

profispot

THE LATEST NEWS ABOUT LIGHT AND LIGHTING



SPECIAL INSERT
**HALOGEN
ENERGY SAVER**

GERMANY'S MOST
SUCCESSFUL LED SEMINAR

LILO 11

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NEW: ECO-FRIENDLY
DISINFECTION WITH LIGHT

UV/IR-lamps

Page 9

*Switch over to climate protection – you'll benefit more than
just the environment.
Good news for lighting professionals and consumers.*



Dear Readers,

This latest edition of Profispot from OSRAM once again brings you a wealth of interesting information and new products.

Like our innovative HALOGEN ENERGY SAVER which saves up to 30% energy and CO₂ emissions compared with standard halogen lamps. And they also beat ordinary light bulbs by the same margin – and last twice as long. To ensure that each of your customers is well aware of our highlights, OSRAM is running a major campaign for the trade sector. The focus will be on “energy saving and climate protection” – a highly topical issue that will gain even greater importance in the future. Take this opportunity to gain new customers.

We are also presenting new high-intensity discharge lamps, UV/IR lamps and two particularly intelligent and simple methods of lighting control. As you can see, there’s plenty in our Profispot to hold your interest.

At this point I’d like to thank everyone who made our “LILO 11” LED seminar such a great success. By way of reminding you of the event and encouraging you and new people to attend future events, turn to page 6 to see some photos and comments.

We hope you enjoy reading the newsletter and look forward to helping you achieve even greater success in the coming season.

Best regards

Josef Ludwig
Head of Trade Sales, Germany

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IMPRINT

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An innovative idea: HALOGEN ENERGY SAVER.

HALOGEN ENERGY SAVER lamps catch the eye not only because of their high luminous intensity, brilliant light and constant color but also because their overall costs are up to 65 % lower than those of standard halogen lamps.

Compared with ordinary light bulbs, HALOGEN ENERGY SAVER lamps with screw bases up to 30 % energy and last twice as long. They are available in classic bulb and candle shapes and as spotlight lamps for direct replacement of ordinary bulbs.

All the benefits at a glance:

- Up to 65 % cost savings
- Higher luminous efficacy
- Lower power consumption
- Lower thermal output
- Significantly lower CO₂ emissions
- Most efficient light source (R_a 100) with excellent color rendering
- All types: for low-voltage and line voltage systems, with pin and screw bases

Twice as impressive for your customers: save energy and protect the environment.

With innovative lamps from OSRAM you can save money and do something about the greenhouse effect.

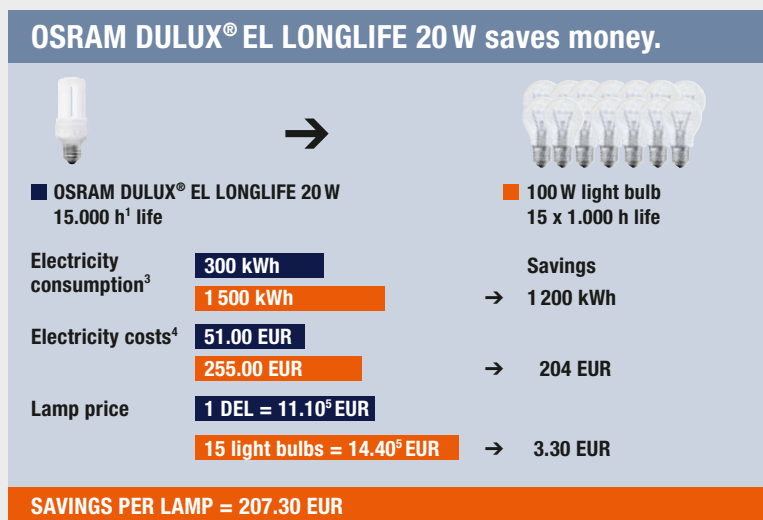
Compared with standard halogen lamps there are savings in energy and CO₂ emissions of up to 30 %. The savings with OSRAM DULUX® EL energy-saving lamps compared with ordinary light bulbs are as high as 80 %.



Some simple sums: OSRAM DULUX® EL

Depending on the specific product, OSRAM DULUX® EL energy-saving lamps last around 10 to 15 times longer than ordinary light bulbs. However they only need about one fifth of the power to produce the same amount of light. This means that a single OSRAM DULUX® EL LONGLIFE 20W will replace fifteen 100W light bulbs, reducing CO₂ emissions by as much as 0.5 tonnes over its entire life.

- OSRAM DULUX® EL LONGLIFE: high-end products for energy-saving professionals – up to 500.000 switching cycles, average life of 15.000 hours¹
- OSRAM DULUX® EL: the entry-level product in the professional category – more than 10.000 switching cycles, average life of 10.000 hours²



¹ Switching cycle: 90 min on, 15 min off
² Switching cycle: 60 min on, 15 min off

³ Operating for 1000 h per year
⁴ Calculated for an electricity price of 0.17 EUR/kWh
⁵ Recommended retail price



A campaign with benefits all round: for you, your customers and the climate.



