

Press

Hong Kong, February 22, 2017

Osram lights up a Brilliant Hong Kong

Osram Lighting Solutions APAC organized a brilliant Moodify Night 2017 in Tsim Sha Tsui East, Hong Kong on January 13rd.

The splendid event achieved a complete success while attracting more than 70 participants. It proved to be a valuable experience for lighting designers, architects and customers witnessing the pioneering role that Osram products played and looking forward to future lighting with passion and confidence.

Mr. Lawrence Chan, head of APAC Marketing and Strategy, extended a warm welcome to the distinguished guests and demonstrated Osram vision of lighting solutions. Then the product managers introduced key newly released and upcoming products---Dot XLQ-8 RGBW, Media Tube HO RGBW and Washer Quattro AC XB RGBW, which sparkled in lighting innovation.

The participants also were recommended to download our official mobile application – Osram Lighting Solutions APAC – which offers remarkable convenience with multiple options and would largely meet the expectations especially for lighting designers and architects.

Dot XLQ-8 RGBW outshines other similar products with innovation, flexibility and intelligence. Media Tube HO RGBW is highly innovative media façade solution for applications requiring high brightness, high efficacy, excellent color consistency and dynamic effect for long color ribbon. Washer Quattro AC XB RGBW is a powerful but energy efficient, full-color RGB plus W IP66 rated outdoor luminaire.



Product managers explained the details of the innovative lighting products to the participants during the event.

OSRAM



Dot XLQ-8 RGBW



Media Tube HO RGBW



Washer Quattro AC XB RGBW

OSRAM

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ABOUT OSRAM

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED400; trading symbol: OSR). Additional information can be found at www.osram.com.

ABOUT OSRAM Lighting Solutions

OSRAM Lighting Solutions sets new standards regarding innovative, custom-designed and performance-driven professional lighting solutions for complete spectrum of light, creating added value for customers around the world. Company's passion, knowledge and spirit about all aspects of light leads to breathtaking, innovative and state-of-the-art professional lighting projects for a sustainable and energy-efficient future.

ABOUT Traxon Technologies

Traxon Technologies, an OSRAM brand, is a global leader in solid state lighting and control systems creating intelligent dynamics lighting solutions. Working with an extensive partner network, Traxon, together with its control brand e:cue, transforming creative vision into unforgettable lighting experiences, elevating architectural, entertainment, hospitality, and retail environments around the world.

For further information, see www.osram.asia or www.traxontechnologies.com

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