LIGHTING SYSTEMS AND SOLUTIONS

Green Light

LED technology is changing the way we light the world. From cost savings to a reduced carbon footprint, to human health safety, Light Emitting Diodes have made measurable advancements of great proportion in recent years, to become a leading science in intelligent illumination worldwide. The robust technology of LED is at the core of every Traxon fixture. With less energy consumption than incandescent lamps, LEDs result in reduced carbon emissions making them environmentally friendly. Additionally, LEDs boast a longevity lasting nearly 30 times longer than incandescent bulbs, and therefore cost less to use for the duration of their lifetime. LEDs reduce pollution and cancer risks as they contain no Mercury or Lead, and they are safe for use near material goods as they emit no harmful Ultraviolet rays. Traxon & e:cue welcomes you to partner with us as industry leaders in the evolving world of solid state lighting.

Index

about

About Traxon Technologies

Traxon Technologies, together with its control brand e:cue, is a global leader in solid state lighting and control systems providing complete, sustainable and intelligent lighting solutions. Working with our extensive partner network, Traxon & e:cue transform creative visions into unforgettable lighting experiences, elevating architectural, entertainment, hospitality, and retail environments around the world.

Flexibility, simplicity, and innovation are our guiding principles. From software and product development, customization competence and cutting-edge integrated lighting and building material solutions, to worldwide project management, planning and support services, to our dynamic and global team of outstanding professionals, these values drive and shape us within our ever-evolving industry.

Our customers and partners are the leading international lighting design, architecture and engineering firms, as well as the world's premier developers and brands. Together we have completed over 4,000 installations worldwide, including renowned architectural landmarks such as Lincoln Center and WorldWide Plaza, New York; the Yas Hotel, Abu Dhabi; International Commerce Center, Hong Kong; Tower Bridge, London and many other prestigious entertainment, hospitality, and retail interiors and façades.

Traxon & e:cue's innovative, integrated control, software, product and project portfolios have won many awards and accolades for their pioneering technologies and dynamic solutions, including LFI Innovation, iF Design, Red Dot Design, DDC, POPAI, and MELDA. In 2009, Traxon Technologies entered into a joint venture with OSRAM, strengthening our position in the market by combining knowledge and experience in technology, and building on synergies with OSRAM's global presence.

For more information visit:
www.traxontechnologies.com
www.ecue.com

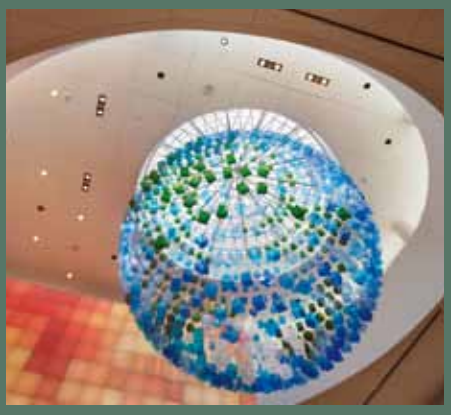
Light & Architecture

Light Up Ninja,
Yokohama, Japan

Siemens Building
Technologies Division
Headquarters' Car Park,
Zug, Switzerland

Brooklyn Academy of Music,
New York City, USA

St. Joseph's Hospital,
Paterson, USA



Distinctive architectural elements deserve to be noticed. Provide a map of light that leads the eye to appreciate their splendor, with discrete illumination solutions that exude a concentrated radiance, elegantly distinguishing intricate facades, walls, and borders. Melding technology with simplicity, Traxon & e:cue's flexible system solutions ensure bright, even output, and efficient operation and installation process. Customize an advanced lighting solution to bring your signature interior and exterior architectural features into focus.

Light & Retail

ESPRIT Flagship Store,
Frankfurt am Main, Germany

UNIQLO Heattech Installation,
New York City, USA

Akmerkez Shoppingmall,
Istanbul, Turkey

Triumph
Wien, Österreich

Heattech Installation Design: Mona Kim Projects© Mona Kim Projects

Light is among the most essential and effective sales tools in the Retail industry. Whether directing attention to a retail space, conveying the quality of merchandise, or strengthening branding and display themes, lighting has a dramatic – often subconscious, ability to charm consumers. Traxon & e:cue understand the positive potential of lighting in retail environments. Our full system solutions gracefully accentuate goods, effortlessly lead clientele through product displays, and ultimately inspire a decision to purchase. Traxon & e:cue solutions are as subtle or as bold as you wish them to be. Whether creating a subtle ambiance or a blatant, branded advertisement, let light in, to enhance your retail space and build your business.

Light & Hospitality

Play² Chickie's & Pete's,
Philadelphia, USA

Le Meridien Etoile,
Paris, France

Subsuelo Bar,
Pamplona, Spain

Park Plaza Victoria Hotel,
Amsterdam, Netherlands

Instantly captivate the mind, reward the eye, and evoke emotion with customized illumination. Traxon & e:cue's full system solutions leverage light to infuse atmospheres with serenity and intrigue; the mood enhancing possibilities are as endless as the imagination. Flexible fixtures and intelligent controls ensure flawless integration into any space, subtly putting guests at ease. From radiant balustrades and backlit coves to shimmering walls and ceilings, Traxon & e:cue's offerings merge expression with light, creating distinctive and unforgettable environments.

Light & Entertainment

La Géode,
Paris, France
CRUSH at Atlantis,
The Bahamas
FireKeepers Casino,
Battle Creek, USA
Mr. Hai Life Berlin
Germany

Breathe excitement into audiences and create memorable experiences for guests through the influence of dynamic lighting. No other element can so dramatically and effortlessly transform an environment or inspire a memory or engage its guests, as a strategic lighting scenario can. Traxon & e:cue's extensive portfolio features options for a wide range of entertainment applications, from ambiance and accent lighting for creating anticipation or setting the scene, to bold media and façade solutions, which enable scalable visual masterpieces of text, graphics, and video animations. Traxon & e:cue's full system solutions take customization to a new level and make your innovative design visions a reality.

Illumination Overview

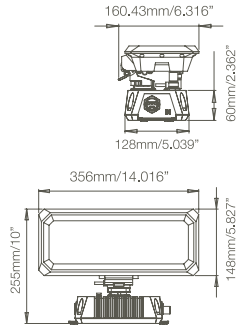
The Illumination line takes power and flexibility to a bold new level. Combining high-intensity LEDs with multiple customization options, the luminaires are rugged and powerful, yet sophisticated enough to meet the detailed demands of projects of any scale. The Illumination line, designed to withstand weather-changing environments while maintaining consistent bright light output, is available for interior and exterior applications. A wide optic range enables precise placement of light and even saturation, producing superior wall washing and grazing effects.

The World Expo,
Shanghai, China

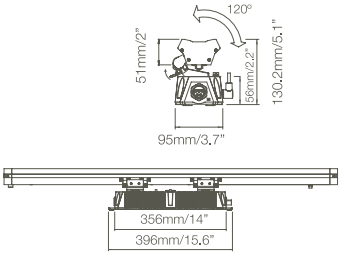
Light Up Ninja, Yokohama, Japan | Biennale, Hong Kong, China | Haifa Bridge, Haifa, Israel

Wall Washer Shield AC XB
Liner Shield AC XB

Wall Washer Shield AC XB-36



Liner Shield AC XB-27



Shield AC XB is the new solution for large-scale, high-brightness architectural illumination. The outdoor-rated Shield AC XB, intended for wall washing and grazing, enables sophisticated bright light output, projecting long distances with a broad range of customization options. The simple connection system and long run length capability enables easy installation for large-scale lighting projects.

Powered by AC line voltage AC line voltage eliminates the need for remote LED engines and allows the fixture to function up to 300 meters from its power source, with up to 32 fixtures per run.

Simple connection system Standard daisy-chain topology with combined power and data cable simplifies wiring and lowers installation costs.

Detachable base design The detachable base design gives the option of integrated or separated mounting for the base and lamp. The separation of the fixture from the power supply makes the Shield AC highly durable, easy to maintain, and flexible for use in many different scenarios.

Field-installable connectors The field-installable connectors allow the optimization of cable lengths and fixture positions.

Various customization options Shield AC XB customization choices include number of LEDs per fixture; LED color combinations (red, green, blue, warm white, cold white, dynamic white, and amber) and beam angle.

