

Press information

A safe bet! RESCLITE PRO film wins a Golden Dolphin at the Cannes Corporate Media & TV Awards 2018

Zumtobel's emotive marketing film produced for the launch of the new RESCLITE PRO emergency luminaire joins the prestigious list of winners at the ninth "Cannes Corporate Media & TV Awards".

Dornbirn, 28. September 2018 – Zumtobel has scooped one of the world's most important awards for marketing and business films: a Golden Dolphin. The renowned jury, including a celebrated list of producers, directors, scientists, film specialists and marketing experts, was particularly impressed by the style of the Zumtobel entry. "The story is told in a visual design language that – alongside the actual product benefits – incorporates an additional level to demonstrate the aesthetic approach of the [Zumtobel](#) brand to its products. This shows how an emergency luminaire can be presented as a design object, which appeals perfectly to the specific target group," explained Daniel Philipp, Managing Director and Executive Producer of Panda Pictures GmbH.

Produced by [Stillrolling PRODUCTIONS](#) from Stuttgart, the video claimed a prize in the "A2 Marketing Films – B2B" category. The Cannes Corporate Media & TV Awards are presented each year by FilmService International.

The two-minute film opens by using a threatening and nightmarish style to vividly illustrate how people feel in an emergency – especially when they are not familiar with the environment. Dark, unlit corridors. Seemingly endless stairways that lead to sheer nothingness. Labyrinth-like paths that really get the adrenaline flowing. The result for most people: anxiety and claustrophobic panic attacks. In stark (and welcome) contrast, good emergency lighting provides safety and orientation – which is exactly what the people in the film discover when the [RESCLITE PRO](#) emergency lighting comes on. A modest number of light-points are enough to illuminate the whole stairs and all the escape routes. And thereby enough to light the way to safety.

Flexible, programmable and energy-efficient emergency lighting

The award-winning film was created to support the launch of Zumtobel's RESCLITE PRO emergency lighting portfolio in April 2018. These compact, energy-efficient LED spots guide people to safety in the event of an emergency. Quickly. Reliably. And intelligently. The fittings can be adapted to suit the respective spatial environment and its particular requirements, as a range of variants with precisely optimised optics has been engineered to reflect the needs of different zones in a variety of applications – from offices to industrial sites and cultural projects. Whether there are corridors coming together at right angles, long escape routes, stairwells or rooms with high ceilings, RESCLITE PRO

will always show the way. Thanks to new PROset technology from [ZGS](#) (Zumtobel Group Services), RESCLITE PRO can now also be addressed and configured using an app. Directly. And in no time at all. An NFC (Near Field Communication) interface enables the setting of dimming values and the selection of various types of switching, including continuous or stand-by light. Even the maintenance of the emergency lighting installation can be managed using this handy interface.

About the Cannes Corporate Media & TV Awards

Founded in 2010 by [FilmService International](#), the annual Cannes Corporate Media & TV Awards honour the world's best business films, online media, documentaries and reports. The accompanying festival has also become a meeting place for film-makers, clients, agencies, TV stations and students from all over the world. The distinguished jury this year sifted through more than 1000 submissions to select gold, silver, black, blue and white winners of the celebrated Dolphin trophies.

To watch the RESCLITE PRO film:

<https://www.youtube.com/watch?v=ymueCqtWED8>

For further information about RESCLITE PRO:

<https://www.zumtobel.com/com-en/press-information-2018.html#resclitepro>

Find out more about the Cannes Corporate Media & TV Awards:

<https://www.cannescorporate.com/en/index.php>

Photo captions:



Photo 1: Donna Dederding, Brand Communications Manager Zumtobel, receives the gold dolphin from Alexander V. Kammel, founder of the Cannes Corporate Media & TV Awards.

(Photo Credits: Timm Fleissgarten | NEUARTIG FILM & FOTO)



Photo 2: Award ceremony of the Cannes Corporate Media & TV Awards 2018.

(Photo Credits: Timm Fleissgarten | NEUARTIG FILM & FOTO)



Photo 3: Zumtobel wins the Golden Dolphin in the category "A2 - Marketing Films - B2B". (Photo Credits: FilmSERVICE International, Stephan Huger)



Photo 4: The emotional product video of Zumtobel's RESCLITE PRO wins the Gold Dolphin at the Cannes Corporate Media & TV Awards 2018. (Photo Credits: Zumtobel)



Photo 5: Zumtobel's RESCLITE PRO LED emergency luminaire gives new impetus to emergency lighting. It is smart and provides even greater flexibility thanks to new lenses. It combines the highest functional demands with visual restraint. (Photo credits: Zumtobel)

Press contact:

Zumtobel Lighting GmbH
Donna Dederding
Brand Communications Manager
Höchsterstraße 8
6850 Dornbirn

Tel: +43 664 80892 3752
donna.dederding@zumtobelgroup.com
www.zumtobel.com

Zumtobel Lighting GmbH
Andreas Reimann
Brand PR Manager
Schweizer Strasse 30
6850 Dornbirn

Tel: +43 5572 390 26522
andreas.reimann@zumtobelgroup.com
www.zumtobel.com

ZG Lighting (UK) Limited
Jennifer Sewell
Marketing Communications Manager
Chiltern Park, Chiltern Hill
Chalfont St Peter
Buckinghamshire SL9 9FG

Phone: +44 0 7785 232 294
jennifer.sewell@zumtobelgroup.com
www.zumtobel.com

About Zumtobel

We are passionate about designing and producing the highest quality of light. Our work is driven by the knowledge that the right light can create the right environment for people to thrive when tailored to their individual needs. Guided by a unique design approach, we continuously push our boundaries in search for perfection through unique and timeless design. As we develop the next generation of lighting, we build on our family heritage to refine the aesthetics of light and shape the lighting of tomorrow. With a special blend of passion, grace and avant-garde ideas, we turn light in to an experience and remain committed to the goal of improving the quality of life through light. Zumtobel is a brand of the Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.