

VISIBLE

Illumination

The Inspiration of Light

Opto Semiconductors

OSRAM

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from OSRAM, please visit:**
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Seven Screens video installation – art meets high tech.

More than 750,000 high-performance RGB LEDs from OSRAM are controlled by a central server that plays videos on the LED columns.

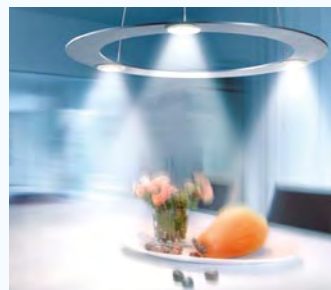
How do you capture the imagination of today's customers? With brilliant solutions.

LED lighting solutions that are memorable and turn heads don't just happen. Vast expertise and cutting-edge production technologies are essential ingredients. Which is why today OSRAM is one of the world's two largest producers of optoelectronic semiconductors and related products. The OSRAM LED product range covers the full spectrum from individual components through modules and electronic ballasts to entire lamps.

This concentration of knowledge, coupled with over a century of experience in the conventional lighting industry, lays a firm foundation for exciting new advances in LED technology. The result? A brilliant variety of products that combine breathtaking performance with outstanding quality. Yet for all our passion for sophisticated technology, one light shines brighter still for OSRAM: the gleam in the eyes of our customers.

Pure, white, bright.

OSTAR® Lighting, our most powerful LED, casts any room in a distinctive light. OSTAR® Lighting, like many other high power components, are available in various shades of white.



What does it take to make creativity shine brightly?

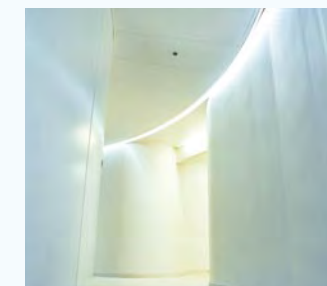
Brilliant ideas cannot stand alone. You have to be able to put them into practice. Lighting planners, lamp producers, designers and architects know exactly what we are talking about. OSRAM has a broad portfolio of LED components that can be mixed and matched in so many different ways. Even the most challenging installations can now become reality. Thanks to our extremely

miniaturized components and the energy efficiency inherent in LED technology, the unimaginable is now feasible. Whether you need powerful lighting for outdoor applications, mood lighting for a cozy restaurant or infrared sensors for parking lot surveillance – OSRAM Opto Semiconductors has the right LED component for every application and performance class.



The freedom of design.

LEDs are considerably smaller than conventional light sources. This alone opens new doors for designers and planners. Small, slender LEDs from OSRAM are designed to fit tightly to curved wall surfaces such as those of the Turning Torso, creating stunning lighting designs in any nuance of white.



LED components from OSRAM.

Malmö's newest landmark is the Turning Torso, an avant-garde high-rise tower that twists and turns 190 meters up into the skies over the Öresund Strait. Inside its walls, Europe's second-tallest residential block is bathed in light delivered by leading-edge technology from OSRAM. Over 16,000 individual, board-mounted Golden DRAGON® LEDs light up the corridors that circumnavigate the building. These semiconductor-based illuminants from OSRAM have

two advantages over traditional lighting solutions: superior performance and compact dimensions. The lighting planners for the Turning Torso were more than convinced by the freedoms this technology brought to their vision. Fitting the tiny LEDs from OSRAM into the illumined vaults that surround this work of architectural art was easy. Low energy consumption and low maintenance proved equally compelling arguments for the use of LED technology.

How do you cast the peak of global excellence in the right light?

The latest generation of LED modules from OSRAM scale new heights of perfection not only in the brightness they deliver, but also in the completely new design opportunities they create. Housing and retail installations, decorative interior and exterior light fittings – you name it. The potential applications are as numerous as our module variants. A single LED module gives you a self-contained, ready-to-run light source that can be varied

