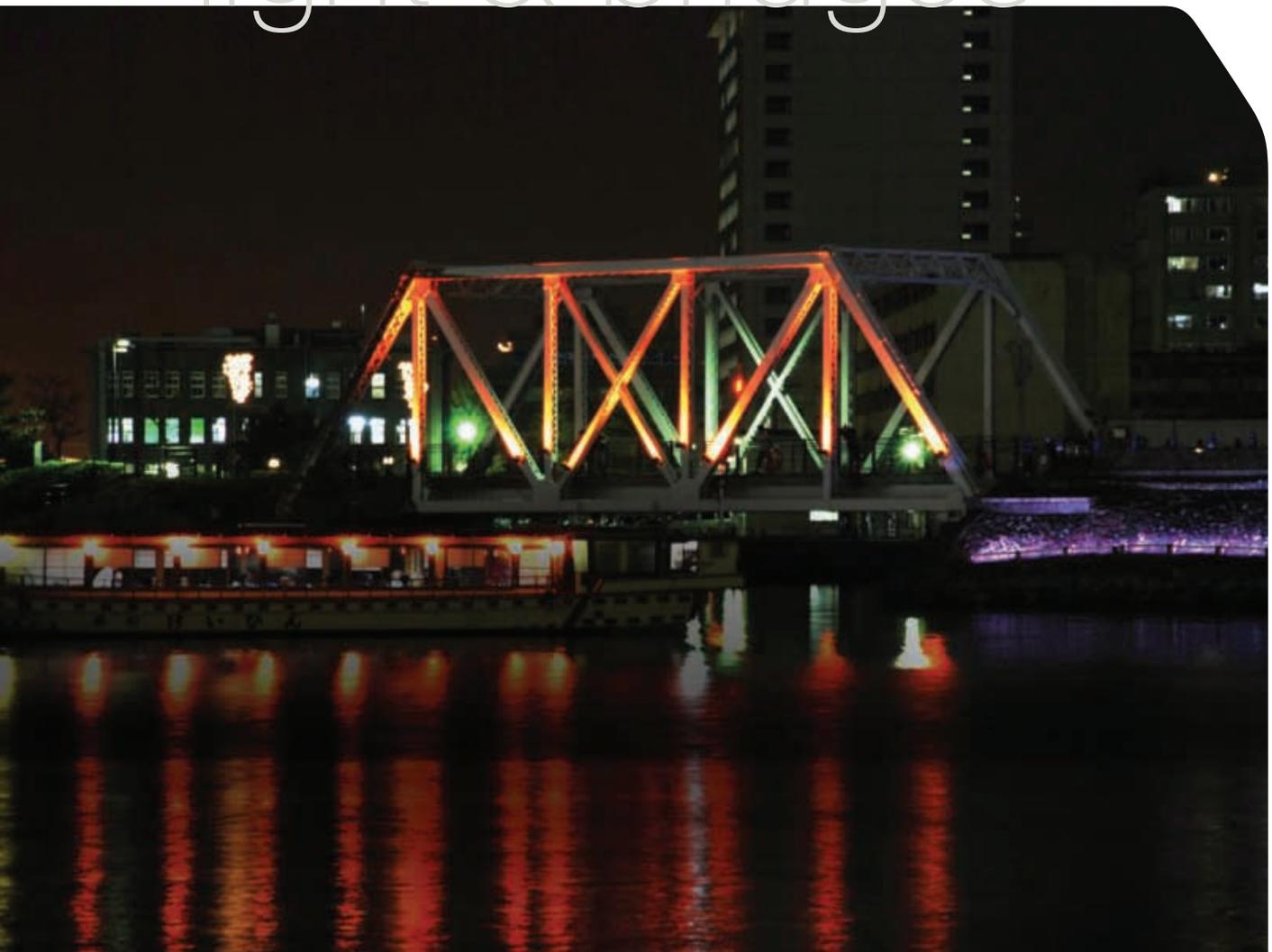


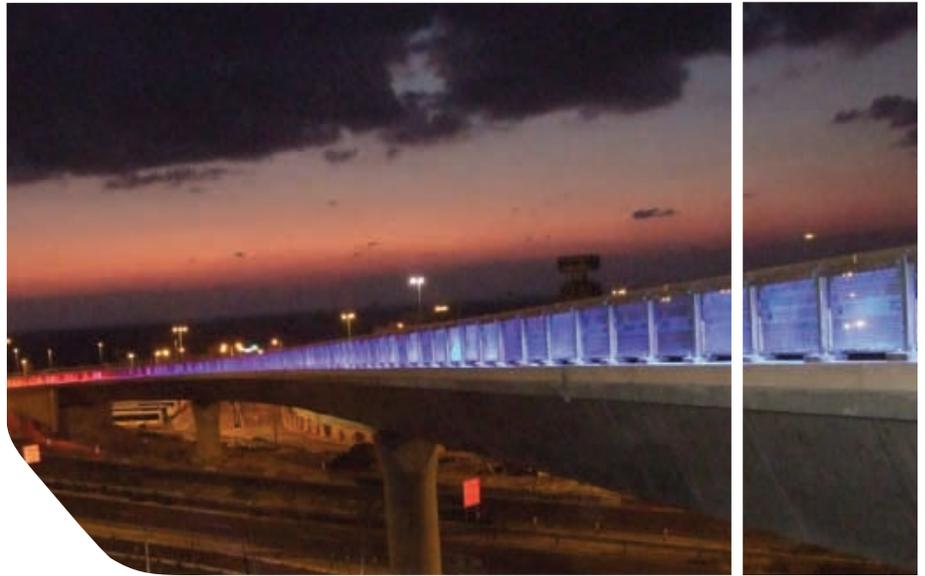


Connect function and style
with dynamic lighting solutions for bridges

FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES

light & bridges





Dynamic Lighting Solutions for Bridges

Haifa Bridge

Haifa, Israel

Light Up Ninja

Yokohama, Japan

Bridges span obstacles, bringing together people and places. And in the minds of many, these unique architectural marvels serve as iconic symbols of history, conjuring memories of a time, place, or accomplishment. Dynamic lighting and control solutions take these important structures beyond their typical function, transforming them into noted landmarks and unforgettable works of art.

Traxon & e:cue's dynamic lighting and control solutions are as subtle or as bold as you wish them to be. Available in a range of colors including brilliant RGB and flawless warm, cold, and dynamic whites, our solu-

tions are customizable to suit your project requirements. From simple accent and perimeter lighting, to complex color-shifting and interactive media applications, and replacement of current lighting schemes with a brighter and more efficient solution, make your structural segue unforgettable with the addition of a dynamic lighting solution.



Structural detail, accentuated

Light Up Ninja
Yokohama, Japan

Distinctive architectural elements deserve to be noticed. Whether towering over a cityscape or spanning the depths of a sea, the unique design and detail of bridges is both a physical and artistic achievement. Provide a map of light that leads the eye to appreciate their splendor.

Traxon & e:cue's dynamic portfolio is packed with lighting and control solutions to assist in building out your vision. Exude a discreet and concentrated radiance, elegantly distinguishing intricate facades and borders. Or, boldly transform the structure into a bright, animated palette

for graphics, animations, and interactive media. Each illumination system has the capacity to be as unique and innovative as the structure for which it was designed.

