

insight

number six

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fair agenda

- ▶ 20-21.02.2007
Building Schools for the Future
Harrogate International Exhibition Centre, UK
- ▶ 23-24.02.2007
Expocadena Sevilla, Spain
- ▶ 1-6.05.2007
"Architect'07" - 21st International Construction & Decoration Technology, Equipments and Materials exposition and conference
Challenger Hall, IMPACT Muang Thong Thani, Nonthaburi, Thailand
- ▶ 7-11.05.2007
Elfack Gothenburg, Sweden
- ▶ 14-19.05.2007
Construmad Barcelona, Spain
- ▶ 3-5.08.2007
"TEMCA'07" - 23rd Thai Electrical & Mechanical Contractors Association seminar and exhibition
Pattaya Exhibition and Convention Hall (PEACH), Royal Cliff Beach Resort Hotel, Pattaya, Thailand
- ▶ 1-5.10.2007
Elektrotechnik 2007
Jaarbeurs Utrecht, the Netherlands
- ▶ 3-5.10.2007
VALO 2007 Helsinki, Finland
- ▶ 11-14.10.2007
ITA World Expo
Opryland Resort, Nashville USA
- ▶ 1-3.11.2007
Solaria 2007
Koln Messe, Cologne Germany

Costa Rica's Theatre Bright Spot Lights Up With... BriteSpot

The Melico Salazar Popular Theatre was opened by Spanish art and music lover, José Raventós, in the downtown area of San Jose, the Costa Rican capital, in 1927. The architect was José Fabio Garnier Ugalde and the original theatre had capacity for 2250 spectators. Sadly, on April 23, 1967, this much-loved theatre was completely destroyed by fire.



In 1985, the Theatre was re-opened and has since become a crucial part of the architectural and cultural legacy of Costa Rican people. It houses a range of music, theatre, dance and multi-cultural events, as well as contemporary, traditional and classical art exhibitions.

In 2005, 20 years after its re-opening, extensive refurbishment of the Theatre became necessary – in particular the decor needed completely renewing. Other improvements included the reinforcing of



balconies, doors, window frames and their decorative grilles, as well as the base of all the pilasters. The Theatre's restored façade now glows with bright, new tones – most notably yellow and gold, which catch the light after dark. New artificial lighting was therefore a key part of the restoration works.

'With the lighting, the challenge was to integrate it with the original architecture,' says Guillermo Guevara, Projects Supervisor for Sylvania S.A., one of the restoration's sponsors. 'The previous lighting was

changed so that the luminaires would harmonise with the façade's new lighting.'

In order to illuminate all the architectural details of the facade in an effective way, a small, efficient light source was needed. The SLI Sylvania BriteSpot lamp was the perfect solution, as it combines the best characteristics of two different technologies -- metal halide and tungsten halogen.

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Discover the new Mini-Lynx range

In January 2007 SLI Sylvania has introduced a totally new range of Compact Fluorescent lamps. The introduction will be supported by the 'Save Energy - Save the Penguin' campaign with focus on the environmental advantages of the new lamps range.



The rapid reduction of the polar ice packs and rising sea levels are directly related to global warming - the most urgent issue facing the world today. Saving energy is the most efficient way of reducing CO2 emissions, one of the major causes of global warming.

SLI Sylvania now brings you a new technology to help reduce CO2 emissions and slow down global warming, while at the same time saving the consumer money - the Mini-Lynx Fast-Start lamp.

Mini-Lynx Fast-Start is a compact fluorescent lamp (CFL) with its own self-contained control ballast within the base. This means that Mini-Lynx Fast-Start can be used as a direct replacement lamp for less efficient incandescent light bulbs with E14, E27 or B22 lamp caps.

Following on page 2



new projects



Per Langholz, President

company update

SLI-Sylvania has continued its positive, upward trend throughout 2006, with increased revenue and earnings. Both our fixtures and lamps businesses have achieved their operating goals and we have experienced strong growth in several geographic areas, led by Latin America, Eastern Europe and Asia. Our progress in the European market is also encouraging. The company continues to invest in product and market development, in particular in its major growth areas.

Many successful new products were launched during 2006. For example, Concord:marlin launched Officelyte and its innovative range of LED Emergency Lighting modules. Sylvania launched a full range of lamps for the suntan sector, as well as extending the BriteSpot range with four new additions – the BriteSpot Double Ended, BriteSpot ESD50 Coloured lamps, BriteSpot ESD111 70W and BriteSpot E550 20W. Lumiance also introduced the Inset and Instar Pro ranges and the Insaver TC-T range.

Furthermore we have re-invigorated our corporate identity with a new logo and the brand names, SLI Sylvania, and SLI Lighting in the USA. These developments were revealed to the lighting industry and lighting press on our sparkling, new stand at Light & Building in Frankfurt in April 2006. Most importantly, the Sylvania brand has been positioned as the clear lead brand, above our other sector brands, such as Concord:marlin and Lumiance.

