



SHOWCASE

Shanghai World EXPO (Outdoor) - Shanghai, China



Spread over 5.28km² along both sides of the Huangpu River's renowned waterfront in Shanghai, the 2010 World Exposition (Shanghai Expo) is set to become the largest World Exposition since it first took place in 1851, with organizers expecting up to 70 million visitors from China and abroad. In keeping with the sustainable development theme of the Shanghai Expo, Traxon Technologies cooperated with its parent company OSRAM to realize dynamic lighting effects over the sophisticated spherical "We are the World" Pavilion. Color changing animations illuminated by 1180 pieces of Traxon Nano Liner XB-27 RGB are integrated into the five sphere concept design of the Pavilion, providing an ultra bright but environmentally friendly LED lighting experience to visitors. To cope with the constraints of the spherical contour of the pavilion, Traxon provided customized solutions such as power cables with specific lengths to our client. Equipped with Butler XT and Butler from Traxon's control brand - e:cue lighting control, the eye-catching lighting effect delivers a world-class dynamic solid-state lighting experience to every World Expo visitor.

FEATURED PRODUCT



Nano Liner RGB

METHOD OF CONTROL



Butler XT



Butler

PROJECT DETAILS

Category: Architectural
Client: Siemens / OSRAM
Location: Shanghai, China
Designer / Architect: IDG
Installer: SH YS Infotech
Date: April 2010
Traxon contact: Traxon Hong Kong

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