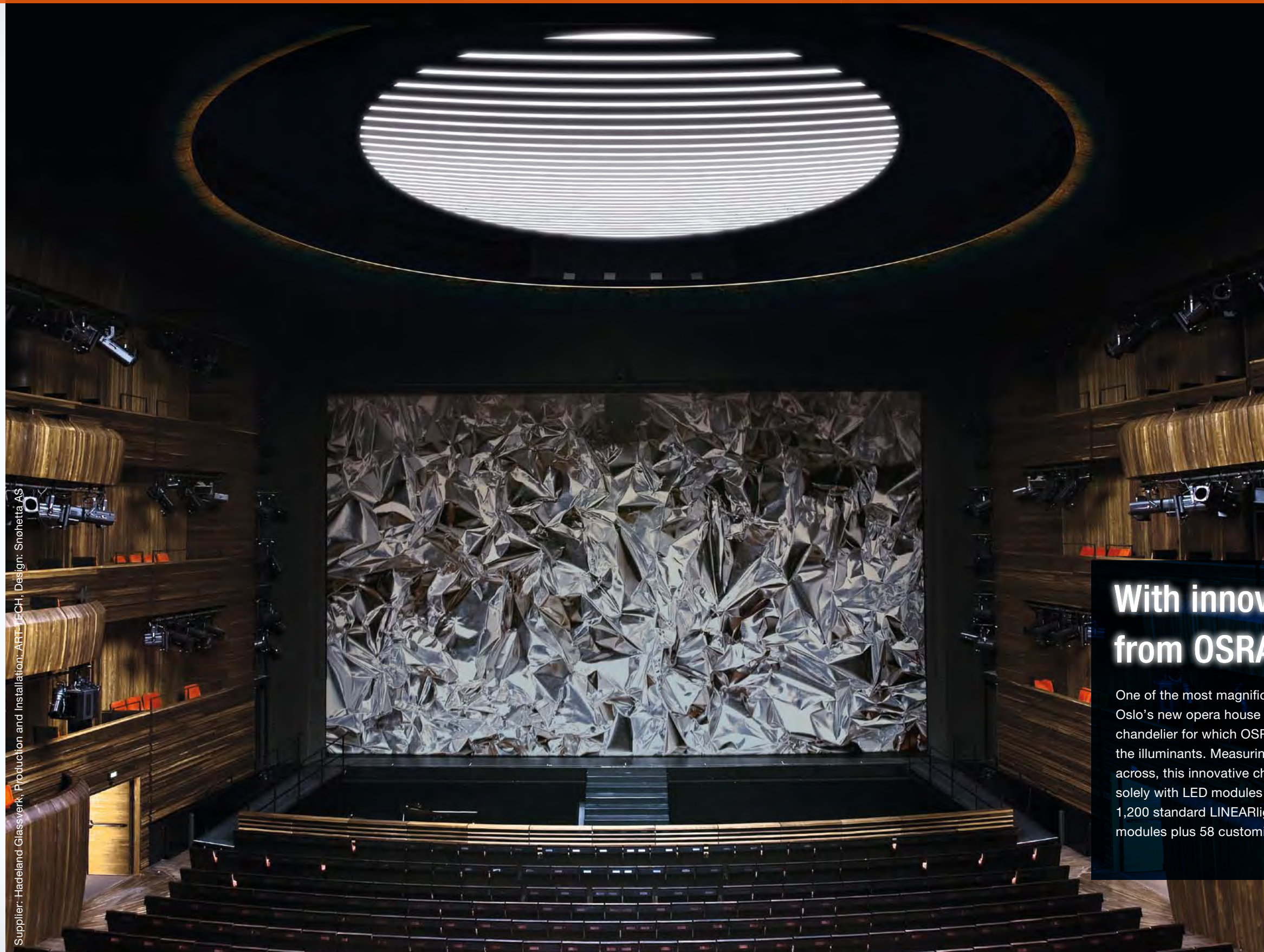
to match your requirements. Lighting power, size and design form are the key factors. The OSRAM modules are generally comprised of individual, board-mounted LED components, a power control unit and a thermal management device. Optical and other accessories can be linked in depending on the precise variants desired. All of which, when combined with a suitable operating device, adds up to the peak of perfection.



Unrivalled cost efficiency.

LED modules have a substantially longer lifespan than conventional light sources and use less energy.





Supplier: Hadeland Glassverk, Production and Installation: ART-TECH, Design: Snohetta AS

Biggest and best.

Yet another project that underscores our reputation as a true pioneer: Never before has such a large LED chandelier been used to light an opera house.



With innovative LED modules from OSRAM.

One of the most magnificent sights at Oslo's new opera house is the 8.5-ton chandelier for which OSRAM supplies the illuminants. Measuring seven meters across, this innovative chandelier is fitted solely with LED modules – a total of 1,200 standard LINEARlight DRAGON® modules plus 58 customized modules.