Melding technology with simplicity, Traxon & e:cue's flexible system solutions ensure bright, even output, and an efficient operation and installation process, elevating bridges into celebrated segues and noted landmarks.



© Photoc courtesy of OSRAM



Capabilities, simple to complex

Puente Ejercito

Lima, Peru

Puente Eyzaguirre

Lima, Peru

London Bridge

London, UK

Traxon & e:cue's product portfolio is vast and versatile, allowing creation of solutions as simple or complex as you wish them to be. By allowing the project's architects, designers, and key decision makers the flexibility to follow their vision and provide their structure with the lighting system it commands.

Possibilities are limited only by the imagination. Select an ultra-bright washing or grazing system for a rich, even saturation of elegant, distinctive arches, or bring modern flair and animation to a bridge's façade with an intelligent media system. Then, take your lighting system to the next level with our dynamic control capabilities, including color shifting, replay of graphics and animations, remote and time-cued triggering and RDM (Remote Device Management), giving your project the unforgettable glow that will propel it to be regarded as a noted landmark installation.



Photography © Pablo Moreno





Los Libertadores & Solidaridad:

Client : Peru Government

Location : Lima , Peru

Lighting Designer : Claudia Paz

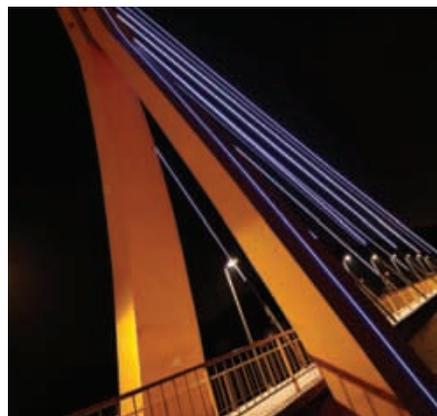
Installer : CAM Peru

Photography: Pablo Moreno

Integrator: Arquileds

Programming: Cesar Castro

Los Libertadores and Solidaridad are modern cable-stayed bridges located in Lima, Peru. Together, the bridges model a sophisticated dynamic lighting solution of customizable Media Tube RGB. The ultra bright, full color installation handsomely illuminates the 12 steel bands spanning from the top of the bridges to the bank of the Rimac River, perfectly tracing the bridges' architectural contours. Media Tube RGB can resist nearly any weather condition, making it a versatile solution for both indoor and outdoor installations. Four e:cue Butlers and one Butler XT raise the installations to a new level, enabling a transition from static to color changing sequences, triggered by e:cue's Lighting Application Suite via an iPod touch.



