

Luminaire manufacturer Zumtobel wins three Red Dot Design awards

***Dornbirn (Austria), July 2015* - Zumtobel is proud to announce that three of their products have been recognized in the Red Dot Design award competition. INTRO and AXON and SEQUENCE all impressed the 2015 Red Dot Award: Product Design jury. The SEQUENCE office LED luminaire even claimed the prestigious Red Dot: Best of the Best award in the Product Design category thanks to a highly sophisticated design approach.**

The Red Dot: Best of the Best is awarded for innovative design and is the highest individual award in the Red Dot Award: Product Design. Only the outstanding products in a category receive this award – in 2015, only 81 products from 31 categories were given the sought-after seal of quality.

Professor Dr Peter Zec, Founder and CEO of the Red Dot Award: “For 60 years, the most-respected design experts have been convening every year in Essen to seek out the best designs. This year we had a record number of almost 5,000 entries – a huge amount of work for our jury members, who assessed each individual product, and a special value of the distinction due to the high standard. The laureates of the Red Dot Award: Product Design 2015 have demonstrated exceptionally high achievements and have thus been deservedly successful in the world’s largest design competition.”

About SEQUENCE

Changing types of collaboration, whether in project teams, at conventional workstations or in open spaces, require flexible lighting solutions that can be adapted to meet the specific needs of the individual. A study conducted by Zumtobel in collaboration with Fraunhofer IAO has shown that users prefer individually controllable lighting solutions. The [SEQUENCE infinity pendant and surface-mounted LED luminaire](#) meets these requirements perfectly. Developed from scratch – not just in terms of design, but also all the electronic and control systems – this product fully exploits the opportunities offered by modern LED technology.

Separately controlled LED modules offer a precise and flexible solution for every user. SEQUENCE consists of either 8 or 14 side-by-side module units of identical design, each with 6 x 3 centrally located LED lighting points. Cutting-edge advancedOptics lens technology, with symmetrical or asymmetrical light distribution characteristics, is combined with the central LEDs to deliver precise task lighting with excellent glare control. This prevents disturbing reflections on screens, tablets or smartphones. At the same time, thanks to an opal cover frame, the outer LEDs provide diffuse ambient light with a softer overall distribution.

Grouped together in three logical sets, the individual modules and the indirect light components can be individually controlled. Each set has a specific DALI address. The electronic control system,

specially developed for SEQUENCE, ensures gentle transitions between modules, despite the fact that there are only four addresses for fourteen modules. This offers the possibility of adaptive lighting schemes. To get the most out of SEQUENCE, Zumtobel recommends the LITECOM lighting management system. The pre-installed SEQUENCE app includes nine predefined light distribution patterns.

Besides these exceptional performance features, SEQUENCE boasts a slim aluminium housing that is just 25mm high and which blends perfectly with any interior architecture. The sophisticated design of the luminaire, with all electronic components discretely enclosed in a small raised area on the top of the luminaire body, ensures a delicate appearance.

SEQUENCE is available with a color temperature of 3000 K (warm) or 4000 K (intermediate). Zumtobel offers this luminaire in lengths of 1200 mm (8 LED modules) or 2100 mm (14 LED modules).

A series of short films on the Zumtobel [YouTube channel](#) give further insights into the award-winning SEQUENCE product.

AXON and INTRO also receive awards

Designed for contemporary office architecture, the [AXON LED luminaire](#) is an exquisite light-line with a slim profile measuring just 38x38 mm. The combination of high performance LEDs and Zumtobel advancedOptics technology ensures both optimum lighting distribution and excellent glare control. A careful balance between indirect and direct light creates a pleasant atmosphere in the workplace. To suit individual user needs, AXON is available in different designs and with warm white or neutral white color temperatures.

The [INTRO lighting system](#) offers retailers an efficient and variable solution for different shop zones, including windows, display surfaces and shelves, with the option to integrate various spotlights. A unique range of tailored adjustments helps INTRO complement different forms of architecture, delivering custom-fit and efficient lighting across any retail application. The development of the new liteCarve reflector technology has enabled Zumtobel to master an age-old challenge – the achievement of a balanced rectangular light distribution with a freeform reflector. From a point light source, the reflector directs the 100% indirect light with 100% accuracy, ensuring precise illumination of vertical surfaces, shelves and displays.