Since the chandelier is suspended directly above the audience, it also serves as an acoustic reflector. A demanding challenge for OSRAM engineers, who conducted extensive advance tests to explore how LEDs interact with glass elements. They also developed a powerful new thermal management system specifically for this application.



You don't believe in the Yeti?
Seeing is believing. The abominable snowman was spotted most recently in the heart of New York City. OSRAM played an instrumental part in this momentous event...



How do you bring a legend to life?

Spectacular lighting solutions on the very highest level can now be realized using LEDs. But you also need an electronic ballast that reduces power consumption and ensures dynamic delivery. OPTOTRONIC® ballasts from OSRAM bring both static and dynamic lighting ideas vividly to life. Whether you want a softly dimmed warm

white light to create a relaxed in-store atmosphere or rapid-fire color changes that set pulses racing and temperatures soaring is up to you. Intelligent OPTOTRONIC® lighting control systems provide an inexpensive, energy-saving way to create customized color sequences and lighting scenes.

**"Light entertainment"
in New York City.**

*The eyes of the Yeti, hanging over
the skyscrapers like two huge red
fireballs...*



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*The piercing eyes were visible from a
distance of 300 meters.*

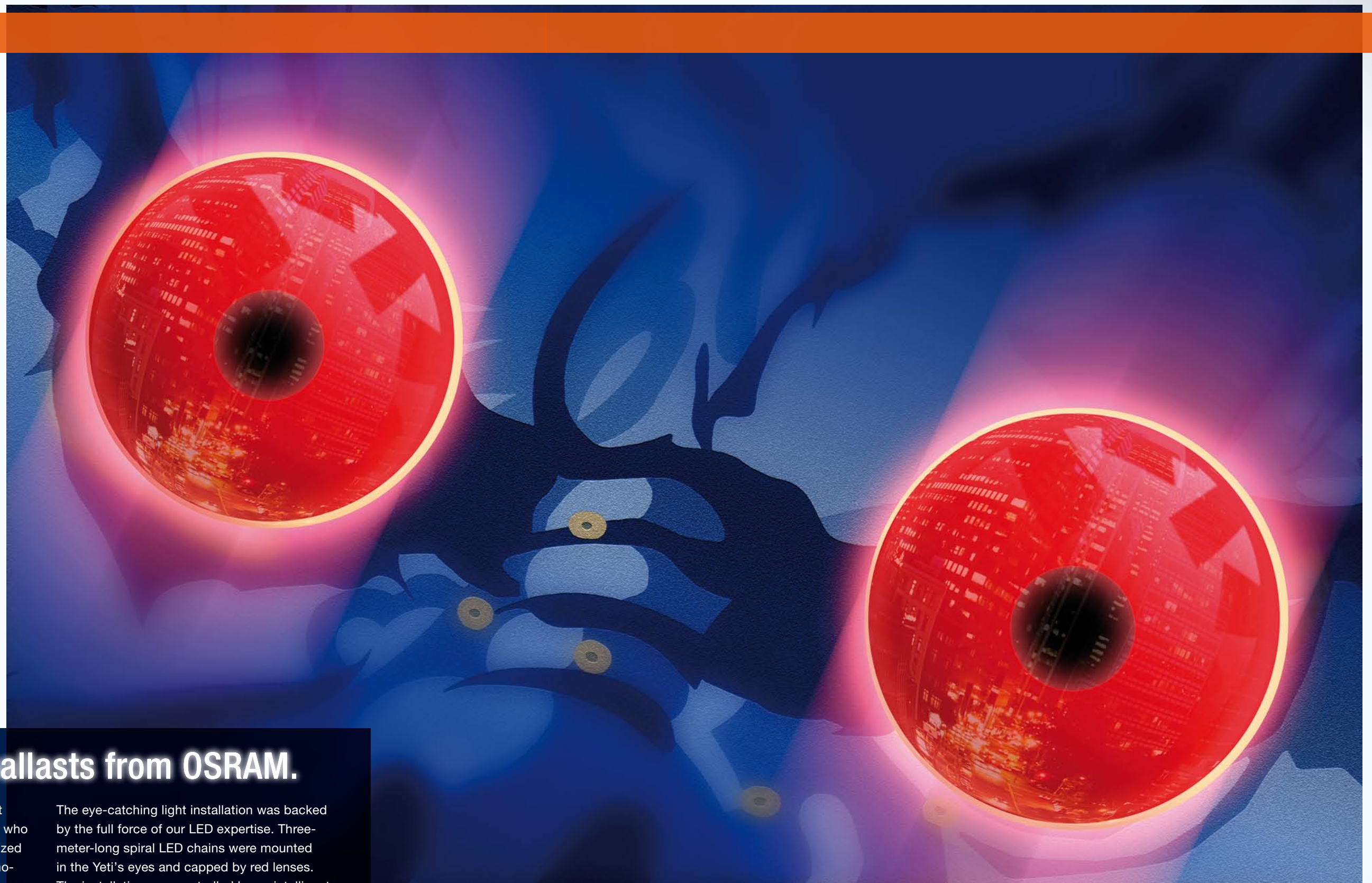


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With electronic ballasts from OSRAM.

The legend is alive! That, at least, is how it seemed to the residents of New York City, who suddenly came face to face with an oversized Yeti. As part of a Walt Disney World® promotion, the huge eyes of the Yeti watched the city's every move for two days, alternately glowing intensely and then darkening again.

The eye-catching light installation was backed by the full force of our LED expertise. Three-meter-long spiral LED chains were mounted in the Yeti's eyes and capped by red lenses. The installation was controlled by an intelligent OSRAM OPTOTRONIC® OT Dim LED ballast, which is specially designed for outdoor use.



In the mood – in an instant!
The new plug-and-play mood lamps from OSRAM quickly suffuse every room with an unmistakable atmosphere.



How do you get the mood really swinging?

Light doesn't just help you see things. It directly affects the way you feel too. Bright light wakes you up and puts you in a good mood. Soft lighting creates a romantic setting. And then there are all the color varieties that kindle different emotions: Red bursts with energy. Yellow lets the sun