Outdoor-rated Designed to accommodate exterior environments, Shield AC XB's IP66 rating renders it a strong solution for exterior façade illumination.

Technical Specifications & Options

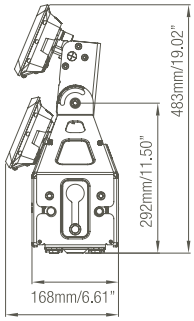
BEAM ANGLE		
COLOR		
ENVIRONMENT		
LUMINOUS FLUX EFFICACY	**Wall Washer Shield AC XB-36**	**Liner Shield AC XB-27**
	RGB Luminous Flux[1]: 1114 lm (30° optics) Efficacy: 21 lm/W (30° optics)	RGB Luminous Flux[1]: 832 lm (40° x 10° optics) Efficacy: 20.8 lm/W (40° x 10° optics)
	Cold White (6500 K) Luminous Flux[1]: 2583 lm (30° optics) Efficacy: 48.7 lm/W (30° optics)	Cold White (6500 K) Luminous Flux[1]: 1909 lm (40° x 10° optics) Efficacy: 47.7 lm/W (40° x 10° optics)
	Warm White (2700 K) Luminous Flux[1]: 1664 lm (30° optics) Efficacy: 31.4 lm/W (30° optics)	Warm White (2700 K) Luminous Flux[1]: 1232 lm (40° x 10° optics) Efficacy: 30.8 lm/W (40° x 10° optics)

[1] Typical luminous flux value. Actual flux will vary according to optics used.

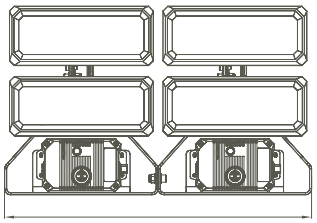
Christ the Redeemer Monument, Rio de Janeiro, Brazil

Shield AC Extend

Side



Front



Shield AC Extend is the answer for high-brightness architectural illumination where precise, long-distance aiming is mandatory. The outdoor-rated Shield AC Extend, intended for wall washing and grazing on a massive scale, enables sophisticated bright light RGB output of more than 5500 lumens. Shield AC Extend's modular mounting frame system and adjustable LED head allows accurate beam positioning, even when projecting to great lengths. The simple connection system and long run length capability of up to eight fixtures enable easy installation for large-scale lighting projects.

Powered by AC line voltage AC line voltage eliminates the need for remote LED engines, and allows the fixture to function up to 300 meters from its power source, with up to eight fixtures per run.

Simple connection system By using standard daisy-chain topology, with combined power and data cable, the Shield AC Extend system simplifies wiring and lowers installation costs.

Independent adjustable LED head Adjustable LED head allows for flexible, precision aiming capable of pinpointing specific areas or features to be illuminated, or a rich, seamless distribution of light over expansive areas.

Outdoor-rated Designed to accommodate exterior environments where a rich, even wash or graze is necessary, Shield AC Extend's IP66 rating renders it a strong solution for exterior façade illumination.

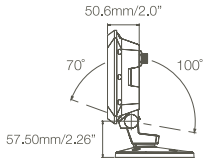
Technical Specifications & Options

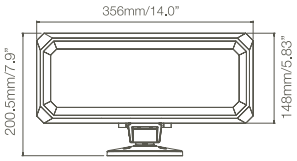
BEAM ANGLE	8°
COLOR	RGB · Cold White · Warm White
ENVIRONMENT	IP66

Ziraat Bank, Istanbul Turkey | Villa Wiesbaden, Wiesbaden, Germany | Brooklyn Academy of Music, Brooklyn, USA

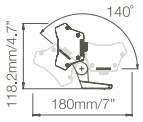
Wall Washer Shield XB
Liner Shield XB

Wall Washer Shield XB-36





Liner Shield XB-27



The rugged and powerful Shield XB matches high-intensity LEDs with multiple customization options, to illuminate large-scale outdoor installations. The IP66-rated Shield XB is designed to withstand weather-changing environments, enabling uninterrupted delivery of a rich, even wash or graze projecting long distances, in a broad range of colors consisting of RGB, warm white, and cold white tones. It is equipped with an advanced heat dissipation system, which ensures improved operating temperatures resulting in a more stable, longer-lasting fixture.

Various customization options Shield XB customization choices include number of LEDs per fixture; LED color combinations (red, green, blue, warm white, cold white, dynamic white, and amber) and beam angle.

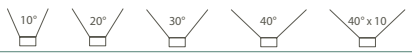
Durable fixture housing Designed to withstand intense water pressure, humidity, and environments of changing temperature, Shield XB's tough exterior maintains and protects its internal components to ensure uninterrupted bright light output and optimal functionality amidst outdoor elements.

Advanced heat dissipation mechanism Shield XB's internal heat management system results in higher fixture stability and longer LED lifetime with improved operating temperatures from -20°C to 60° C.

Built-in heat sensor A built-in heat sensor automatically reduces the fixtures light output if Wall Washer Shield XB's temperature limit is reached, thus providing additional thermal safety. (Wall Washer only).

Technical Specifications & Options

BEAM ANGLE



COLOR

ENVIRONMENT

LUMINOUS FLUX EFFICACY

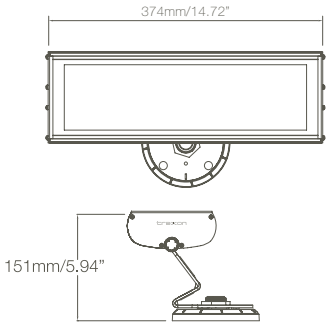
Wall Washer Shield AC XB-36	Liner Shield AC XB-27
RGB Luminous Flux[1]: 1114 lm (30° optics) Efficacy: 21 lm/W (30° optics)	RGB Luminous Flux[1]: 832 lm (40° x 10° optics) Efficacy: 20.3 lm/W (40° x 10° optics)
Cold White (6500 K) Luminous Flux[1]: 2583 lm (30° optics) Efficacy: 48.7 lm/W (30° optics)	Cold White (6500 K) Luminous Flux[1]: 1909 lm (40° x 10° optics) Efficacy: 47.7 lm/W (40° x 10° optics)
Warm White (2700 K) Luminous Flux[1]: 1664 lm (30° optics) Efficacy: 31.4 lm/W (30° optics)	Warm White (2700 K) Luminous Flux[1]: 1232 lm (40° x 10° optics) Efficacy: 30.8 lm/W (40° x 10° optics)

[1] Typical luminous flux value. Actual flux will vary according to optics used.

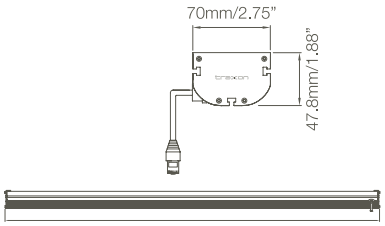
Siemens Building Technologies Division Headquarters' Car Park, Zug, Switzerland | Levi Auditorium, Levi, Finland | Neue Flora, Hamburg, Germany

Wall Washer XB
Liner XB

Wall Washer XB-36



Liner XB-27



The compact yet powerful Wall Washer XB and Liner XB combine high-intensity LEDs and multiple customization options, to illuminate interior walls, exterior façades, and unique architectural details, with a rich, even wash or graze. Wall Washer XB and Liner XB are IP65-rated and ideal for sophisticated, concentrated bright light output in both interior and exterior environments, with a broad range of colors consisting of RGB, warm white, and cold white tones. An anodized aluminum finish acts as a natural heat dissipation system resulting in longevity of the fixture.

Various customization options XB's customization choices include number of LEDs per fixture; LED color combinations (red, green, blue, warm white, cold white, dynamic white, and amber) and beam angle.

Indoor and outdoor-rated Designed to accommodate both interior and exterior environments where a rich, even wash is necessary, XB's IP65 rating renders it strong enough for exterior façade illumination, yet refined enough for interior installations.

Advanced heat dissipation mechanism XB's internal heat management system results in higher fixture stability and longer LED lifetime with improved operating temperatures from -20°C to 50°C.

Built-in heat sensor A built-in heat sensor automatically reduces the fixtures light output if Wall Washer XB's temperature limit is reached, thus providing additional thermal safety. (Wall Washer only.)

