**ERCO Pollux: Magical light from a compact spotlight**

**Lüdenscheid, September 2015. The new Pollux sets new standards for compact spotlights. Developed for a wide range of applications from museums or galleries, to retail, gastronomy or residential settings, ERCO Pollux sets new standards in efficiency, output and design.**

The Pollux LED spotlight doesn’t just succeed its iconic analogue forefathers in terms of the name. With a completely new technological and design direction, Pollux LED luminaires distinguish themselves by great versatility coupled with a highly compact, cylindrical light head made of cast aluminium. This, in turn, carries the patented LED Spherolit technology already found in successful ranges such as Light Board or Optec. To offer the broadest possible scope for design, the Pollux features modular Spherolit lens technology that enables free and flexible creation of light distribution patterns ranging from spot through to wide flood with a single luminaire.

**Implementing differentiated Pollux lighting concepts**

Pollux LED spotlights are not only great for supporting differentiated lighting concepts in retail and gastronomy, galleries or the home, but also due to their compact format, they are ideal for small rooms. They excel when being used for accentuation, and now, for the first time, a LED projector spotlight option is available. The framing attachment produces a crisp focused beam that can be adjusted to suit the format of images and objects in the room or on the walls – a magical effect for a striking, three-dimensional presentation of image motifs that appeals widely to museums and galleries. For optimum light, the low-profile design of the Pollux LED also combines nicely with other spotlight ranges. This, in addition, allows gradual upgrading of existing lighting systems.

**Using light to stage objects**

Despite its compact form, Pollux provides all the lighting tools necessary for exquisite light effects. Retail situations, in particular, benefit from accentuated lighting as a strategically significant asset. It is also an area where a further Pollux feature may prove to be truly valuable – the Spherolit lens oval flood of Pollux can be rotated freely for optimum adjustment of the oval beam to suit long objects or surfaces.

About ERCO

The ERCO Light Factory in 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 over 60 subsidiaries, branches and agencies in over 40 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.

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