We have set ambitious financial goals for the coming year, 2007, and have decided to launch a number of specific projects to support these goals. One of the major projects is our Customer Service Excellence (CSE) project, which aims to make us the best in class, in terms of customer service. At the same time, we intend to reduce supply chain costs, by increasing efficiencies throughout the system, from order entry to delivery at the customer's door.

SLI Sylvania is also committed to making a strong contribution to environmental protection and the promotion of environmentally friendly products, in both lamps and fixtures. In early 2007 we have launched a completely new range of energy-saving, ultra-compact fluorescent lamps (see these pages). Throughout the coming year, we will continue to focus on our customers and innovative products – in the meantime, we wish you all the best for 2007.

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The most important features of Mini-Lynx Fast-Start lamps are:

- 80% energy savings, compared to standard incandescent light bulbs
- Very small dimensions, compared to standard incandescent light bulbs
- Instant 'flicker free start', with no switch delay
- Available in a variety of colours - Warm White, Cool White and Daylight - and in a wide range of wattages.

For detailed information visit www.save-the-penguin.com



Novel Lighting Approach for M&S Simply Food



Marks & Spencer now operates 172 Simply Food stores in the UK. Concord:marlin has been a long-term supplier of lighting solutions to all Marks & Spencers' various store formats and is proud to have been involved in the growth and success of the Simply Food stores.

Working in conjunction with Marks & Spencer's store designers, Concord:marlin recently developed a novel approach to a perennial problem in food retailing environments – providing high vertical illuminance to the food displays with good efficiency. The solution was to use a series of 70W CMI-T



Torus spotlights angled to wash different areas of the vertical gondolas. This technique creates an even distribution of light across all levels of the shelving, as well as allowing for a little extra lighting punch in the typically darker areas, at the bottom of the shelves.

This flexible configuration of spotlights also allows for the highlighting of specific promotional material, as well as temporary free-standing product display units -- such as seasonal displays at Christmas -- which may be located on the shop floor during the year

The Sylvania CMI-T lamp type is an excellent choice for retail in general, and food retailing in particular. Due to its choice of colour temperature, it can be adapted to different foodstuffs – 'warm' for meat and 'cool' for vegetables and fish, for example. In addition, it offers high output for relatively low energy usage and its robust G12 base allows staff members to change lamps safely with minimum breakages.



Concord:marlin rolls out Ted Baker Stores from London to Dubai



colour lamps provide dramatic uplighting behind the suspended fabric, giving the store a strong visual backdrop and adding another layer of visual interest.

The local design brief for Dubai differs for each store – and uses a mix of both Concord:marlin and Lumiance products. In the first store, which opened in mid-November 06, Concord:marlin Storelyte luminaires, with 15-degree reflectors and CMI-T 35/70W lamps, were used throughout the shop interior and also for the window displays. A series of Lumiance Giro fittings with QPAR111 75W lamps provide accent lighting to the perimeter display shelves; while Lumiance Insavers illuminate the entrance and the Ted Baker logo.

The lighting for this store in the Burjuman Mall, Dubai, has led to further business through the local licensee for other retail brands, including Billabong, Alain Figaret, Rockport and Quick Silver. Further store brands are in negotiation.

The Ted Baker flagship store at Bluewater Shopping Centre in Kent, opened in the summer of 2006, was the first of a lighting re-design roll out programme by Concord:marlin for the US menswear chain. Since then, Concord:marlin has been involved with a number of their stores in both the UK and in Dubai (United Arab Emirates). The company's design team worked closely with Ted Baker's own designers to specify fittings that would complement their new retail decor.

In the Bluewater store, Concord:marlin's Lytespan track was installed throughout, with black Torus 70W CMI-T fittings. Elsewhere, Torus fittings around the display windows were equipped with barn doors and glare shields, for additional beam control and to illuminate specific features against a dark backdrop. This lighting treatment contrasts strongly with the illumination of the surrounding walls, which are washed, using buried TeQ linear fittings fitted with cool (colour 860) twin 55W TC-L lamps. These daylight

& products

Lumiance Introduces New Insaver TC-T Collection



Lumiance is banking on increased sales for its fluorescent downlights, through the introduction of a new, up-to-date Insaver TC-T range, which as its name suggests, takes the TC-T lamp. Other market-tested features include integrated Wieland connectors, new ceiling springs, a lower recess depth and a more compact gear tray. Its improved styling is visually characterised by a free-hanging, scratchproof faceted chrome reflector and aluminium ceiling trim.