Technical Specifications & Options

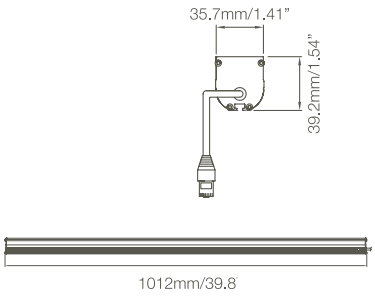
BEAM ANGLE	10° 20° 30° 40° 40° x 10°
COLOR	RGB, Red, Green, Blue, Amber, Cold White, Warm White, Dynamic White™
ENVIRONMENT	IP65

LUMINOUS FLUX EFFICACY	**Wall Washer XB-36**	**Liner XB-27**
	RGB Luminous Flux[1]: 1114 lm (30° optics) Efficacy: 20.6 lm/W (30° optics)	RGB Luminous Flux[1]: 833 lm (40° x 10° optics) Efficacy: 20.3 lm/W (40° x 10° optics)
	Cold White (6500 K) Luminous Flux[1]: 2583 lm (30° optics) Efficacy: 47.8 lm/W (30° optics)	Cold White Luminous Flux[1]: 1909 lm (40° x 10° optics) Efficacy: 46.7 lm/W (40° x 10° optics)
	Warm White (2700 K) Luminous Flux[1]: 1664 lm (30° optics) Efficacy: 30.8 lm/W (30° optics)	Warm White Luminous Flux[1]: 1232 lm (40° x 10° optics) Efficacy: 30.0 lm/W (40° x 10° optics)

[1] Typical luminous flux value. Actual flux will vary according to optics used.

The Get Down, Baltimore, USA | Neue Flora, Hamburg, Germany | The World Expo 2010, Shanghai, China

Nano Liner XB



Sleek and slender, the discreet Nano Liner XB packs high-intensity LEDs into a slim, linear fixture that is unassuming yet powerful. Capable of fitting into the smallest of allowable spaces, Nano Liner XB casts bold, even light onto walls and other flat surfaces and can be discreetly hidden from view. With its numerous customization options, Nano Liner XB is ideal for enhancing interior environments with a broad range of colors including RGB, warm white, and cold white tones, where space is limited and high output is necessary.

Various customization options Nano Liner XB customization choices include number of LEDs per fixture; LED color combinations (red, green, blue, warm white, cold white, dynamic white, and amber) and beam angle.

Sleek, slim profile The slender fixture housing allows Nano Liner XB to fit into the smallest of installation spaces. Though small and easily hidden from view, Nano Liner XB continues to deliver a rich, even graze.

Technical Specifications & Options

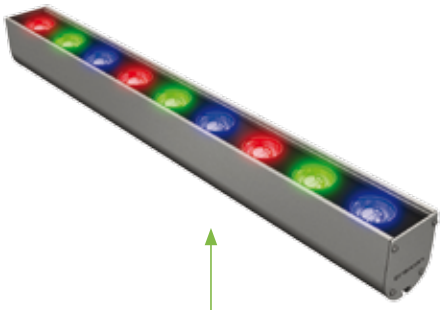
BEAM ANGLE	10° 20° 30° 40° 40° x 10°
COLOR	RGB, Red, Green, Blue, Amber, Cold White, Warm White, Dynamic White™
ENVIRONMENT	INDOOR
LUMINOUS FLUX EFFICACY	**Nano Liner XB-27** RGB Luminous Flux[1]: 833 lm (40° x 10° optics) Efficacy: 20.3 lm/W (40° x 10° optics) Cold White Luminous Flux[1]: 1909 lm (40° x 10° optics) Efficacy: 46.6 lm/W (40° x 10° optics) Warm White Luminous Flux[1]: 1232 lm (40° x 10° optics) Efficacy: 30.0 lm/W (40° x 10° optics)

[1] Typical luminous flux value. Actual flux will vary according to optics used.

The World Expo 2010

Furthering the sustainable development theme of the 2010 Shanghai Expo, Traxon & e:cue, with its parent company OSRAM, implemented dynamic lighting effects into the sophisticated spherical “We are the World” Pavilion. Color changing scenarios illuminated by 1180 Traxon Nano Liner XB-27 RGB are integrated into the five-sphere design, providing guests with an extra-bright yet environmentally-friendly LED lighting experience. Equipped with e:cue’s Butler and Butler XT, the unique installation transitions smoothly through lighting sequences, brightening the sky with a vibrant lighting experience.

System Solution



Multiple Nano Liners are used per chain

DMX512

Power

Butler

Butler XT

Lighting Control Engine

Lighting Application Suite (LAS)

Control

LED Engine XB-SD

Power

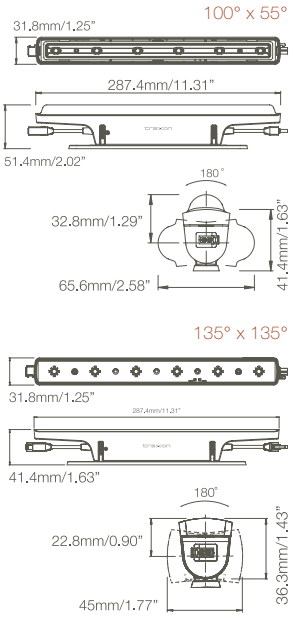
Ambiance & Accent Overview

Ambiance & Accent solutions dynamically enhance environments of any size and complexity. Low-profile design allows easy installation in nearly any location giving these unassuming fixtures the ability to impact the mood of any space, in an elegant and unobtrusive manner. The Ambiance & Accent line is auto-addressable for quick set-up, regardless of the scale of installation.

DOMO Showroom,
Paris, France

Washington Hospital Center, Washington DC, USA | DOMO Showroom, Paris, France

Cove Light AC



Cove Light AC is highly efficient and extremely versatile. Powered directly with line voltage, Cove Light AC is suitable for a wide range of applications in architectural, hospitality, and residential environments for general lighting, wall washing, and alcove illumination. Cove Light AC is a cost efficient, energy smart solution, with a high output of 314 – 449 lumens per foot for warm white and cold white applications, making it a versatile tool for ambient lighting scenarios.

Powered by AC line voltage AC line voltage eliminates the need for external power supplies and enables extended run lengths.

Two beam options The open beam version offers an ultra wide open beam of 135° x 135°. An integrated reflector design allows a focused 100° x 55° beam spread.

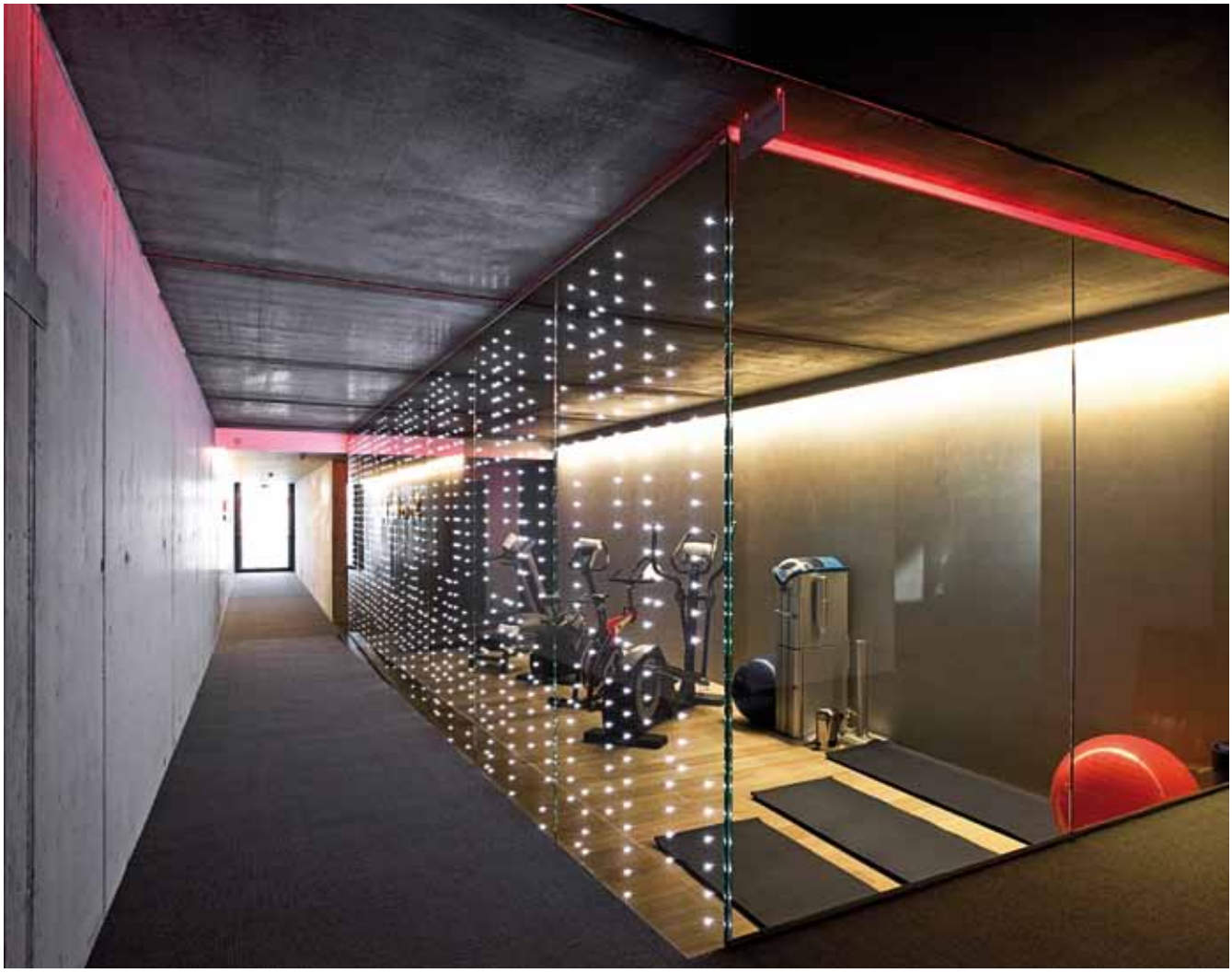
Wide range of CCT output Highly efficient LEDs output a variety of dedicated color temperature ranging from a crisp 6500 K, to comforting hues of warm (2700 K, 3000 K, 3500 K), and neutral (4000 K) white.

