

The image shows a large, modern building with a glass facade. The word "OSRAM" is displayed in large, illuminated orange letters on the glass. The building is lit up from within, and the sky is a deep blue, suggesting dusk or dawn.

Ultimate Lighting Design Freedom & Flexible Reconfiguration

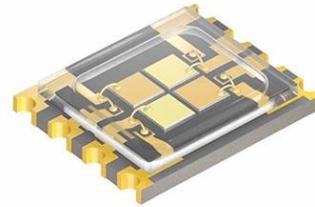
Jerry Ryu, IES | Feb. 02 2016 | Raleigh, NC
DOE SSL R&D WORKSHOP



SSL : Beyond Energy Saving and Retrofitting

Remarkable Performances

Bright
Compact
Efficient



State-of-the-art Technology

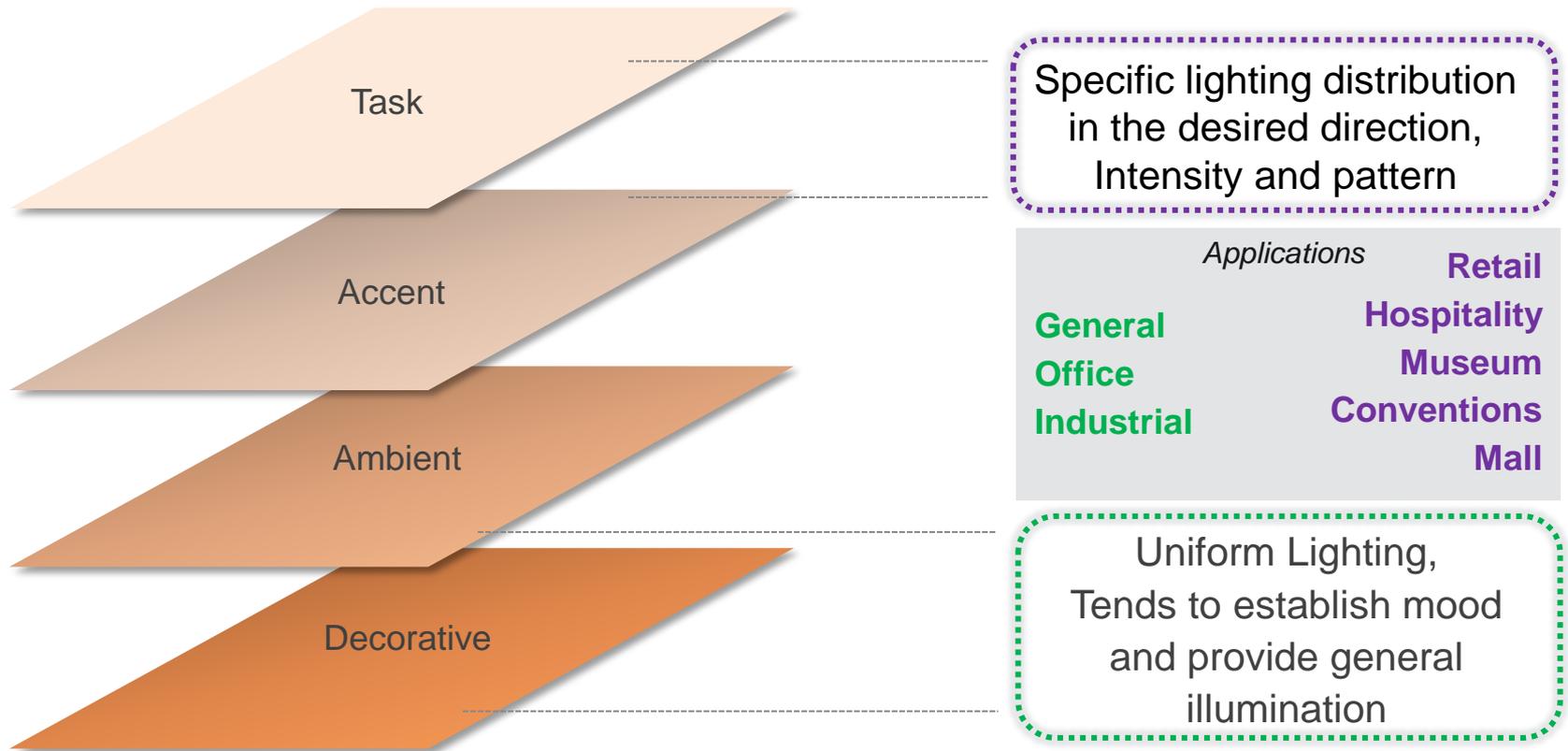
Connected
Instant
Reliable

Opening New Horizons

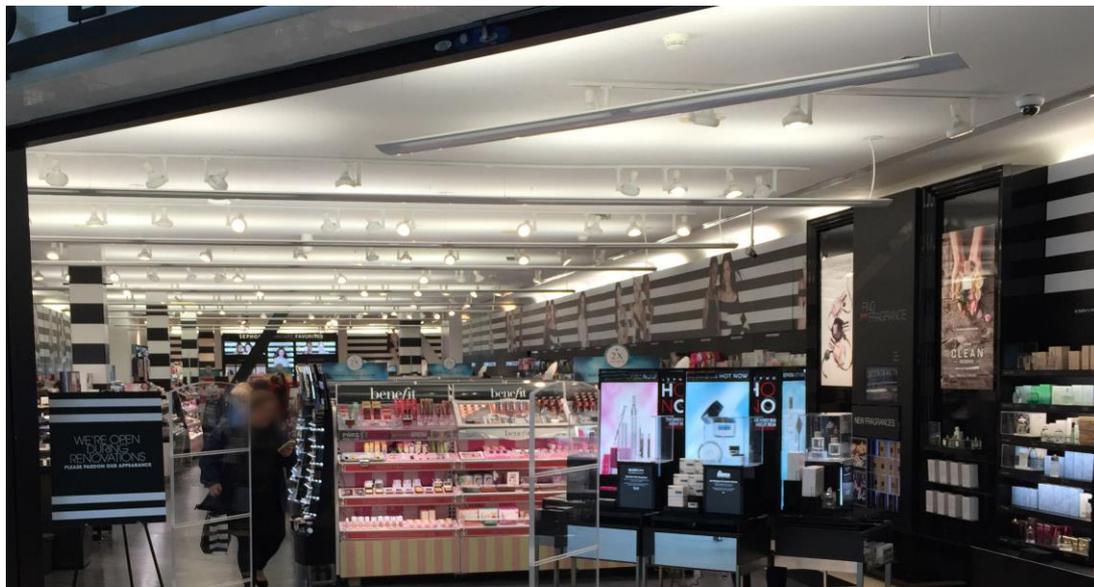
Smart
Adaptable
Intuitive



Lighting Design in Layers for Applications



What's Going on in the Field?



Really?
Need More Lights?

How to Reconfigure Lighting?



Why Focus on Direction?

Voice of the Customer Study on Tunable Lighting

Feature Ranking:

1. Intensity / dimming
- 2. *Aiming / direction***
3. Color temperature (warm, cool, ...)
4. Colors (red, blue, ...)

Result: Industry professionals state that

the ability to aim and point light is more important

than tuning the color and color temperature of the light in many applications, especially retails and hospitalities

Fly Me to the Ceiling

In the past, following items were required if we want to adjust light distribution.



or



or



with



Health
Insurance



Wouldn't it be Nice

- ... to be able to easily aim and point light from the ground?
- ... to be operated with no moving parts?
- ... to not need to climb a ladder?
- ... to have infinite light distribution options from one source?
- ... to need fewer fixtures?
- ... to have a clean looking ceiling?
- ... to distribute lighting design easily and accurately?
- ... to change beam shapes instantly?
- ... to store and recall lighting design whenever and wherever needed?

