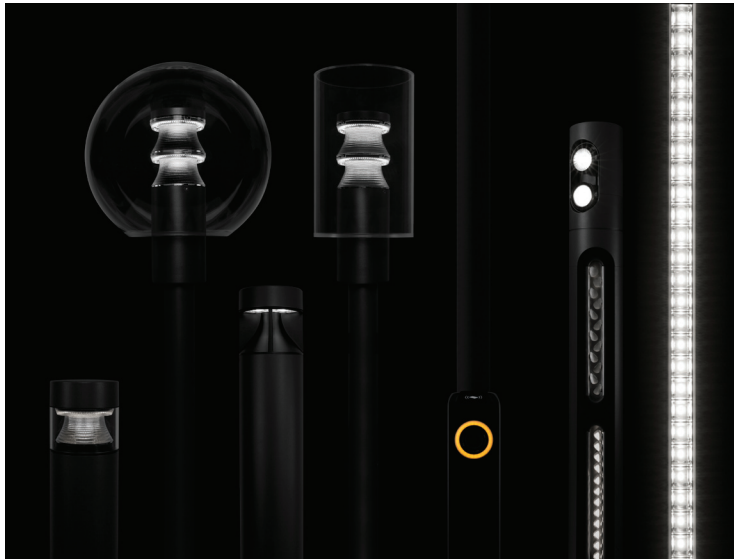


Press information

Connected to Life – smart light for better quality of life

Selux at Light + Building 2018



Using light to create a better quality of life is the goal towards which Selux continually develops its products. At Light + Building 2018, Selux will be using the theme „Connected to Life“ in presenting its new products: smart technology embedded in the day-to-day lives of users and operators.

This phrase embodies much of our DNA since, at Selux, there is a strong tradition of viewing products from a customer perspective and offering comprehensive, effective solutions that go beyond mere individual product items. „Our latest products, which we will be presenting at this trade fair, are all characterised by our core competences of light quality, design and modularity“, explains Jürgen Hess, Executive Board Member, Selux AG. „In the current era of digitalisation, elegant, premium quality products alone are no longer enough.“ Connected to Life means, on the one hand, the connection of individual products with the overwhelming possibilities of modern technology and on the other hand their sensible integration into the everyday lives of human beings.

Smart Lighting for the smart city of tomorrow

One example of this is Smart Lighting by Selux, a key component of the smart city of tomorrow. Intelligent networking for a better quality of life, with urban lighting as an open, modular infrastructure. Products like the Lif light column with its new, smart elements demonstrate how, at Selux,

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topics like this are more than just theory – as does our test area in Berlin where customers can experience for themselves how smart technologies are being integrated into lighting. „Our modular products are ideal for integrating smart functions, which we then implement professionally and future-reliably“, says Ralf P. Knorrenschild, Executive Board Member, Selux AG, of the company's innovative focus.

New systems for exterior and interior

The new pole-top luminaires from the Aira family for instance not only demonstrate a particular style of their own due to their transparent, geometrical moulded bodies but are also ideal for the integration of wireless technologies since their material allows radio waves to pass through them without interference. Besides the Aira and Lif with their new smart modules, there are also the pole-top, bollard and wall-mounted luminaires of the Elo family using modular Tritec lighting technology with its outstanding optical characteristics. The Inula, with its controllable and flexible Dark Sky bollard luminaires rounds off the range of the latest new products by Selux for exterior use.

When it comes to interior products, Selux is extending its competence in the area of light lines even further, with additions to the existing M60 Connect and M36 systems but also with new innovative solutions. The Via system opens up new perspectives for the tried-and-tested 3-phase track system, with linear LED luminaires merging with the track to form a single unit. In this way planners can design virtually metaphysical light lines that offer a high level of functionality and a wide variety of optics at the same time. A designed object-like presence is in turn the outstanding feature of the Fluid system, developed by Selux with the Berlin design bureau e27. This modular building kit for incisive structures made from asymmetrical profile is an attractive synthesis of lighting and interior design.

Turning light into space: The trade fair booth

The trade fair booth, designed again this year by Berlin Architects Gonzales Haase, reflects our values of transparency and openness with a structured yet transparent façade made of vertical slats. Its colour concept of black, white and grey shades reflects the interplay of light and shadows, with black representing the exterior product area, grey the interior and white being the areas in the stand dedicated to communication. The booth provides an ideal platform for Selux to engage in dialogue with planners, customers, constructors, architects or lighting designers, to collaborate on the smart city vision, or to incorporate light ever more seamlessly into architecture – at all times bearing in mind the goal of providing human beings with a better quality of life.

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About Selux

The Selux Group is a leading provider of sustainable lighting solutions for both interior and exterior applications. Acting sustainably enables Selux to maintain high standards when it comes to energy efficiency, ergonomics and product design. Founded in Berlin in 1948, Selux is today a global operation employing 565 staff at sites in Europe, North America and Australia. Examples of well-known that Selux has been involved 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 New York.