Flexible aiming Light AC is equipped with a 180° rotation axis and locking rotations in 5° increments for flexible aiming.

Daisy chain topology, simple cabling and connection Cove Light AC can be daisy-chained up to 75 units (110 V) and up to 150 units (220 V) per power run and is connectable with plug'n'play topology thus simplifying wiring, and lowering installation and maintenance costs.

Technical Specifications & Options

BEAM ANGLE	135° x 135° 100° x 55°
COLOR	Cold White Warm White Neutral White
COLOR TEMPERATURE	2700 K, 3000 K, 3500 K, 4000 K, 6500 K
ENVIRONMENT	INDOOR
LUMINOUS FLUX	350 lm (135° x 135°), 315 lm (100° x 55°)
EFFICACY	50 lm/W (135° x 135°), 45 lm/W (100° x 55°)



Glassiled

Glassiled is pure elegance. Points of light are suspended in glass, without any visible connections. The unique properties of Glassiled captivate the mind and reward the eye, creating a sense of wonder. Infusing an element of magic into partitions, balustrades, wall coverings, mirrors, shelving, and facades, Glassiled provides memorable design. Its unrivaled aesthetic properties are paired with the latest LED technology, ensuring endurance, efficiency, and functionality. Glassiled elegantly provides illumination, solar control, way finding, safety, and thermal insulation.

Design innovation A unique combination of transparency and light make a stunning statement. Glassiled is like stars emerging in the early evening sky.
Rapid installation Glassiled provides ease of installation, allowing the designer's vision to be quickly and affordably realized.
Production excellence A fully-automated process facilitates integrated production under one roof. Glassiled meets the stringent quality standards of AGC Flat Glass Europe, rendering it the most reliable product of its kind, on the market.
Advanced technology Sophisticated AGC glass delivers enhanced solar control, thermal insulation, light transmittance, safety, security, and acoustic protection.
LED lighting expertise Developed by a global leader in solid state lighting and lighting control systems, Glassiled features intelligent controls, as well as dynamic color changing and dimming capabilities.

Options

Exclusive With Glassiled Exclusive, the glass materials, LED colors, and LED configuration options are nearly infinite, limited only by the imagination. By perfectly melding aesthetics and functionality in a unique design configuration, Glassiled Exclusive exceeds even the highest expectations. For indoor and outdoor applications with a total size of ≥ 50 m^2, this option is the most customizable. Available in: partitions, wall cladding, balustrades, and façades.

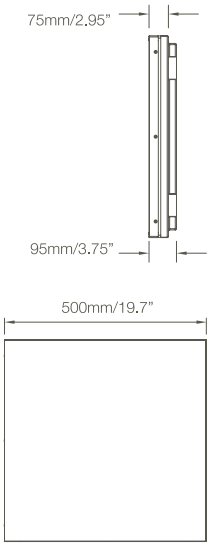
Select The Glassiled Select collection features an array of the most desirable design configurations. For indoor applications with a total size of ≥ 20 m^2 , simply define the glass size; select the glass and the LED types; and determine the number of lights per panel. Available in: partitions, wall cladding, mirrors, balustrades, steps, and display cases.

Standard Standard panels are ready-to-install and available to meet your immediate needs for indoor applications. Available in: shelves.

For more technical information please refer to page 117.

Miramar Shopping Mall, Hong Kong, China | FireKeepers Casino, Battle Creek, USA | Optimum Shopping Mall, Istanbul, Turkey

64PXL Mirror Wash RGB



Traxon’s 64PXL Mirror Wash RGB, masked with a special semi-transparent tempered glass mirror, transforms into a signature design statement. This unique LED panel provides an elegant, technologically advanced canvas for graphics and video, to accent an array of indoor environments. Its 64 individually-addressable RGB pixels and intelligent processor create a fusion effect, allowing the display to seamlessly transition between complex images and colors, enhancing and evoking emotion in any space. 64PXL Mirror Wash RGB is controllable by DMX512 and e:pix/DVI input signals. Smart Chip technology and intelligent software allow for flexible control.

Dual elegance Combining the radiance of reflection and light, the 64PXL Mirror Wash RGB appears as a normal mirror when powered off. When switched on, custom designs shine in over 16 million colors.

Easy Installation Mirror panels are easily joined to create scalable, dramatic installations. Integrated mounting clips allow for direct or DIN rail mounting (TS-35).

Simple connection with TX Connect™ Power and data are combined into one cable with the simple TX Connect™, a universal system that enables plug’n’play set up.

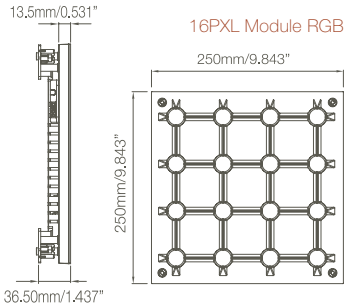
Smart Chip technology Each of the 64 pixels is auto-addressable and easily configured.

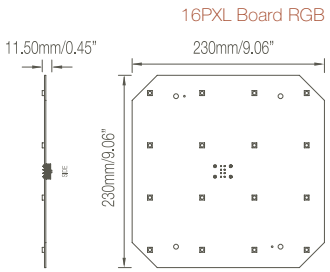
Technical Specifications & Options

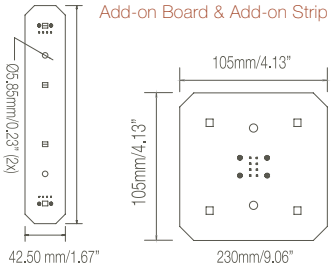
COLOR	RGB
ENVIRONMENT	INDOOR

Akmerkez Shoppingmall, Istanbul, Turkey | Uniqa, Budapest, Hungary

16PXL Module RGB
16PXL Board RGB
Add-on Board & Add-on Strip







16PXL Module RGB and 16PXL Board RGB create visual intrigue with a sleek matrix of light. Capable of static or animated, low-resolution graphics and video replay, 16PXL Module RGB and 16PXL Board RGB provide functional lighting or decorative illumination for a variety of indoor scenarios. Equipped with 16 ultra-bright, auto-addressable surface mounted LEDs, 16PXL Module RGB's acrylic casing refines it for direct view. The Quick Clip mounting system renders this product easy-to-install and facilitates rapid re-configuration of modules, making it ideal for both permanent and temporary indoor installations. Similar to the Module but without the acrylic casing, 16PXL Board RGB is ideal when mounted behind diffusion materials such as stretched canvas, or semi-translucent solids, which soften and spread its colorful output, adding depth and accent to indoor environments. A 4PXL Add-on Strip and an 4PXL Add-on Board of the same pixel pitch and wide beam angle, extend 16PXL Board's ability to adapt into installations of any dimension. The Add-on's individually-addressable pixels fill the small spaces not covered by the full Board to ensure complete coverage for medium-resolution media scenarios. Additionally, the Add-on Board and Add-on Strip include dipswitches on their reverse side which, when toggled, allow each Add-on to be addressed as a single pixel, thus augmenting the 1PLXL Board.

