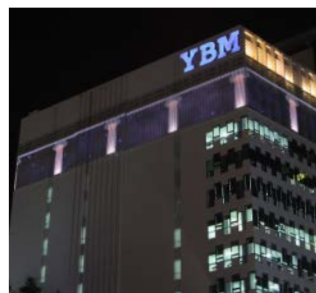
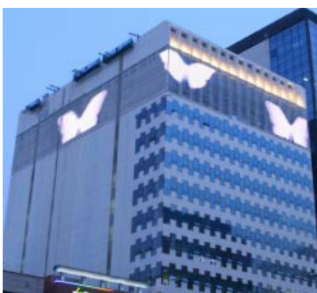




# SHOWCASE

## YBM GangNam Center - Seoul City, South Korea



Situated at the heart of Seoul' s most affluent business district, Korea's premier language institute, the YBM GangNam Center, clearly stands out from the bustling area since the introduction of a unique media façade, which covers two sides of the building during its recent renovation. The installation is one of the award winning projects by B2 Lighting Management who have been honored with the grand prize issued by IPD (International Public Design Exchange Foundation) and Seoul metropolitan government. The content design for the media façade is accomplished collectively by an intellectual community of renowned professors and experts in Korea. They envisioned an art concept comprising image and video sequences to form an abstract expression of meeting and separating, depicting a subtle perception of freedom, life and human nature. Traxon's Mesh RGB proved to be the ideal canvas on which to unveil the mesmerizing concept on the building façade as flexibility in installation and the media palette's coherence to the existing architecture were extremely important. Mesh RGB realized the wall-spanning media experience without obstructing or reconfiguration the landmark building. Luminance of 25cd/m<sup>2</sup> also ensures compliance with the anti-light pollution law. An e:cue Lighting Control Engine fx (LCE-fx) and multiple Video Micro Converters (VMCs) are conveniently daisy-chained to convert the entire video signal to LED pixels, and choreograph the installations dynamic content. As an additional bonus, Traxon's system offers the flexibility for clients to simply update media content if they want to create new show for future applications. The solution does much more than create an attraction for the building. Communicating intellectual concepts to the community via innovative lighting solution signifies the institution's creative awareness and vision of applying innovative technology when it comes to education.

FEATURED PRODUCT	METHOD OF CONTROL	PROJECT DETAILS
 <p>Mesh RGB</p>	 <p>Video Micro Converter</p>  <p>Lighting Control Engine fx (LCE-fx)</p>	<p>Category: Architectural Location: Seoul City, South Korea Client: YBM co.Ltd Architect: MAC ENC Lighting Designer: B2 co.Ltd Technical Director: B2 co.Ltd ME consultant: B2 co.Ltd General Contractor: B2 co.Ltd M&amp;E contractor: B2 co.Ltd VAP/System Integrator: B2 co.Ltd Installer: B2 co.Ltd Lighting Programmer: B2 co.Ltd Completion Date: April 2012</p>

### Traxon Technologies Ltd.

FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES

For more information, please visit [WWW.TRAXONTECHNOLOGIES.COM](http://WWW.TRAXONTECHNOLOGIES.COM)

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