

## ERCO Light Finder app: Inspirational product search with added value

Lüdenscheid, 13 March 2016. ERCO understands digital light as the fourth dimension of architecture. In other words, the luminaire is a lighting tool with a practical purpose, enabling the user to design and model space. By introducing the new Light Finder app ERCO has launched an intuitive planning tool with product search functionality, helping you get into lighting design using LED technology. Each search additionally offers visual inspiration and basic knowledge for qualitative lighting design.

Are you planning to illuminate an interior or exterior space, objects in the room or on the wall? Does the light need to be warm white or neutral white and be dimmable? The detailed requirements in the field of architectural lighting design vary hugely from project to project. ERCO's Light Finder aids the creative process of designing the right lighting concept from the very first step. With space- and application-oriented graphics, the intuitively operated tool guides architects, designers and builders quickly to the ideal LED lighting solution. The app stores data offline on any iPad, making it particularly helpful when there may not be a reliable data connection.

## An inspirational planning guide

With an in-depth planning section, the Light Finder satisfies all the requirements of creative architectural lighting based on precision photometrics. Step by step, the interactive planning tool takes the user through up to ten criteria ranging from general questions through to specific details, aided by easy to understand graphics. These, for instance, define spatial zones, types of lighting, luminaire shapes, mounting details and lighting control systems. At the end of this process, the tool provides an overview of suitable ERCO LED luminaires including technical data and product features. In addition, the user can download tender documents, 3D and planning data for light distribution, and image material for further planning. The search results can then be saved in a personal myERCO archive and shared with other project participants.

ERCO GmbH  
Nina Reetzke  
Press Officer  
Postfach 2460  
58505 Lüdenscheid  
Germany

Brockhauser Weg 80-82  
58507 Lüdenscheid

Tel: +49 (0) 2351 551 690  
Fax: +49 (0) 2351 551 340  
n.reetzke@erco.com  
www.erco.com

mai public relations GmbH  
Arno Heitland  
Leuschnerdamm 13  
10999 Berlin  
Germany  
Tel: +49 (0) 30 66 40 40 553  
erco@maipr.com  
www.maipr.com

## Interactive graphics offer light knowledge

To consider the various design options and light effects of ERCO digital lighting tools, the user can swipe to access additional information on various issues. Swiping right takes the user to an extensive photo archive with images of ERCO lighting projects from around the world, demonstrating how designers have solved the relevant lighting issue in the field. A left swipe retrieves basic knowledge on perception-orientated lighting design. The interactive modules allow the user to view different solutions that meet his requirements. This makes the app a knowledge base with different dimensions for creative and technical designers as well as for ERCO sales consultants.

## Technical information

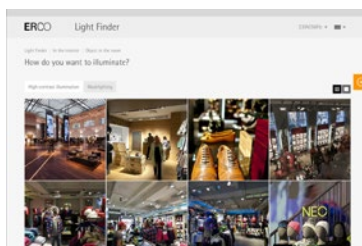
Name:	ERCO Light Finder
System requirements:	Requires iOS 8.0 or higher. Compatible with iPad, iPhone and iPod touch
Language:	English
Availability:	App Store

## Images



Be it on the go or in a consultation – ERCO's Light Finder takes the user intuitively and directly to the ideal lighting solution that meets the individual requirements of architectural lighting design.

Image: ERCO GmbH, [www.erco.com](http://www.erco.com), photo: Rudi Meisel



As well as quick and easy ERCO product searches, the ERCO Light Finder app provides inspiration in the form of reference photos and light knowledge from the ERCO Light Guide – aligned entirely with the planning issues that lead you step by step to the required lighting solution.

Image: ERCO GmbH, [www.erco.com](http://www.erco.com)

ERCO GmbH  
Nina Reetzke  
Press Officer  
Postfach 2460  
58505 Lüdenscheid  
Germany

Brockhauser Weg 80-82  
58507 Lüdenscheid

Tel: +49 (0) 2351 551 690  
Fax: +49 (0) 2351 551 340  
[n.reetzke@erco.com](mailto:n.reetzke@erco.com)  
[www.erco.com](http://www.erco.com)

mai public relations GmbH  
Arno Heitland  
Leuschnerdamm 13  
10999 Berlin  
Germany  
Tel: +49 (0) 30 66 40 40 553  
[erco@maipr.com](mailto:erco@maipr.com)  
[www.maipr.com](http://www.maipr.com)

**About ERCO**

The ERCO Light Factory in the German town of Lüdenscheid is a leading international specialist in architectural lighting using LED technology. The family business, founded in 1934, now operates as a global player with independent sales organisations and partners in 55 countries worldwide. Since 2015 ERCO's portfolio has been 100% LED. Inspired by "light digital" as its leitmotif, ERCO in Lüdenscheid develops, designs and produces digital luminaires with focus on photometrics, electronics and design. Working closely with architects, lighting designers and engineers, ERCO develops lighting tools used primarily for applications in the following fields: Work, Shop, Culture, Community, Hospitality, Living, Public and Contemplation. ERCO understands digital light as the fourth dimension of architecture – providing highly precise and efficient lighting solutions to support creative designers in turning their visions into reality.

If you require any further information on ERCO or image material, please visit us at [www.erco.com/presse](http://www.erco.com/presse). We can also provide you with material on projects worldwide for your media coverage.

ERCO GmbH  
Nina Reetzke  
Press Officer  
Postfach 2460  
58505 Lüdenscheid  
Germany

Brockhauser Weg 80-82  
58507 Lüdenscheid

Tel: +49 (0) 2351 551 690  
Fax: +49 (0) 2351 551 340  
[n.reetzke@erco.com](mailto:n.reetzke@erco.com)  
[www.erco.com](http://www.erco.com)

mai public relations GmbH  
Arno Heitland  
Leuschnerdamm 13  
10999 Berlin  
Germany  
Tel: +49 (0) 30 66 40 40 553  
[erco@maipr.com](mailto:erco@maipr.com)  
[www.maipr.com](http://www.maipr.com)