

LED technology and its applications:

ERCO at the Light + Building 2016

Lüdenscheid, March 2016. This year the ERCO booth at the Light + Building is entirely focussed on LED technology and its applications in architectural lighting. The latest generation of ERCO lighting tools are the centrepiece, launched in January 2016, presenting innovations that once more set new standards in visual comfort and efficiency. Raising qualitative lighting design to a new level, ERCO will demonstrate technical solutions alongside creative approaches, focusing on the polarity between technology and design as the overriding theme of the booth – adopting a linear black and white aesthetic.

In only a few short years LED technology has advanced to become a defining factor in architectural lighting and, thanks to constant technological progress, continues to gain recognition and status. As early as 1 January 2015, ERCO was the first established luminaire manufacturer to migrate its entire range to LED technology. In-house development and production capabilities enable the Light Factory to drive innovations at a fast pace. At the beginning of 2016 ERCO launched its latest generation of lighting tools, once more setting new standards in visual comfort and efficiency. Inspired by the ERCO leitmotif of "light digital", the booth at this year's Light + Building will give designers the opportunity to experience current ERCO innovations first-hand in a professional dialogue with ERCO consultants.

Planning and design with digital light

The ERCO lighting tools are designed to support technical and creative designers in the implementation of their ideas and projects. With this in mind, the ERCO booth will be themed with focus on the polarity between technology and application, expressed in a formal black and white aesthetic. Technology will feature in the white section, presenting the latest ERCO luminaires on product tables. The adjacent mock-up room will give visitors an authentic, hands-on experience of the innovative effects of ERCO light and offer additional planning advice by way of projected graphics. The black section will deploy a variety of methods designed

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to deliver inspiration for practical application of the lighting tools and to initiate professional dialogue. As well as a communication forum with multimedia wall, a seating area with tables will invite visitors to relax whilst enjoying a demonstration of ERCO specific lighting solutions used in Work, Shop, Culture and Community projects.

LED PCB made of binary code

The black and white sections will be visually linked by a graphic extending over much of the booth's floor space and showing an abstract LED PCB in the form of a binary code with zeros and ones. Standing as a symbol of digital networking and data flow, it is designed to point up "light digital" as the current ERCO leitmotif whilst illustrating the link between LED technology and its breakthrough in architectural lighting.

What are you working on?

Outside the ERCO booth, visitors will be asked to take part in a tongue-in-cheek survey. Using dispensers giving out sweets to poll on areas of activity, designers are invited to help themselves to a treat that best describes their own field of work – thereby revealing their personal project preferences.

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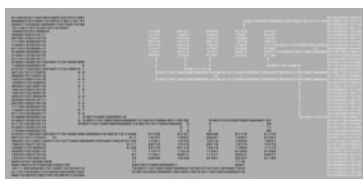
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Illustrations



light digital – ERCO booth at the Light + Building 2016

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Graphic of binary code in the form of an LED PCB

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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. We can also provide you with material on projects worldwide for your media coverage.

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