Effortless Adjustment of Light Distribution

Concept

An innovative solution (luminaire, driver, and software application) which enables users to instantly and effortlessly shape light output including

- Beam angle
- Direction
- Distribution / Shape
- Intensity

with an easy and intuitive touch-screen, wireless interface



Benefits

Better value:

- Fewer fixtures
- No ladders needed

Enhanced design:

- Enables clean ceiling look
- No moving parts (silent & reliable)

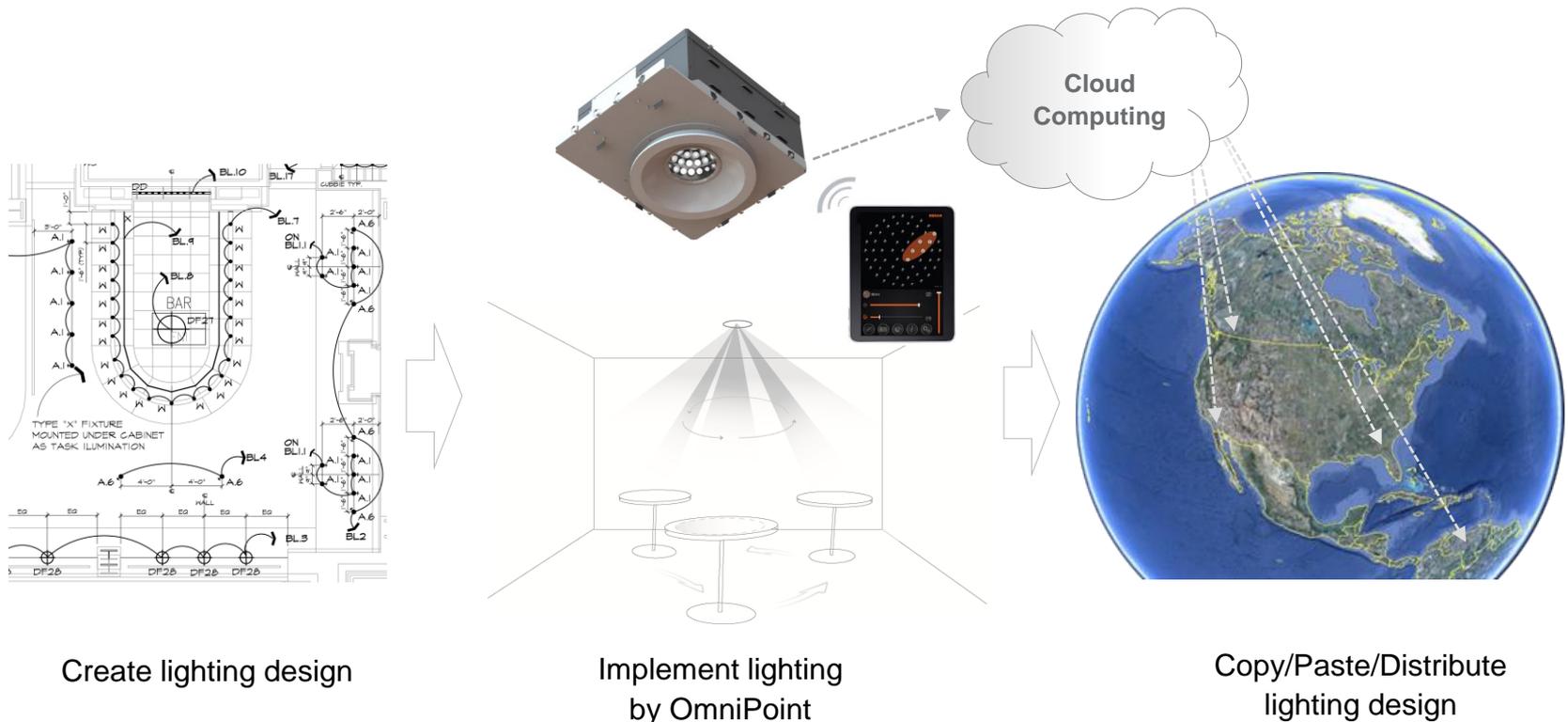
Highest flexibility:

- 60+ individually controlled LEDs
- Infinite distribution options
- Ambient and accent light simultaneously from one luminaire
- Create multiple accents/spots & dynamic sequences
- Reconfigurable or multifunction spaces
- Live floor plan view via a WiFi camera

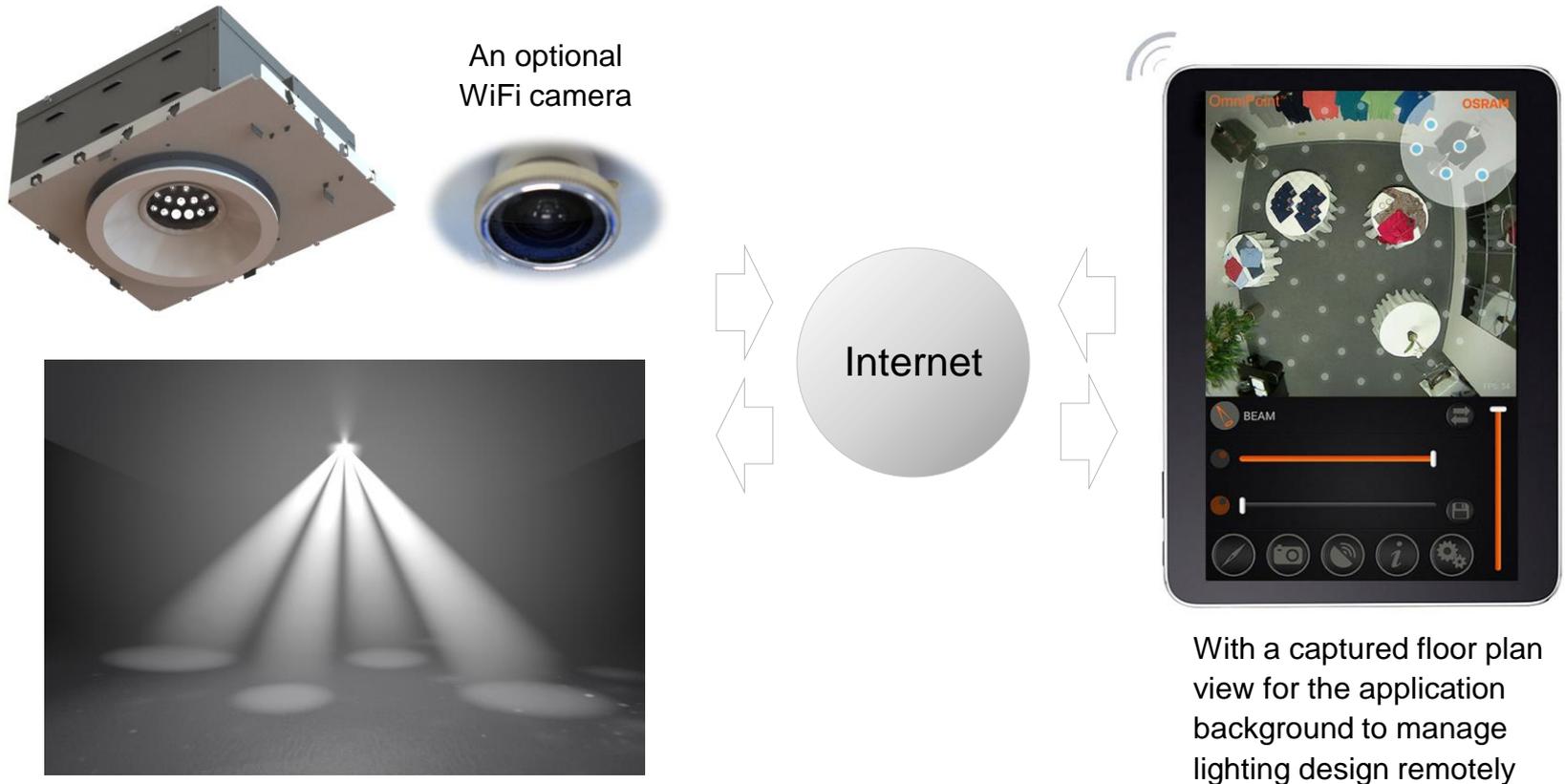
What if We Could Instantly and Effortlessly Shape Light Output? – A True Digital Light Source