Ideal for lighting larger areas such as shops, theatres, public buildings and offices, the new Insaver TC-T is available in three diameters -- 175, 225 and 250mm - - and takes a variety of compact fluorescent lamps, from a single TC-T 18W to 2 x 42W TC-TEL lamps. It also comes with a choice of control gear, including low loss magnetic, HF electronic, analogue dimmable and integrated HF emergency. Stylish accessories include a deco glass, clear glass, drop ring, floating glass and emergency signage. The luminaire range combines high light output with optimal light distribution and light comfort. All fixtures are available from stock.



Sylvania Mirach High-Bay: Combining Power and Style

The new Mirach pendant high-bay from Sylvania is a winning combination of style and power. Designed for a range of contemporary interior installations, such as stores and shopping malls through to stairwells and reception areas, Mirach offers a range of high output lamps options. These include 70 and 150W HIT-CE and 26, 32 and 42W CFL electronic versions. In addition, an 'empty' version of Mirach is available, without gear, but fitted with an E27 socket, suitable for tubular halogen 100/150W or Hi-spot lamps.

The Mirach body is made from die-cast aluminium with a silver-grey RAL 9006 paint finish -- and it can be equipped with different Ø300mm diameter reflectors, depending on the scheme's aesthetic requirements or desired lighting effect. Reflectors come in a

choice of aluminium, polycarbonate prismatic or opal glass and on prismatic or glass versions, an additional internal 170mm aluminium reflector for CMI-T lamps can be added, for a more intensive beam.

All discharge lamp versions come complete with an additional safety glass and the luminaire also features an optional decorative lower glass ring.

Mirach can be suspended up to three metres from the ceiling and electrical connection is made by a simple plug-and-socket at the top of the fitting. This means that all the stainless steel



suspension cables can be put into position and adjusted, before connecting the fittings, to make installation, and future maintenance, safer and easier.



Officelyte from Concord:marlin Lighting the Ceiling from in the Ceiling

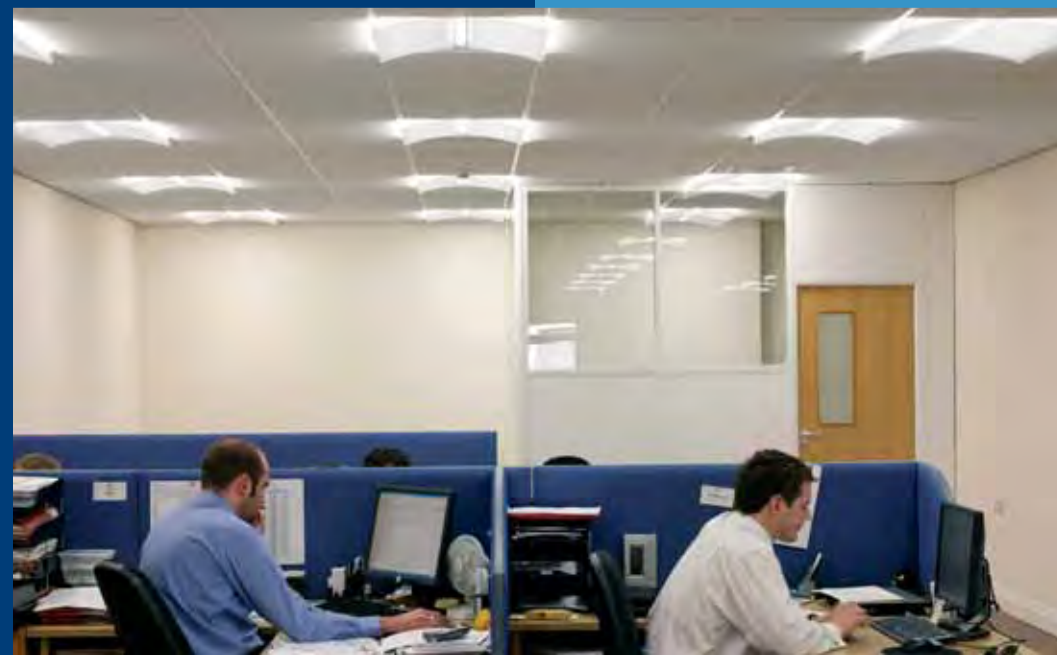


One of the most important features of a visually comfortable office is a well-lit ceiling. Most solutions rely on suspended luminaires or dropped reflector 'baskets' -- both of which can interfere with the smooth lines of the office interior. Now, the innovative Concord:marlin Officelyte challenges conventional thinking, with a recessed

600x600mm luminaire which breaks the ceiling plane by just 50mm -- yet can achieve 30% of the task plane illuminance on the surrounding ceiling, and 50% on walls, in most offices.

Two innovative features make this possible -- firstly, its tapered light-transmitting satin polycarbonate 'wings', which have a unique, linear prismatic outer edge to

project light out across the ceiling. Secondly, at the centre of the luminaire, below the single 55W TC-L light source, is a flat diffusing panel, covered with 6,500 low-glare conical prisms. This component guarantees maximum transmittance with no visual discomfort -- in fact, Officelyte boasts a minimum LOR of 60% and a luminaire efficiency of 49 lm/circuit W.