Medium pixel pitch, wide beam angle 16PXL Module RGB and 16PXL Board RGB offer a 62.5mm pixel pitch and a beam angle of 120°, making them efficient tools for low resolution graphics, text, and video replay on varying levels of complexity.

Low-profile, light weight design Module and Board's design offers a wide range of installation possibilities, including applications on ceilings and inside floors.

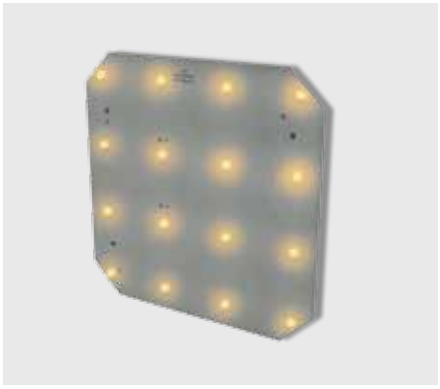
Direct-view and easy installation A transparent acrylic cover and white ABS back case house 16PXL Module RGB's 16 high-intensity LEDs. Its Quick Clip mounting system ensures simple installation and equal pixel pitch when placing multiple modules, as well as the fast reconfiguration, or integration of additional modules. This sturdy yet refined Module is ideal direct view. (16PXL Module RGB only.)

Simple connection with TX Connect™ Smart Power and data are combined into one cable with the simple TX Connect Smart, a universal system that enables plug'n'play set up.

Smart Chip technology Each of the 16 pixels are auto-addressable and easily configured.

Technical Specifications & Options

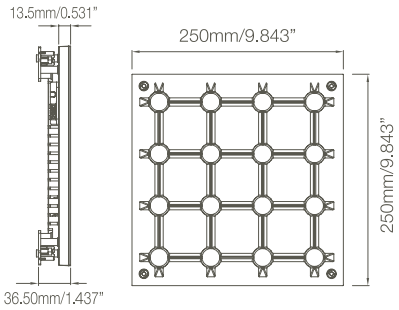
	16PXL Module RGB	16PXL Board RGB	4PXL Add-on Board & Add-on Strip
BEAM ANGLE	120°	120°	120°
COLOR	RGB	RGB	RGB
ENVIRONMENT	INDOOR	INDOOR	INDOOR



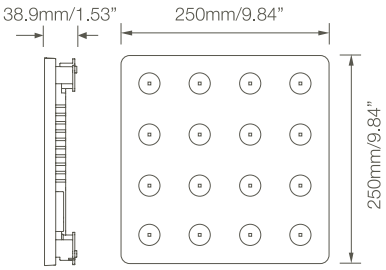
Hafencity, Hamburg, Germany | Mr. Hai Life, Berlin, Germany

1PXL Module
1PXL Board
Add-on Board & Add-on Strip

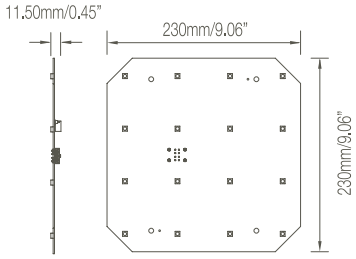
1PXL Module RGB (16 SMD)



Warm White/Cold White (16 SMD)



1PXL Board RGB



1PXL Module and 1PXL Board transform a variety of environments with a rich, ambient glow. Intelligent and unobtrusive, these low-profile matrixes of light are capable of static or animated low-resolution graphics, providing decorative illumination and stunning backlighting for a variety of indoor scenarios. Equipped with 16 ultra-bright, auto-addressable surface mounted LEDs, the 1PXL Module's acrylic casing refines it for direct view. The Quick Clip mounting system renders this product easy-to-install and facilitates rapid re-configuration of modules, making it ideal for both permanent and temporary indoor installations. Similar to the Module but without the acrylic casing, 1PXL Board is ideal when mounted behind diffusion materials such as stretched canvas, or semi-translucent solids, which soften and spread its colorful output, adding depth and accent to indoor environments. Each 1PXL Module or 1PXL Board is addressed as one single 16 source pixel within an installation.

Medium pixel pitch, wide beam angle 1PXL Module and 1PXL Board offer a 62.5 mm pixel pitch and a wide beam angle of 120°, making them efficient tools for low resolution graphics, decorative illumination, or stunning backlighting on varying levels of complexity.

Various color options 1PXL Module and 1PXL Board are available in RGB, warm white, and cold white options, to accommodate dramatic color and white installations. To further a dramatic and customizable effect, a dynamic white option is available, which allows the user to tune various white temperatures from warm to cold, thus achieving the flawless white of their choosing.

Low-profile, light weight design 1PXL Module and 1PXL Board's design offers a wide range of installation possibilities, including applications on ceilings and inside floors.

Direct-view and easy installation A transparent acrylic cover and white ABS back case house the Module's 16 high-intensity LEDs. Its Quick Clip mounting system ensures simple installation and equal pixel pitch when placing multiple modules, as well as the fast reconfiguration, or integration of additional modules. This sturdy yet refined Module is ideal direct view. (1PXL Module only.)

Simple connection with TX Connect™ Smart Power and data are combined into one cable with the simple TX Connect system, a universal system that enables plug'n'play set up.

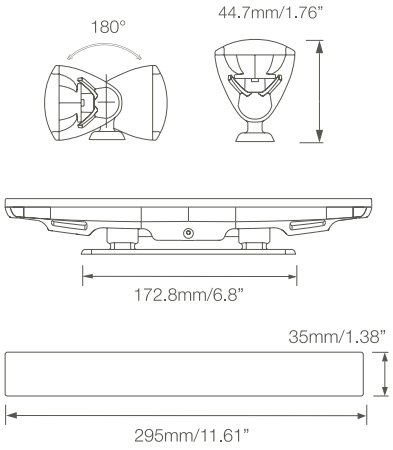
Technical Specifications & Options

	1PXL Module	1PXL Board	4PXL Add-on Board & Add-on Strip
BEAM ANGLE	120°	120°	120°
COLOR TEMPERATURE	RGB, Cold White, Warm White, Dynamic White™	RGB, Cold White, Warm White, Dynamic White™	RGB
ENVIRONMENT	INDOOR	INDOOR	INDOOR

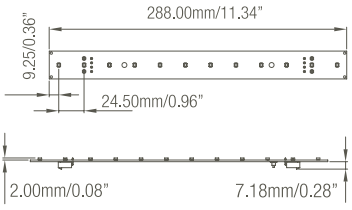
Hafencity, Hamburg, Germany | Bush Tower, New York City, USA

1PXL Cove Light XR
1PXL Strip

1PXL Cove Light XR



1PXL Strip



1PXL Cove Light XR and 1PXL Strip elegantly enhance and detail installations of any size. Whether adding a subtle glow to an alcove or soffit, or drawing attention to significant architectural detail, 1PXL Cove Light XR and 1PXL Strip provide a concentrated, low-profile accent to interior installations. Equipped with 12 ultra-bright, auto-addressable surface mounted LEDs, the 1PXL Cove Light XR's acrylic casing refines it for direct view. Its generous 180-degree locking rotation allows for flexible aiming and easy installation. Similar to the Cove Light XB but without the acrylic casing, 1PXL Strip features 12 ultra-bright, auto-addressable surface mounted LEDs, and is optimal when mounted behind diffusion materials such as stretched canvas, or in reflective alcoves and soffits.

Wide beam angle 1PXL Cove Light XR and 1PXL Strip offer a wide beam angle of 120°, making them efficient tools for decorative illumination, stunning backlighting, or highlighting of unique architectural detail on varying levels of complexity.