OmniPoint™: How it works

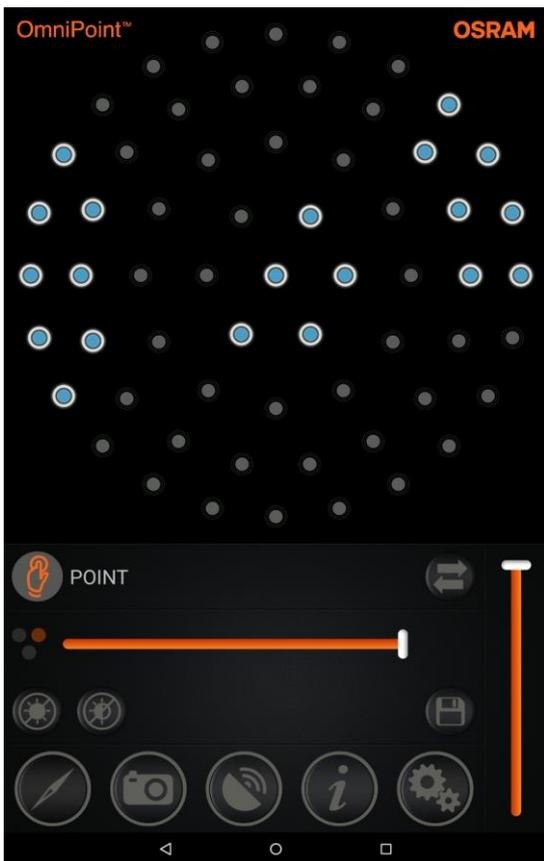
- Hardware: Array of individually controlled LEDs aiming out of a small aperture
- Software: Application operating on a WiFi enabled tablet
- Exquisite control of ambient and accent light simultaneously from one luminaire



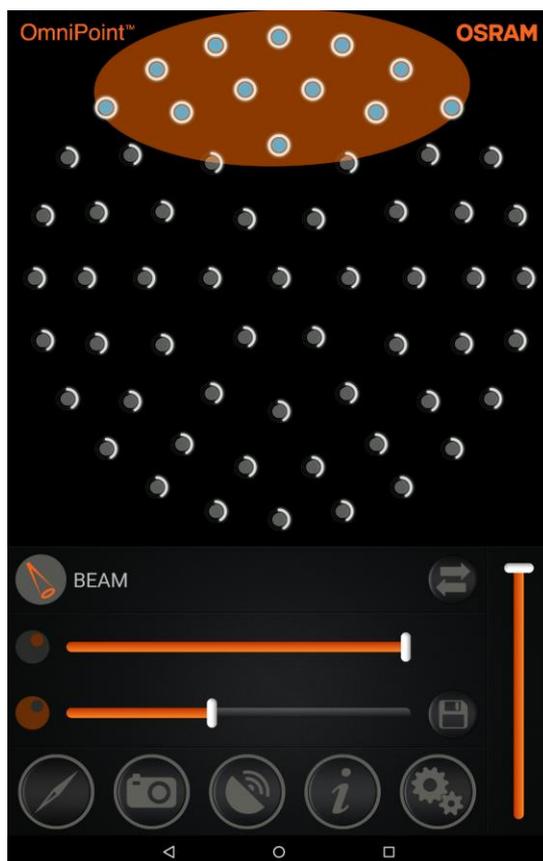
What if We Could Instantly and Effortlessly Shape Light Output? – A Remotely Manageable Lighting System