Photography © Pablo Moreno

In the words of our partners...

Puente Ejercito
Lima, Peru

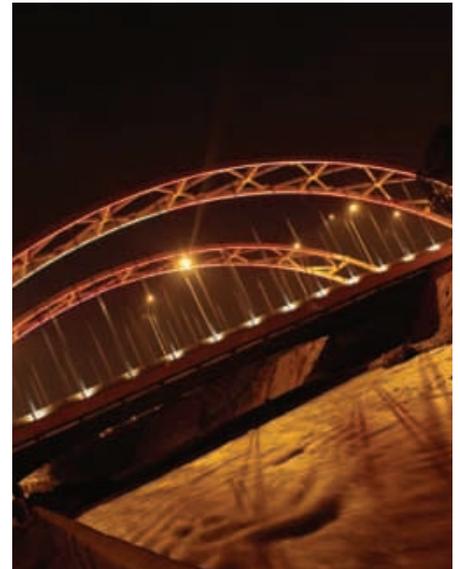
Perhaps the greatest testament to the simplicity, flexibility, and innovation of Traxon & e:cue's dynamic lighting and control solutions, is through the words of our customers and partners around the world.

Design is always in the forefront when considering adding light to bridges. Accomplished lighting designer Plinio Godoy, of Luz Urbana, has perfected his approach to the perfect structural lighting design for bridges. "I analyze the aesthetical design of a bridge, its surroundings, and how its lighting influences its architecture and volumes. [I consider] the physical and technical feasibility and try to understand the personality of the construction, its enchants, and influence the urbanism.

Control is also an important aspect for Godoy, especially in today's vast introduction of LEDs to the market. Said Godoy, "Nowadays, many companies bring LEDs solutions. However, we need to be careful with specifications as controls are, in reality, the heart of a system. LEDs must have their technical specifications where light output and life are the result of an equation, as well as optical/thermal control and interfaces with dynamic systems."

Claudia Paz, renowned lighting designer and creator of Los Libertadores and Eyzaguirre Bridges (featured left), was drawn to Traxon & e:cue's versatility and compact solution options for implementation into the simple yet stunning lighting design for both bridges.

"To achieve an effect that looks simple, we needed to find a luminaire that would create a continuous line versatile light for the installation-light and with a compact control system that could be hidden below each bridge



Photography © Pablo Moreno

without being noticed. Of course we did not find that easily available in the market, so we worked together with Traxon to tailor a luminaire that would perfectly fit our needs. The Media Tube's was originally intended for media panels, but we reduced the controllable pixels as the definition needed was lower for the application, and we found our "brush" with which we would paint our bridges," said Paz.

Another major factor that attracted Paz to Traxon & e:cue's solutions, was the control element of the system. She needed something compact in size and easy to operate, yet complex enough to handle this demanding media project. Said Paz, "Control systems are one of the most important tools that I choose before a project; for these bridges, e:cue Butler's compactness was key; [Butlers] are hidden in the structure without being noticed and the use of a wireless router for scene selection via a wireless, hand-held device given to the customer, creates flexibility and a simple way to [control] it."

Our commitment to you

Traxon & e:cue transforms creative visions into unforgettable lighting experiences, elevating architectural structures around the world.

We believe that the phrase “complete solutions” encompass more than just a product portfolio; the solution starts with the first creative spark. Our team of outstanding professionals, together with our global partner network, will guide you through each project

phase. From creative ideas and selecting the best system to communicate your vision, to post-installation communication, our worldwide project management, planning, and support services, are yours throughout the process.

The age of dynamic digital lighting is here; you can be part of the revolution. We invite you to partner with us for your next architectural lighting project.

Light Up Ninja
Yokohama, Japan

Solidaridad
Lima, Peru





Los Libertadores Bridge, Lima, Peru
Photography © Pablo Moreno

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Downloads and more information at www.traxontechnologies.com and www.ecue.com

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WARSAW COPENHAGEN VIENNA NEW YORK ATLANTA CHICAGO LOS ANGELES TORONTO DUBAI BUENOS AIRES MÉXICO D.F. SAO PAULO COLOMBIA

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