Data sheets

SEQUENCE

Materials	Luminaire housing of aluminium extrusion with die-cast end pieces in the luminaire color
Colors	Silver (white optional)
Options	Various sizes available With or without anti-panic lighting Pendant or surface-mounted
Dimensions	L 210.3 x W 10.3 x H 5.8 cm
Weight	8 kg
Details	Colour temperature 4000 K (neutral white) or 3000 K (warm white) Colour rendering index: Ra > 80
Uses	LED luminaire for office lighting
Designers or design team	Zumtobel Lighting GmbH
Date of product launch	April 2014
Market area	Global (excluding USA)

AXON

Materials	Luminaire housing of aluminium extrusion with die-cast end sections in the luminaire color
Colors	white (silver optional)
Options	various types of light distribution available
Dimensions	L 210.0 x W 3.8 x H 3.8 cm
Weight	4 kg
Details	Glare control according to EN 12464-1 with L65 < 3000 cd/m ² at 65° in all directions and UGR < 19 for DSE workstations Color temperature 4000 K (neutral white) or 3000 K (warm white) Color rendering index: Ra > 80
Uses	Pendant LED luminaire for office lighting
Designers or design team	Zumtobel Lighting GmbH
Date of product launch	April 2014
Market area	Europe

INTRO

Materials	Aluminised PC specular reflector Diecast aluminium lamp unit and mounting ring Polycarbonate front ring (lamp unit) Polycarbonate spotlight mounting plate
Colors	Black, white, chrome, copper or matt silver
Options	Various reflectors (flood or wideflood beam) Accent/emergency light modules and module inserts can be combined
Dimensions	L 54.9 x W 20.6 x H 14.3 cm
Weight	4.3 kg
Details	Color rendering index: Ra > 80 Color temperature 4000 K (neutral white) and 3000 K (warm white) Multifunctional lamp unit can be rotated through 360° with pan and tilt (-10°/+60°), ceiling flush down light position Passive cooling achieved with an innovative thermal design
Uses	Modular LED lighting system for retail lighting
Designers or design team	Sottsass Associati
Date of product launch	October 2014
Market area	Europe, Asia

Photo captions:

(Photo credits: Zumtobel)

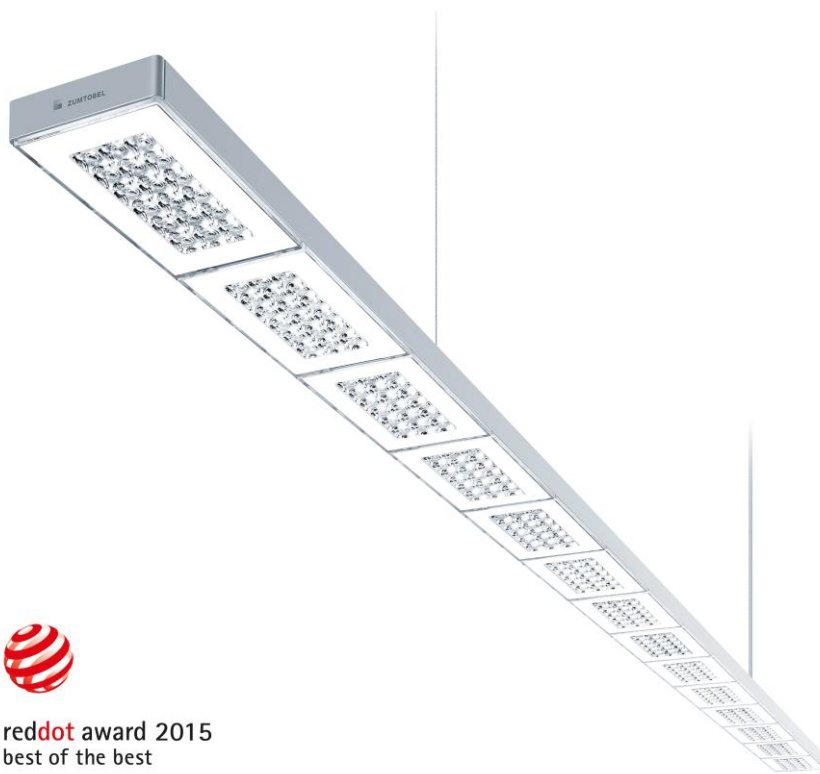


Fig. 1: SEQUENCE by Zumtobel - a Red Dot: Best of the Best award winning luminaire.



