order can be placed. Following successful launch of the configurator for the M-Modular LED construction kit system, Selux has now developed the online tool for the highly complex Olivio family of exterior luminaires. In addition, a new configurator is available for Astro pole-top luminaires.

#### Olivio configurator with numerous options for variations

Having undergone evolutionary development to include additional LED and RGBW options and with more than 2000 options to choose from, Olivio is regarded as one of the most complex families of exterior luminaires on the market. The challenge in developing the online configurator for the Olivio system-based family of luminaires, which has been tried and tested in numerous rigorous projects, was to make it possible to discover all its options in playful fashion yet at the same time to provide precise information for professional lighting planners.

Operation of the Olivio configurator, which was awarded the silver prize at the Annual Multimedia Awards 2015, is highly-intuitive. After selecting from the three design lines (Sistema, Floracion and Candelabra) users can choose and modify the pole and mounting heights, layout, number and size of luminaire heads and tilt settings simply by means of dragging and dropping, including via touch-sensitive interfaces.

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The next step is to select the type of illuminant, light distribution, light colour and power, after which users are provided with a specification and lighting technology recorded in a data sheet and DFX files that are available via download. Just one click is then all that is required for users to request their personal quotation.

## **Your personalised Astro configuration in just a few steps**

Modular Astro LED pole-top luminaires were presented to the public at the Light+Building trade fair for the first time in 2014. Their design was developed in cooperation with the multiple-award winning design bureau in Stuttgart, Phoenix Design. With its timeless appearance and numerous configuration options, the lighting technology and shape of the Astro make it a ground-breaking solution for the numerous requirements of urban spaces.

The Astro family was developed using a modular system philosophy and offers a multitude of customisation and combination options. Users can now compose these as easy as pie in just a few steps using the new Astro online configurator. For each specific project, configuration of the desired luminaire versions is straightforward using individual, concise images. Users can select from a choice of two pole-top connections, three diffusers, various optics systems, different light colours and optional LED rings for ambient lighting. In addition they can incorporate photographs and illustrations from the project to ensure a realistic simulation of their selected luminaires.

<http://www.selux.com>

The concept and design for Selux configurators were developed in conjunction with Codeluxe – [www.codeluxe.com](http://www.codeluxe.com)

## **About Selux**

The Selux Group is a leading provider of sustainable lighting solutions for both interior and exterior applications. By acting sustainably, Selux is able to maintain high standards when it comes to energy efficiency, ergonomics and product design. Founded in Berlin in 1948, Selux is a global company which is operational in Europe, North America and Australia, employing 565 staff. In 2014 the Selux Group continued its steady course of success by increasing its turnover 8.9 % to 95 million euros. Much of this growth was due to its USA plant (+ 31.4 %) and Germany (+ 11.5 %).

At present, LED lighting is responsible for 42.8 % of the Selux turnover, with this figure forecast to rise to 70% by the end of 2016, thereby preparing the way for a full changeover to digital lighting in the near future. LED light enables additional energy savings due to intelligent control systems and it is on this area that Selux will be focussing its development efforts in future. Some examples of well-known projects that Selux has been involved with in the past include the „Park am Gleisdreieck in Berlin, the Porsche Museum in Stuttgart, the Vieux-Port in Marseille and the 9/11 Memorial in NYC.

March, 2015

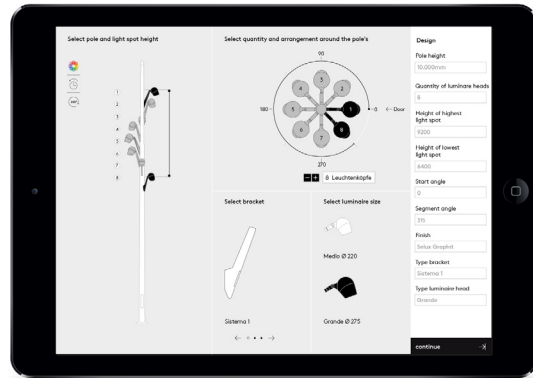
Manufacturer contact:

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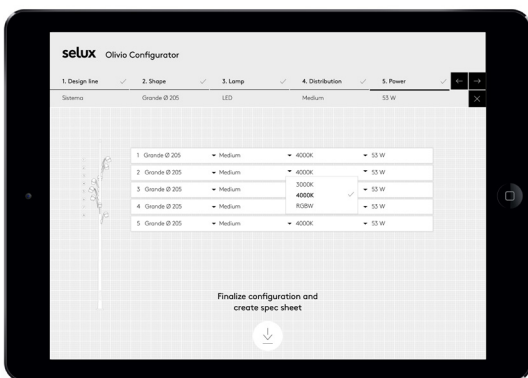
## Olivio and Astro online configurators



With more than 2000 options to choose from, Olivio is regarded as one of the most complex families of exterior luminaires on the market. (Fig.: Vieux Port, Marseille; Fotograf: Xavier Boymond)



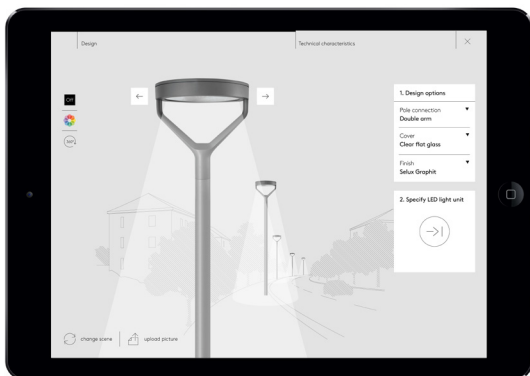
The Olivio configurator guides users in just a few steps through the myriad of combinations to arrive at a product for which an order can be placed.



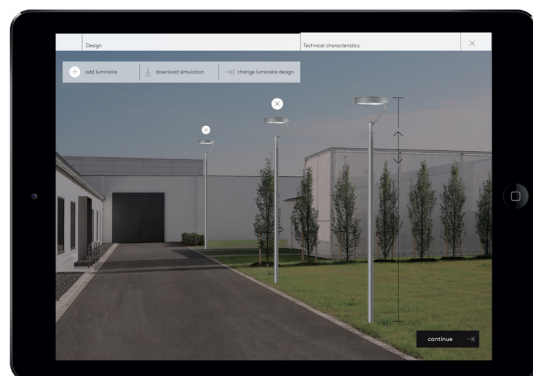
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