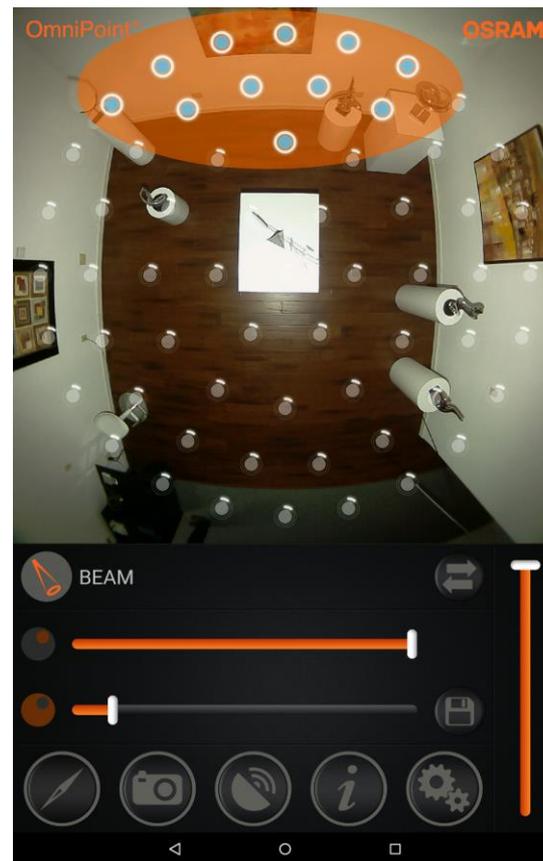
User Interface



multiple accents



accent + ambient



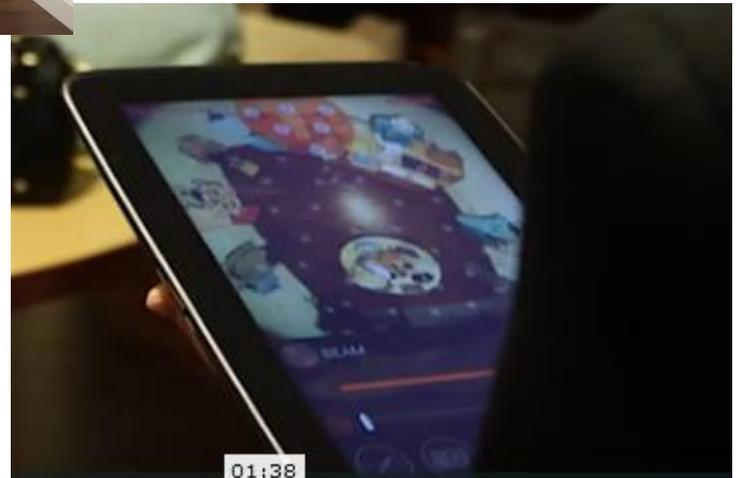
with WiFi camera

Retail



YouTube video

<https://www.youtube.com/watch?v=ueQ-1OtQ80A>



Museum & Multifunction Area



One luminaire
180 sq. ft.
accent + ambient
simultaneously

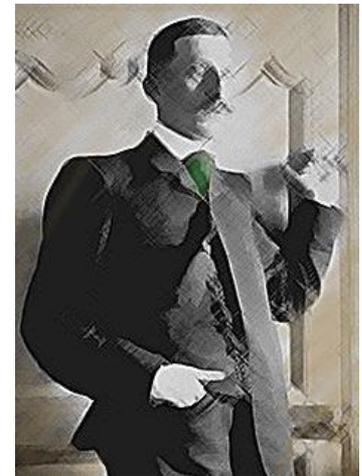


Light & Innovation

“The Substance of Painting is
Light.”

André Derain, Fauvist Artist (1880-1954)

“I Do not **Innovate.**
I Transmit...”



Many Thanks.