

Press release
Dornbirn, January 2010

Cool lighting for hot boards Moreboards store in Kufstein illuminated by LEDs only



B1 | Cool lighting for the Moreboards store in Kufstein/Austria: LED luminaires provide brilliant light, with high flexibility in the choice of colours available.

Well-known to snowboard and skateboard lovers: the Moreboards company runs more than 15 stores in Austria, where aficionados will find everything around the trendy sports of snowboarding and skateboarding. With its new branch in Kufstein, Moreboards has also set standards in terms of saving resources. For the first time, the complete lighting system has been implemented using LED luminaires – including a Luxmate Emotion control system. In retail areas in particular, luminaires need to have a long service life, for this makes complicated and costly replacement and storage of lamps redundant. Boasting an average service life of 50,000 hours, LED luminaires are the perfect solution for this application. Free from any UV and IR radiation, the light emitted

by the LED also guarantees gentle illumination of delicate goods on display in shops.

For general lighting, eight square Careena LED luminaires with an installed load of 52 W have been suspended. The special feature of the CAREENA luminaires is their defined mix of white and red LED light, creating a pleasant colour temperature of 3500 K and perfect colour rendition.

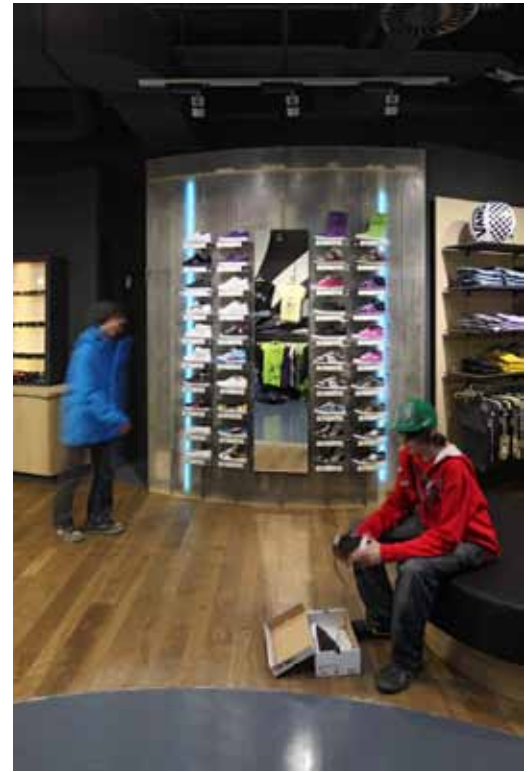
Accent lighting is provided by Vivo LED spotlights, Tempura spotlights and LED light lines. Thanks to the latest LED technology, Zumtobel's Vivo LED spotlights with 12 or 30 W can match the lighting level of 50 or 90 W low-voltage halogen lamps. Owing to the active cooling module fitted in the spotlight housing, a service life of up to 50,000 hours can

be guaranteed. The Luxmate Emotion control system enables easy control of brightness and allows to set a variety of colours for the LED lines. Three different lighting sequences have been programmed, which can be called up at the press of a button. In the process, the colours or brightness level can be changed individually at any time, allowing the young sales team to run dynamic colour sequences.

LED lighting significantly cuts maintenance costs and effort, and also reduces the heat produced by luminaires in the store. In summer in particular, this helps to cut the air-conditioning costs incurred.



ZUMTOBEL



B2 | The colours of the LED light lines can be changed, creating a dynamic atmosphere inside the store.

Project information

Moreboards, Kufstein/A

Client:

Moreboards GmbH, Kufstein/A

Lighting solution:

Zumtobel
LED luminaire CAREENA, LED spotlight VIVO,
LED spotlight TEMPURA, LED light line,
Lighting management system: LUXMATE EMOTION



B3 | Uniform, attractive general lighting is provided by square Careena LED luminaires. Thanks to the LEDs' extremely long service life, maintenance costs can be reduced dramatically.

More information:

Zumtobel GmbH
Kerstin Schitthelm, Dipl.-Ing.
PR Manager
Schweizer Straße 30
A - 6850 Dornbirn

Tel. +43 (0)5572 390 - 1484
Fax +43 (0)5572 390 - 91484
Mobil +43 (0)676 8920 3258
kerstin.schitthelm@zumtobel.com
www.zumtobel.com