



SHOWCASE

Optimum - Istanbul, Turkey



The new Optimum Shopping mall, located in the heart of the Asian side of Istanbul, is one of the largest Outlet Malls in Turkey. Optimum Kadıköy Istanbul offers its guest numerous top brand retail stores, a large food court, as well as an entertainment center with outstanding attractions such as a 541 square meter ice-ski area. To enhance the unique shopping experience for its visitors, Optimum used the technical finesse of Traxon's individually controllable 16PXL Board RGB to create a prestigious artwork of lighting. The 16PXL Boards, renowned for its creation of mesmerizing effects, are covered by special tailor-made mirror panels and frames of various sizes and fit seamlessly to the stylish design of the shopping mall. The 16 high-performance LEDs of each board evenly spread their light and enrich the hall with bright and vibrant colors. The impressive installation of over 900 Boards scattered across the wall enables the creation of splendid light animations, adding a new dimension to entertainment and visual communication. With Traxon's innovative interconnection system, "TX-Connect", turning complex lighting and control scenarios into a simple-to-use Plug 'n' Play system, this huge installation was realized in only 4 days. Controlled by 48 of Traxon's Micro Server, the installation's contemporary design featuring Traxon's versatile light source promises visitors a unique shopping experience.

FEATURED PRODUCTS



16PXL Board
RGB

METHOD OF CONTROL



Micro Server

PROJECT DETAILS

Category: Architectural
Client: Info Music
Location: Istanbul, Turkey
Designers: Info Music
Installer: Info Music
Date: December 2008
Traxon contact: Traxon Europe

Traxon Technologies Europe GmbH

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