Concord:marlin at Healthcare Estates Exhibition

Following the huge interest generated at last year's event, Concord:marlin again supported the Healthcare Estates show, held at the Harrogate International Centre on November 6-7. The company had a larger, custom-made stand to showcase its broad range of products -- and to distribute the Concord:marlin healthcare lighting guide. This publication demonstrates the issues, product options and different styles of lighting pertaining to the healthcare environment.



Alongside the Medilux bedhead fitting shown last year, Concord:marlin also showed their ground-breaking Officelyte fitting. This recessed 600x600 module, achieves recommended LG7 light ratios on all surfaces yet, unlike similar fittings, only protrudes a mere 90mm below ceiling level.

Although designed primarily for the office space Officelyte, with its attractive appearance and easy clean polycarbonate wing construction, is equally at home in the doctor's surgery or hospital.

Other products on show included uplighters, fluorescent wall lights and downlights together with a number of exterior bollards, amenity luminaires for use in car parks, walkways and communal garden spaces.



www.sli-sylvania.com

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SLI Sylvania is the general lighting division of the US based SLI LLC - one of the largest lighting companies in the world. SLI Sylvania is the owner of well known established lighting brands such as Concord:marlin, Lumiance, Claude and Sylvania*.

*The Sylvania brand name is owned worldwide for general lighting by SLI Sylvania apart from Australia, Canada, Mexico, New Zealand, Puerto Rico and the USA.

follow from page 1

Like tungsten halogen lamps, the BriteSpot provides excellent colour rendering, which made it possible to reveal the true, natural colours of the Theatre's façade. In addition, its reduced size allowed it to be placed within the type of compact fixture that usually houses MR16 halogen lamps. At the same time, BriteSpot's powerful metal halide technology offers excellent light output and long life, plus a number of different beam angles for maximum lighting versatility.

Converting the outdoor fixtures to take the BriteSpot lamp was the responsibility of Alfredo González, Manufacturing Manager of Sylvania S.A. He also oversaw the necessary quality and performance tests to assure the correct operation of the light sources and luminaires.

The lighting of the Theatre was divided in two sections: the lower two levels of the façade were treated as one section and the third (top) level as a separate section. On the first section a contrasting effect was achieved by downlighting the pilasters with 24-degree beam BriteSpot lamps. This narrow-beam highlighting allows them to stand out from the rest of the façade. For the upper level of the façade, 50W PAR20 halogen lamps were applied upwards, to create a contrasting effect. By alternating the operation of the lamps on the two sections, a combination of different scenes can be achieved.

The total cost of the refurbishment was \$420,000. This was funded through international co-operation between the Federal Republic of Germany, the Costa

Rican Government and private companies such as Sylvania S.A.



SLI Sylvania First at Hong Kong Fair

The four-day Asia event was a great success, which attracted a total of over 25,045 visitors. SLI Sylvania had an outstanding, highly popular stand, which showed a wide range of Lumiance and Concord:marlin products and Sylvania lamps, such as the BriteSpot, Hi-Spot and the Micro-Lynx and Mini-Lynx series. Many new lamps, such as the Hi-Spot Superia GU10 (4000-hour life), Hi-Pin G9, BriteArc BA 1200 DE and the seven-colour change LED balls were highlighted.

The stand also featured new Concord:marlin and Lumiance fixtures, fitted with Megaman lamps - these included Myriad, LED100, Insaver, Ludo and Chess. A Clusterlite version of the Pento pendant fixture was shown on both the SLI Sylvania and Megaman stands.

There was great visitor interest in both our exhibits and the SLI Sylvania brand itself. The event not only helped to reinforce our brand image with existing customers, but also offered opportunities to buyers from new markets such as India, South Africa, Japan, Korea and China.



SLI Sylvania participated for the very first time in the Hong Kong International Lighting Fair 2006, held from October 27-30. In fact, as the reporter from UK Lighting magazine wrote, 'SLI Sylvania was the only major Western lamp manufacturer to exhibit its products at Hong Kong, and the local Chinese operation put on an eye-catching display'.

New brochures



Sylvania Pure Bronze - a complete range of suntanning lamps



Sylvania's range of Lynx-TE Amalgam and FSD compact fluorescent lamps



Introducing Sylvania's new Mirach pendant fixture



The new Sylflood range of outdoor floodlights



Introducing the new Mini-Lynx Fast-Start range of compact fluorescent lamps



New 2007 Pricepockets for Belgium, Luxemburg and the Netherlands



Showcases Concord:marlin's offer and expertise in Retail and Display Lighting

SYLVANIA

Concord:marlin

Lumiance

CLAUDE