Various color options 1PXL Cove Light XR and 1PXL Strip are available in RGB, warm white, and cool white options to accommodate diverse color and white installations. To further a dramatic and customizable effect, a dynamic white option is available, which allows the user to tune various white temperatures from warm to cold, thus achieving the flawless white of their choosing.

Low-profile, light weight design 1PXL Cove Light XR and 1PXL Strip's design offers a wide range of installation possibilities including inside narrow coves, behind soffit edges, and along corridors for way-finding.

Direct-view and easy installation A transparent acrylic cover and white ABS back case house the 1PXL Cove Light XR's high-intensity LEDs. Its 180-degree locking rotation ensures simple installation and flexible aiming. This sturdy yet refined fixture is ideal for direct view (1PXL Cove Light XR only).

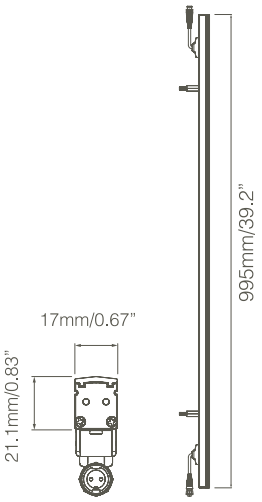
Simple connection with TX Connect™ Smart Power and data are combined into one cable with the simple TX Connect system, a universal system that enables plug'n'play set up.

Technical Specifications & Options

	1PXL Cove Light XR	**1PXL Strip**
BEAM ANGLE	120°	120°
COLOR	RGB, Cold White, Warm White, Dynamic White™	RGB, Cold White, Warm White, Dynamic White™
COLOR TEMPERATURE	7000 K – Cold White 3500 K – Warm White	7000 K – Cold White 3500 K – Warm White
ENVIRONMENT	INDOOR	INDOOR

EVO Crane, Offenbach, Germany | Tops House, Tokyo, Japan

Monochrome Tube



Contours of warm white or cold white light impose a magnetic attraction to linear details in interior and exterior environments. Monochrome Tube distinguishes facades, walls, and borders with a concentrated, even radiance due to its front diffuser. Compact, low-profile design available in three different lengths, combined with project-specific mounting options allows the Monochrome Tube to meet rigorous application demands. For installations of varying size, the Monochrome Tube offers flexibility and lends vitality to any project.

Sleek, slim profile The slender fixture housing allows Monochrome Tube to fit into the smallest of installation spaces. Though small and easily hidden from view, Monochrome Tube continues to deliver even strips of white light.

Three fixture lengths Available in three different lengths (500 mm; 995 mm; 1490 mm) Monochrome Tube accommodates a wide variety of required installation spaces.

Optional dimming Monochrome Tube may be dimmed via DMX512 through pulse-width modulation (DMX2PWM).

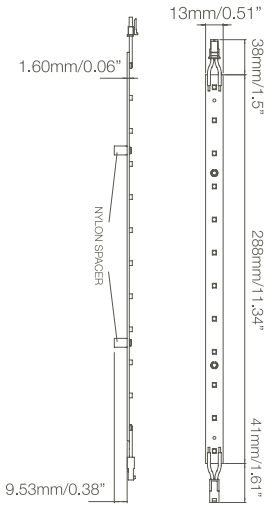
Daisy chain topology and simple cabling Monochrome Tube can be daisy-chained up to 12m per power run, lowering installation and maintenance costs.

Simple connection system Plug’n’play topology simplifies wiring and lowers installation costs.

Technical Specifications & Options

COLOR	Cold White, Warm White
COLOR TEMPERATURE	5500 K – Cold White 2700 K – Warm White
ENVIRONMENT	IP66

Monochrome Strip



In crisp shades of warm white or cold white light, Monochrome Strip enriches the impact of interior architectural elements. A simple on/off solution, Monochrome Strip employs 12 surface mounted LEDs to cast an even, high-intensity glow. The fixture's ultra-slim profile and low installation height enables integration into restrictive spaces, and Monochrome Strip's interconnection feature facilitates daisy-chaining for a continuous strand of light in niches, coves, or walkways.

Sleek, slim profile The slender fixture housing allows Monochrome Strip to fit into the smallest of installation spaces. Though small and easily hidden from view, Monochrome Strip continues to deliver even strips of white light.

Optional protective housing To ensure advanced protection if necessary, an over-strip housing is available.

Daisy chain topology and simple cabling Monochrome Strip can be daisy-chained up to 4.4 m per power run, lowering installation and maintenance costs.

Simple connection system On/off plug'n'play system simplifies wiring and installation. Monochrome Strip is also dimmable when paired with an e:cue PWM dimmer.

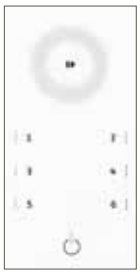
Technical Specifications & Options

BEAM ANGLE	120°
COLOR	Cold White Warm White
COLOR TEMPERATURE	7000 K – Cold White 3500 K – Warm White
ENVIRONMENT	INDOOR

David H. Koch Theater, Lincoln Center

Located in New York's historic and renowned Lincoln Center, the David H. Koch Theater lobby ticket windows feature a glowing Corian wall. This clean and crisp installation is surfaced with custom cut Corian diffusion, which tells the theatre's story in elegance and style. To set a mood of sophistication, over 560 Traxon 1PXL Board Warm White illuminate the interior of the corrugated Corian panel cut precisely to give the illusion of an opera scene when viewed from one angle, and a ballet scene when viewed from the other, both in photographic grey scale. An e:cue Butler and Butler XT allow for flawless switching of the installation.

System Solution



Optional Glass Touch

1PXL Board Warm White

DMX512

Power

Butler XT

Lighting Application Suite (LAS)

Control

LED Engine Smart 300 W

Power

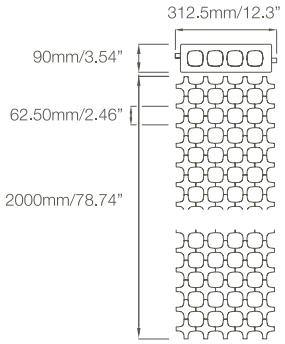
Media Solutions Overview

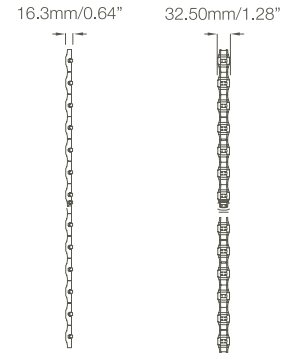
Media Solutions make graphics, text, and video come to vibrant life. Designed for use in both interior and exterior environments, Media Solutions are the answer for scalable applications where elegant display must accommodate various resolutions or challenging surfaces. Paired with sophisticated software for maximum control capability of even the most intricate media scenarios, Traxon & e:cue's Media Solutions reinvent the large-scale media experience.

Ovo, Lyon, France

IBM Showroom, Rom, Italy | Euratechnologies Business Hub, Lille, France | Meteo Tower, Garching, Germany

Mesh





Mesh systems reinvent the large-scale media experience. The sophisticated, scalable, semi-transparent LED system elegantly transforms any surface into a brilliant palette for graphics, text, and video animations in full color (RGB), warm white, or cold white options. Mesh’s semi-transparent, durable yet flexible structure, allows it to adapt to many surfaces in various applications, in both indoor and outdoor environments. Its acrylic grid system can also be mounted back-to-back for dual displays, allowing bright graphics to shine, and natural light to pass through without obstructing a view or diminishing an open-area concept. Mesh is controllable by DMX512 and e:pix/DVI input signals, and Smart Chip technology and intelligent software allow maximum control of even the most intricate media scenarios.

Flexible, semi-transparent acrylic grid Mesh’s 70% transparent, durable structure allows it to be used as a room divider, placed against glass, or installed on an irregular plane.

Back-to-back mounting capability Mesh can also be connected back-to-back for dual media displays under separate control, allowing natural light to pass through and without obstructing a view or diminishing an open-area concept.

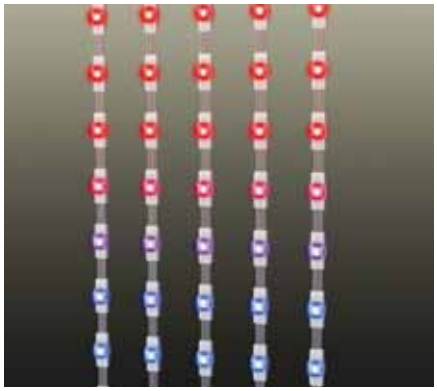
Low-to-medium resolution Each Mesh unit is comprised of eight hinged acrylic grids, totaling 160 individually-controllable LED nodes allowing low-to-medium resolution large-scale graphics, text, and video animations.