Eye-catching posters for attaching to walls or windows.

Demand for modern energy-saving lamps continues to grow. The greatest demand is for eco-friendly products that offer the dual benefits of high-quality light and impressive economy. OSRAM is running a major campaign to make consumers aware of these products.

OSRAM supplies innovative lamps that meet the highest demands in terms of environmental friendliness, economy and quality of light.

- Halogen lamps that save up to 30 % energy and CO₂ emissions
- Compact fluorescent lamps that save up to 80 % energy and CO₂ emissions

Do you want to increase your sales and impress your customers at the same time? Then show them alternative light sources from OSRAM that will not only save them energy and money but also make an active contribution to climate protection.

The campaign tools: strong arguments that no customer can miss.

We have put together some effective activities and attractive advertising material to raise awareness of the new lamps among your customers.



Advertisements in different formats, with a field for your logo.



The calculator wheel for CFL lamps shows cost savings on one side and CO₂ savings on the other.



The calculator wheel for HALOGEN ENERGY SAVER lamps shows cost savings on one side and CO₂ savings on the other.

Specially developed for high-quality sales lighting: POWERBALL HCI® Shoplight.

POWERBALL HCI®-T and -TC Shoplight lamps provide natural light in professional sales outlets, exhibition areas and showrooms. The innovative ceramic lamps combine excellent natural color rendering with high luminous flux.

Benefits at a glance

- Higher red rendering index
- Better color rendering
- More even distribution of light
- Lower failure rate due to ceramic corrosion
- Longer color constancy
- Higher luminous flux – up to 30 % more light throughout the life of the lamp
- Better lumen maintenance
- Less dependence on burning position
- Rapid run-up to full output



Peek & Cloppenburg, Düsseldorf

The alternatives: good reasons for changing.

OSRAM Product	OSRAM EAN	OSRAM Alternative	OSRAM EAN	Reason
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Higher luminous flux
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Better color rendering
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Longer life
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Energy saving
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Higher red rendering index
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Lower failure rate
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Better lumen maintenance
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Less dependence on burning position
OSRAM PAR 38	4058017123456	OSRAM PAR 38	4058017123456	Rapid run-up to full output

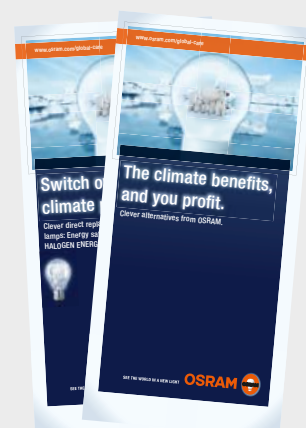
Upgrade list for numerous OSRAM products with arguments, benefits and OSRAM EAN codes.



Magnifying ruler to make reading the upgrade lists easier.



Polar bear key ring



The leaflets show which conventional lamps can be replaced directly with energy-saving products.

Germany's most successful LED seminar.

2300 lighting professionals made our LED seminar the most successful LILO event in OSRAM's history – and also the most successful LED seminar ever in Germany. Over the next few pages you will find some facts, figures, comments and pictures relating to LILO 11. If you go to www.osram.de/lilo you can see more photos and download all the seminar documents.

Here are some interesting facts and figures about LILO 11:

- **Timescale:** April 16 to June 27, 2007
- **Number:** 80 seminars in 55 cities
- **Participants:** 2300
- **NEW:** For the first time in the history of LILO there were discounts for trainees and apprentices
- **NEW:** For the first time in the history of LILO we used application-oriented multipurpose demo sets to present the products

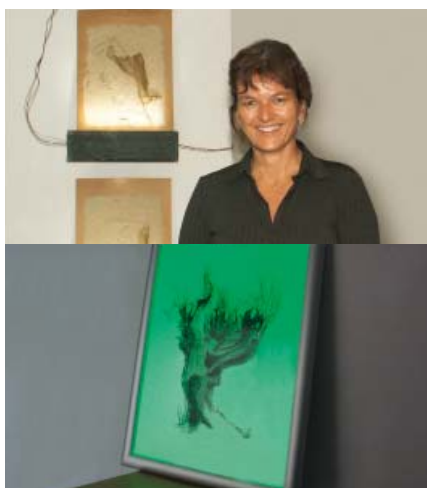
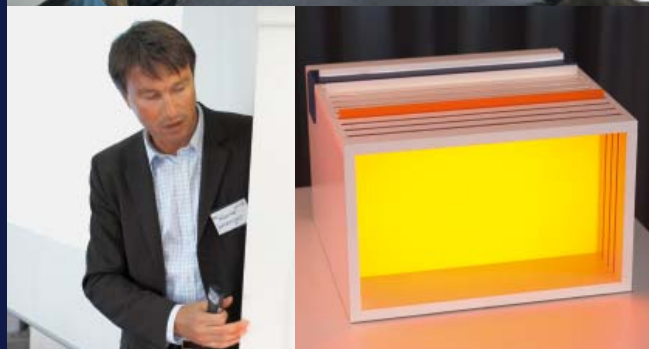