Fig. 2: Cutting-edge LED technology is harnessed to provide glare-free office lighting with maximum visual comfort.

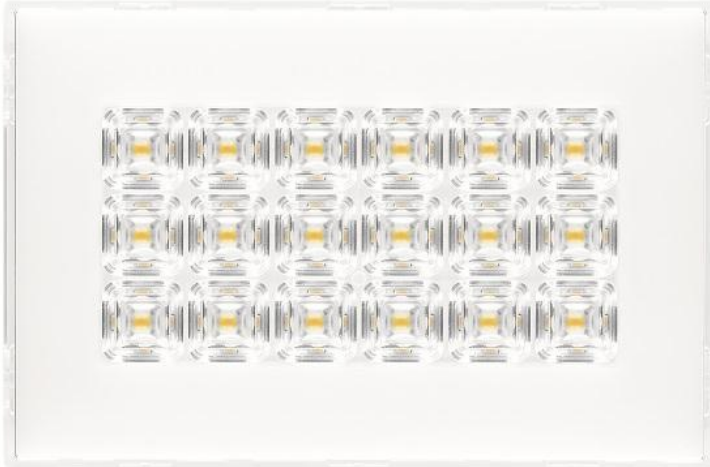


Fig. 3: In addition to providing glare control perfectly suited for office applications, advancedOptics lens technology also ensures the highly compact design of SEQUENCE.

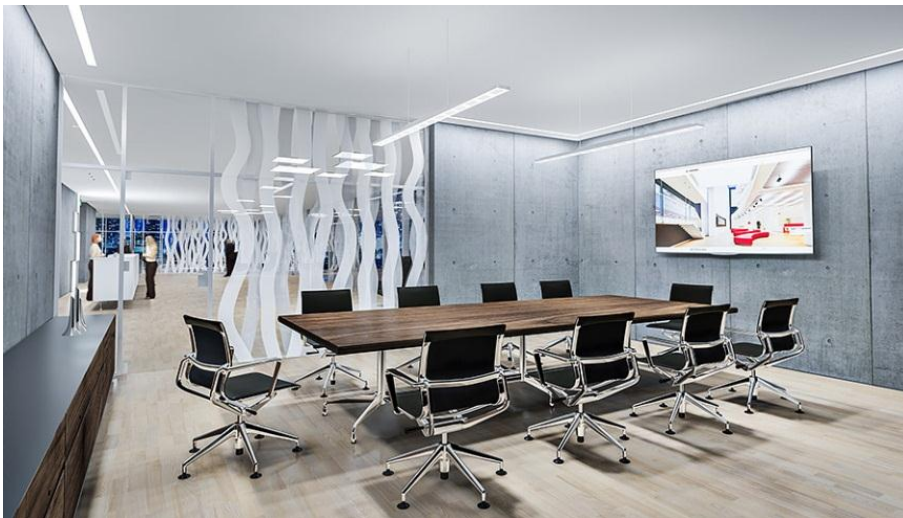


Fig. 4: SEQUENCE creates a characteristic design statement thanks to a unique development approach.



Fig. 5: The uniquely slim AXON luminaire combines maximum efficiency with the convenience of an office luminaire incorporating good glare control.



Fig. 6: AXON LED is an exquisite light-line that blends perfectly with contemporary office architecture.



Fig. 7: An important component of the INTRO retail lighting system is the innovative liteCarve® reflector technology, projecting a balanced rectangular light distribution onto the wall.



Fig. 8: INTRO ensures that customers enjoy a high quality shopping experience. Through a comprehensive series of options, INTRO can be configured to suit different interior designs, providing tailored and efficient lighting for retail applications.

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About Zumtobel

Zumtobel, a leading international supplier of integral lighting solutions, enables people to experience the interplay of light and architecture. As a leader in innovation, Zumtobel provides a comprehensive range of high-quality luminaires and lighting management systems for professional interior lighting in the areas of offices, education, presentation & retail, hotel & wellness, health, art & culture as well as industry. Zumtobel is a brand of Zumtobel Group AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.