Outdoor-rated Mesh is IP67-rated, UV-resistant, and designed to withstand outdoor elements, rendering it a reliable solution for both indoor and outdoor environments.

Smart Chip technology Each Mesh pixel is auto-addressable and easily configured.

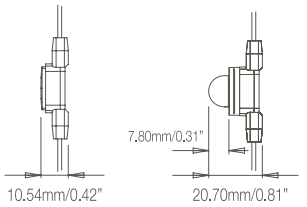
Technical Specifications & Options

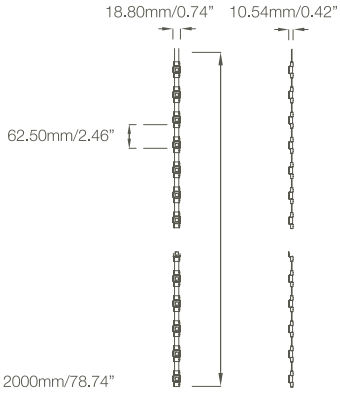
BEAM ANGLE	
COLOR	
ENVIRONMENT RATING	Pixel Distributor  IP66 Mesh Unit  IP67
BRIGHTNESS	600 cd/m²



Priscilla Queen of the Desert The Musical, USA & Canada | Hotel Ambassadori, Tbilisi, Georgia | The Get Down, Baltimore, USA

String





String systems accomplish complex, unconventional media configurations with intelligence and style. Sophisticated, scalable, and semi-transparent, String systems alter and enhance architectural, retail, and hospitality environments adding unexpected character to classic scenarios. Available in full color (RGB), warm white, or cold white options and with or without a diffuser dome, String gracefully incorporates graphics, text, and video into various, irregular surfaces, resulting in unordinary media displays never before possible. String is controllable by DMX512 and e:pix/DVI input signals, and Smart Chip technology and intelligent software allow maximum control of even the most intricate media scenarios.

Flexible mounting capability String systems are not confined to a rigid, pre-determined form or structure, and can therefore accommodate a variety of irregular surfaces, planes, and configurations. The String system is direct surface or DIN rail mountable.

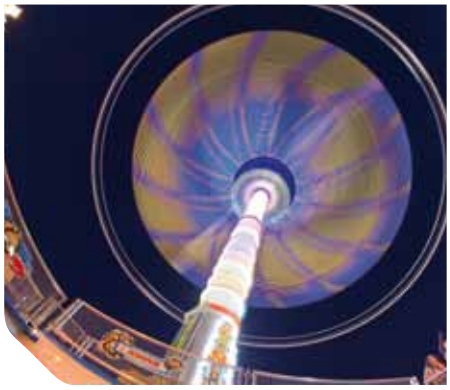
Low-to-medium resolution Each unit is comprised of five durable Strings, each consisting of 32 pixels, totaling 160 individually-controllable LED nodes per set, allowing low-to-medium resolution graphics, text, and video animations. String is available with our without a diffuser dome.

Outdoor-rated String is IP67-rated, UV-resistant, and designed to withstand outdoor elements, rendering it a reliable solution for both indoor and outdoor environments.

Smart Chip technology Each String pixel is auto-addressable and easily configured.

Technical Specifications & Options

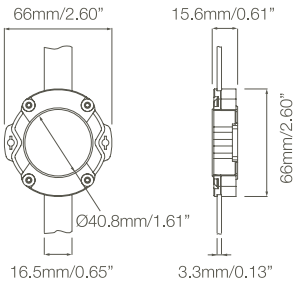
	Direct View	**Diffused**
BEAM ANGLE	120°	180°
COLOR	RGB, Cold White, Warm White	
ENVIRONMENT	Pixel Distributor: IP66; String System: IP67	
BRIGHTNESS	600 cd/m²	



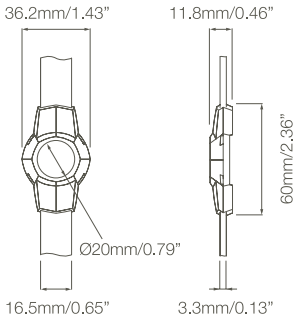
ESPRIT Flagship Store, Frankfurt am Main, Germany | Mission Space, Rotterdam, Netherlands

Dot XL

DOT XL 6/9



DOT XL 3



Dot XL is the ultra-bright, fully-customizable solution for creative and demanding media projects. Configurations of three, six, or nine LEDs within each enclosed Dot casing, and numerous additional customization options, render Dot XL's flexibility unmatchable and its application possibilities nearly limitless. Each Dot is individually-addressable making this durable, scalable solution equally ideal for vivid accent, text, graphics, and video replay in installations of any size and complexity. Dot XL is IP67-rated and designed to withstand weather-changing environments. Suitable for daylight viewing, it also shines brilliantly through adverse exterior conditions to boldly communicate messaging or evoke emotion. Dot XL is controllable by DMX512 and e:pix/DVI input signals, and its Smart Chip technology and intelligent software allow maximum control of even the most intricate media scenarios.

Various customization options Dot XL customization choices include number of LEDs per round Dot casing (3, 6, or 9); LED color (RGB, warm white, or cold white); pixel pitch; and diffuser dome.

Flexible mounting capability Mounted on a flexible string, Dot XL is not confined to a rigid, pre-determined form or structure, and can therefore accommodate a variety of irregular surfaces, planes, and configurations.

Outdoor-rated Dot XL is IP67-rated, UV-resistant, and designed to withstand outdoor elements, rendering it a reliable solution for both indoor and outdoor environments.

Smart Chip technology Each Dot XL pixel is auto-addressable and easily configured.

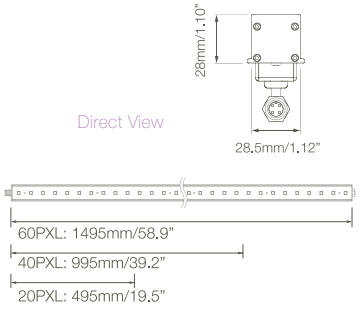
Technical Specifications & Options

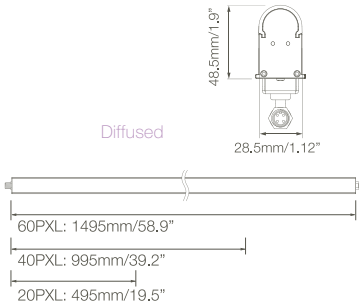
BEAM ANGLE	120°
COLOR	RGB · Cold White · Warm White
ENVIRONMENT	Pixel Distributor: IP66 · Dot XL Units/PSU: IP67
BRIGHTNESS	2396 cd/m² @ 100 mm o.c.*

* Dot XL-9 RGB

CRUSH at Atlantis, The Bahamas | Los Libertadores Bridge, Lima, Peru

Media Tube





Media Tube's versatility adds a unique twist to various architectural, retail, or hospitality environments, with linear ribbons of light or sharp video and text. Capable of replaying medium-to-high resolution graphical content or embellishing the simplest of architectural details, Media Tube's slim profile, customizable pixel count and color, result in a crisp, precise media installation, whether designed as a linear run or configured as a large-scale media screen. Media Tube is available in both direct-view and diffused options to accommodate a range of applications.

Various customization options Available in several lengths, Media Tube customization options include LED color (RGB, warm white, or cold white), number of pixels per linear fixture, and a choice of direct or diffused view.

Flexible mounting capability Mounting bracket options allow for placement anywhere along the fixture, accommodating a variety of irregular surfaces, planes, and configurations.

Outdoor-rated Media Tube is IP66/67-rated, UV-resistant, and designed to withstand outdoor elements, rendering it a reliable solution for both indoor and outdoor environments.

Daisy chain topology and simple cabling Media Tube can be daisy-chained up to 10 meters on a single power run, lowering installation and maintenance costs. Each pixel is auto-addressable and easily configured.