Comments from LILO 11 participants:

- Michael B. 16.04. Heilbronn: Lively and informative presentation.
- Andrea H. 16.04. Heilbronn: Excellent training documentation that can also be used at home as reference material.
- Ringo F. 17.04. Leipzig: Very enjoyable. I'll be coming back.
- Cornelia K. 19.04. Essen: Friendly and accessible training course. We could ask questions at any time and were given detailed answers.
- Henk V. 24.04. Bremen: Practical demonstrations, good models with clear explanations. Matthias K. 08.05.
- Matthias K. 08.05. Hamburg: Good venue and hospitality. I liked the systematic approach by the speaker and the vision of the future.
- Herr R. 08.05. Cologne: Good atmosphere, lively participation by everyone there.
- Bernd S. 09.05. Schwerin: Good explanation of the hardware and software.
- Joachim I. 31.05. Siegen: The speaker knew how to make the subject interesting for me. I didn't get tired. Expert knowledge.

All systems go for LILO – now and in the future.

The OSRAM LILO 11 LED seminar was a huge success, judging by the many favorable comments from participants and this interview with the LED artist Daniela Croon from Munich.



D. Croon, manual screen print on Plexiglas with LED lighting and RGB control, metal frame
artpost@daniela-croon.com

This screen print on Plexiglas is ideal for reception areas, hotel foyers and banks. It is perfect for displaying corporate logos. Because it is transparent it is extremely elegant and is therefore highly appreciated as a decorative element. The new RGB lighting system from OSRAM can be controlled from your computer. You can change the rate at which the colors change and you can select the individual color shades.

Interview with the LED artist and LILO 11 participant Daniela Croon.

Profispot: Hello Daniela. We met at the LILO 11 seminar. Now I'd like you to tell our readers all about you.

Well I had a pretty sheltered upbringing in the south of Munich. I was into art from a very early age. I left home at 15 against the wishes of my parents and lived with a family of artists until after I'd left school. At the age of 20 I went to France to study archaeology and art history. It was there that I learnt about the incredible light down in the south and how to play with shade and shadow.

Profispot: And how long have you been working with OSRAM products?

Since last spring. The seminar was my first contact with OSRAM.

Profispot: What do you like best about working with OSRAM products?

Although I've had an interest in sculpture for some 15 years now, LED lighting has given it all an extra edge. This light with its tailor-made colors really highlights the structure of hand-crafted paper – That was what I was missing when I was living north of the Alps. It gave rise to some new ideas. For example, I played with the contrast between heavy metal and hand-crafted paper.

Profispot: Do you have a favorite OSRAM product?

The great thing about OSRAM is that you get complete system solutions. RGB control lets me paint with light colors. I am so enthusiastic.

Profispot: What is the strangest thing that has happened to you as an artist that you can share with us?

I will remember a journey over the San Bernadino pass when I transported several sculptures each three or four meters long on the roof of my car. They looked like they would weigh a ton but they were as light as a feather, all made out of paper. I had tremendous difficulty convincing the Swiss border police that the car was safe and I got so many funny looks driving through Italy.

Profispot: How can people contact you?

The best way is to email me at artpost@daniela-croon.com. You can also go to my homepage at www.daniela-croon.com.

Profispot: Thank you very much for your time.

Fax reply to:

+49 (0) 89/32 14 25 45

Prize draw.

Here's how you can take part in our prize draw:

Simply fax us your answers to the following two questions about UV/IR. There are five OSRAM PURITEC® LPS-9 AQUAcan systems and 100 LUXpod® units to be won. The closing date for entries is November 15, 2007.

We value your opinion. UV/IR survey.

1. Were you aware that UV lamps could disinfect air, water and surfaces?

Yes No

2. What do you think the main applications will be?

Curing (e.g. paint, dyes) Air and water purification (e.g. water sports, air-conditioning systems, fountains)
 Health/medicine (e.g. orthodontics, phototherapy) Other _____
 Camping/caravanning



Entries will only be accepted with a postal address. No more than one prize per entrant (named individual). The competition is not open to employees of OSRAM GmbH or Sainer Werbeagentur GmbH or their families. Winners will be notified in writing. Entrants agree that the address details may be stored and used by OSRAM GmbH or an appointed service provider for customer support purposes. This data will not be passed to any third party. This agreement may be canceled at any time in writing. The organizers' decision is final. There is no cash equivalent.