shine in. Green has a calming effect. Blue feels cool and clear. The new family of COLOR-e-MOTION® LED lamps from OSRAM gives you an easy way to harness the power of light. At the push of a button, these ready-to-install lamps set both the room and the atmosphere alight.





A touch of creativity ...
... courtesy of the new COLOR-e-
MOTION® FLEX series from OSRAM.



With professional LED lamps from OSRAM.

The light from conventional lamps is often too sterile and "colorless" to bring a setting to life. Not any more, thanks to the new COLOR-e-MOTION® LED lamps from OSRAM. In an instant, these professional-standard lamps bathe entire walls in preset colors, light up conference rooms in your corporate colors

or focus everyone's attention on specific objects, edges or wall partitions. Whether you prefer large-scale installations, subtle light strips or dynamic works of "light art" – it has never been easier to use LEDs as a creative design element.

What is the fascination with our LED systems? Endless variation – all from a single source!

By minimizing the dimensions, OSRAM maximizes the possibilities – and presents you with a kaleidoscope of well-designed solutions to meet all your LED lighting needs. There is virtually no limit to the possible applications.

LED solutions from OSRAM are equally well suited to fluorescent signboards and logos, special effects and

accent lighting, as well as edge, pathway or contour lighting. The range of LED solutions is as versatile as the applications are varied.

OSRAM offers literally everything from individual LED components to off-the-peg, ready-to-run LED lamps or plug-and-play systems.



One lighting solution – one partner.

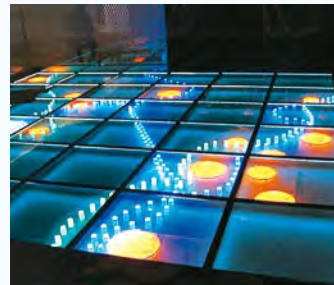
The OSRAM extensive and harmonized product spectrum gives you one-stop shopping for any and every application – from individual LED components to total solutions.



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Sources of inspiration.

Visit our website to see our latest breathtaking, eye-catching LED reference installations.



What drives every successful lighting project? Your ideas – and our experience!

OSRAM delivers expertise and solutions. One constant source of up-to-date knowledge for lighting planners, designers and architects is our service portal, www.osram.com. Alternatively, for detailed information about individual LED components, please visit the website of OSRAM Opto Semiconductors: www.osram-os.com.

Osram provides not only the right products, but the right services too. On request, we are happy to assist you by providing complete solution proposals for your LED projects. A team can achieve more than its component parts. Above all, we aim to give you powerful LED products which will keep you that one crucial step ahead.

Expertise on demand.

Why not partner with our LED Light For You network? Benefit from our global technology and sales support!

