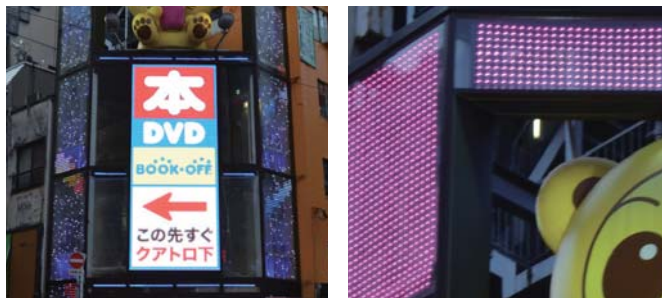




# SHOWCASE

## Lighting Box – Tokyo, Japan



"Lighting Box", a shopping hub of glamour goodies, is one of the new meeting spots in the Shibuya district. Shibuya is a center of youth fashion and culture, the birthplace to many fashion and entertainment trends in Japan. It is one of Tokyo's most colorful and busiest districts, featuring some of the best dining, shopping, entertainment, and nightlife in Japan. Installed behind the wall of glass windows of the "Lighting Box" building, 80 pieces of Traxon Mesh RGB create a dynamic focal point whilst maintaining the transparency of the façade. Mounted back-to-back, the 70% transparent LED grid systems is capable of displaying different graphics and videos on each side of the two-sided surfaces. 10 pieces of Traxon Nano Liner are installed behind the Mesh RGB to create layered lighting effects. Complementary to the media façade, the color-changing Traxon Media Tubes which are mounted between the floors as distinctive dividers to make the overall lighting effects more captivating. All three types of lighting fixtures are controlled via e:cue Lighting Control Engine 2 fx (LCE2-fx). Different lighting shows are played on weekdays and weekends; and the time schedule of the lighting programs can be easily updated. The theme of the media content is the popular Japanese culture "Kawaii" (means "cuteness") to arouse interests of female shoppers in the area. With Traxon & e:cue's intelligent lighting fixtures and control solution, "Lighting Box" is no doubt a stylish standout and fuels Tokyo's fashion-forward masses.

#### FEATURED PRODUCTS



Mesh RGB



Media Tube RGB



Lighting Control Engine 2 fx



Nano Liner XB

#### METHOD OF CONTROL

#### PROJECT DETAILS

Category: Architectural, Retail

Location: Tokyo, Japan

Client: NIKOH SANGYO co.,Ltd.

Architect: Atelier M-ST, NRAW

Lighting Designer: RAY DESIGN inc.

General Contractor: Miyama Kensetsu co.,Ltd.

Installer: Archilight co.,Ltd

Completion Date: December 2013

### Traxon Technologies Ltd.

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Traxon Technologies maintains a global presence in 68 countries throughout Asia Pacific, Europe, The Americas, Middle East, and Africa.