Surname/first name	Company
Function	Industry <input type="checkbox"/> Electrical contractors <input type="checkbox"/> Lighting/electrical planners <input type="checkbox"/> System installers <input type="checkbox"/> Lamp retailers <input type="checkbox"/> Electrical wholesalers <input type="checkbox"/> Other: _____
Address	Phone/fax
City, zip code	
Email (if you also want to receive information by email)	
Date D D M M Y Y	Signature

I would like to receive Profispot in future by email

Please send me information on:

HALOGEN ENERGY SAVER POWERBALL HCI®
 Energy saving lamps UV/IR
 DALI® MULTI 3



A clean bill of health – ultraviolet light for disinfection.

With its OSRAM PURITEC® lamps OSRAM offers innovative, eco-friendly and sustainable solutions for disinfection applications. OSRAM PURITEC® lamps are used for disinfecting water, air and surfaces. They emit UVC radiation that destroys the DNA of microorganisms and prevents them from multiplying. This UV technology is far superior to chemical methods in terms of its sterilization effect: Bacterial growth is suppressed by a factor of more than 1:100.000. UV technology does not lead to any resistant strains and does not interfere with nature. PURITEC® lamps do not waste any energy and keep operating costs to a minimum: Thanks to efficient low-pressure discharge a large proportion of the energy used is converted directly into UVC radiation. For more information on OSRAM PURITEC® lamps go to www.osram.com/uv-ir



Safety information.

The lamps generate UVC radiation which can cause skin damage and conjunctivitis to humans and animals within a short time. The skin and eyes must be fully protected against exposure. If the water is to be used as drinking water, you should be aware that UVC radiation does not eliminate harmful non-degradable substances such as heavy metals or pesticides. Suitable filters are needed for these substances.

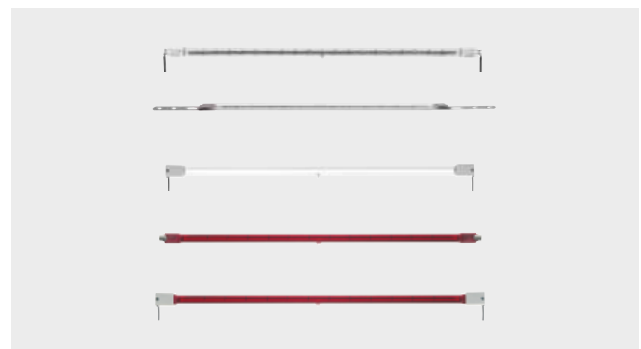
Warmly recommended: focused heat with infrared light.

OSRAM HALOTHERM® lamps are powerful short-wave deep-acting halogen heat lamps that achieve full output as soon as they are switched on. These infrared lamps are ideal for providing energy-saving heat outdoors. The possible applications range from space heating for patios, passageways, churches and animal sheds to modern infrared sauna cabins, not to mention a large number of technical processes.

Other benefits of OSRAM HALOTHERM® lamps:

- Space-saving, maintenance-friendly installation
- Impressive reliability
- Excellent adjustment and control
- Low operating costs
- Lamps with reflector coating for directional heat; anti-glare coating on the lamps (alternatively with quartz glass)

For further information on HALOTHERM® lamps from OSRAM go to www.osram.com/uv-ir



Take part in our brief UV/IR survey on page 8. You could win one of 105 prizes.

A lighting control system for all occasions: EASY Color Control.

Simple, functional, flexible: EASY Color Control is a new lighting control system from OSRAM with a wide range of potential applications for dynamic RGB lighting solutions with LED modules or fluorescent lamps. And that's not all.

EASY Color Control offers lots of interesting functions for dynamic daylight simulation with white fluorescent lamps of different color temperatures or static lighting scene control systems. The right solution can be assembled from a range of components in a modular approach to suit the particular application. The entire system is configured with the aid of a self-explanatory software interface for standard Windows PCs (Windows 2000 or higher). Standard user interfaces can be integrated, as can motion sensors and a remote control. So it doesn't always have to be DMX512. With EASY Color Control you can offer your customers a cost-effective yet highly functional alternative for tailor-made RGB lighting solutions with up to 64 individually controllable channels. For detailed information please refer to the EASY Color Control system brochure or go online at www.osram.com/ecg-easycolorcontrol



The simple equation for energy efficiency: T5 + QT_i DALI[®] ECG + DALI[®] MULTI 3.

For modern daylight-dependent lighting control with a presence function you need just three things – a T5 lamp, QT_i DALI[®] ECG and DALI[®] MULTI 3. The most energy-efficient lighting solution from OSRAM offer potential savings of up to 70 % compared with a T8 lamp in combination with an ECG.

For detailed information go to: www.osram.com/ecg-lms