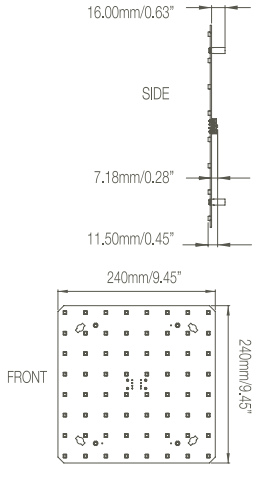
Technical Specifications & Options

	Direct View	**Diffused**
BEAM ANGLE	120°	180°
COLOR	RGB, Cold White, Warm White	RGB, Cold White, Warm White
ENVIRONMENT	IP67	IP66
BRIGHTNESS	556 cd/m² @ 100 mm o.c.	

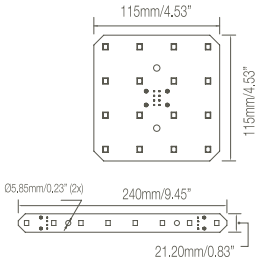
Lutron Showroom, New York City, USA | Triumph, Vienna, Austria | SGL Carbon, Meitingen, Germany

64PXL Board RGB
Add-on Board & Add-on Strip

64PXL Board RGB



Add-on Board & Add-on Strip



64PXL Board RGB is an efficient tool for dynamic communication and visual enhancement of a range of environments, from commercial to hospitality and entertainment installations. With its tight pitch and wide beam angle, 64PXL Board RGB beautifully reproduces full color, medium-resolution graphics, text, and video, in indoor environments. 64PXL Board's low profile makes it ideal for placement behind solid or fabric diffusion material, for a softened image quality and evenly-distributed light. 64PXL Board RGB is controllable by DMX512 and e:pix/DVI input signals, as well as Smart Chip technology and intelligent software allow maximum control each of the 64 individually-addressable pixels, in even the most intricate media scenarios. Additionally, an Add-on Board and Add-on Strip of the same pixel pitch and wide beam angle are available to extend 64PXL Board's light beyond its fixed dimensions. Filling the remaining margins of unordinary installations, Add-on Boards and Add-on Strips further 64PXL Board's flexibility.

Tight pixel pitch, wide beam angle 64PXL Board offers a 31.25 mm pixel pitch and a wide beam angle of 120°, making it an efficient tool for graphics, text, and video replay on varying levels of complexity.

Low profile A minimal standoff distance allows 64PXL Board to remain close to its mounting surface, resulting in an unobtrusive contour, ideal for placement behind solid or fabric diffusion.

Add-on Board and Add-On Strip An 8PXL Add-on Strip and a 16PXL Add-on Board of the same pixel pitch and wide beam angle, extend 64PXL Board's ability to adapt into installations of any dimension. The Add-on's individually-addressable pixels fill the small spaces not covered by the full Board to ensure complete coverage for medium-resolution media scenarios.

Smart Chip technology Each pixel on 64PXL Board, 8PXL Add-on Strip, and 16PXL Add-on Board, is auto-addressable and easily configured.

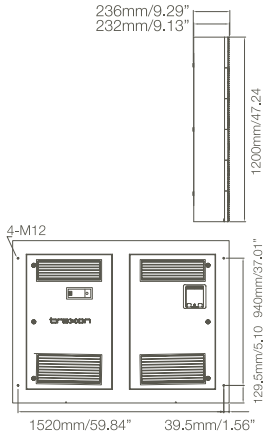
Technical Specifications & Options

	64PXL Board RGB	**16PXL Add-on Board & 8PXL Add-on Strip**
BEAM ANGLE	120°	120°
COLOR	RGB	RGB
ENVIRONMENT	INDOOR	INDOOR
BRIGHTNESS	2587 cd/m^2	

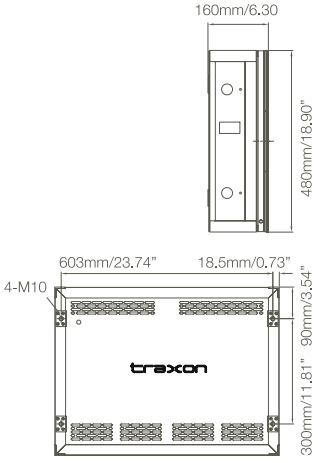
Created by VIDE Vibrant Design, France

High Resolution Media System

Outdoor (TO-12-ER)



Indoor (TI-6-FA)



The High Resolution Media System displays crisp, clear imaging in vivid color and detail. Available for indoor and outdoor installations, High Resolution Media Systems provide scalable communication messaging for retail and entertainment environments, sports arenas, and exhibition facades. With innovative color correction technology, the High Resolution Media System displays true-to-life tones, vibrant video and graphics and offer exceptional color reproduction. The modular design and slim-profile casing is available in a variety of pixel pitches, accommodating a range of screen sizes and resolutions to accurately deliver a bold, bright message.

High Refresh Rate & Contrast Ratio A 16-bit processing depth delivers up to 281 trillion colors, and a high refresh rate minimizes possible flickering, resulting in rich, true-to-life images. A broad viewing angle reduces eye strain, improving picture quality in any light.

Enhanced resolution technology A specialized driver/software combination delivers a sharp, uniform image, enhancing resolution while eliminating coarseness.

True Color Sophisticated color correction technology delivers precise color reproduction and image uniformity of true-to-life colors and accurate skin tones, with a variation of less than three-percent.

Design Innovation Durable, and light-weight, the slim and modular casing accommodates a variety of installations size and resolutions. Module pitches ranging from 7.94 mm to 20 mm pitch accommodate a variety of installation sizes and resolutions.

Intelligent Processor Stream processing architecture vividly displays images and reproduces video, seamlessly, supporting resolutions up to 1080 p without flickering.

Daisy chain topology and simple cabling Low installation and maintenance costs, and easy connection.

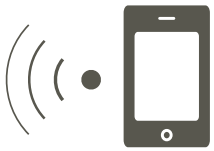
Technical Specifications

For more technical information please refer to page 116.

Los Libertadores Bridge

Los Libertadores is a modern cable-stayed bridge located in Lima, Peru, which models a sophisticated dynamic lighting solution of customizable Media Tube RGB. The ultra bright, full color installation handsomely illuminates the 12 steel bands spanning from the top of the bridge to the bank of the Rimac River, perfectly tracing the bridge's architectural contours. Media Tube RGB can resist nearly any weather condition, making it a versatile solution for both indoor and outdoor installations. Four e:cue Butlers and one Butler XT raise the installation to a new level, enabling a transition from static to color changing sequences, triggered by e:cue's Lighting Application Suite via an iPod touch.

System Solution



Wireless control to trigger pre-configured programming via Wi-Fi Ethernet Switch

Multiple Media Tubes are used per chain.

Terminal Block

DMX512

Power

Butler XT

Lighting Application Suite (LAS)

Control

LED Engine 240W 48V

Power

Façade Solutions Overview

Façade Solutions transform exterior architecture into works of art. Applied to building façades as an aesthetic enhancement or a functional media messaging tool, the combination of Traxon & e:cue's LED technology and the modern building materials of our strategic partners, make LED Façade Solutions a reliable, innovative answer for modern exterior enhancement.

East Pacific
International Center,
Shenzhen, China

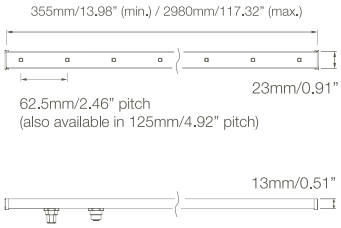
Haver & Boecker Headquarters, Oelde, Germany

IMAGIC WEAVE®

IMAGIC WEAVE® masters the balance of structure and art. The creative and sustainable possibilities of Traxon LEDs paired with the rugged structural durability of Haver & Boecker's stainless steel mesh, meld together to become IMAGIC WEAVE®, a woven grid equipped with individually-addressable LEDs, which converts building facades into unique, transparent canvases for vivid, large-scale media.

IMAGIC WEAVE®'s steel composition acts a flat, unobtrusive second skin, protecting the building from harsh elements and harmful UV rays while serving as a thermal layer. Its linear LED configurations are easily attached to the mesh structure with a patented clip system, which enables uncomplicated maintenance and addition of LED configurations to a mesh unit not originally including the component. A choice of three pixel pitches of 50 mm, 62.5 mm, or 125 mm, render IMAGIC WEAVE® capable of medium-resolution graphics, text, and video animations in full color.

Rugged structure Built on the durable structure of Haver & Boecker's stainless steel wire mesh, IMAGIC WEAVE® communicates industrial design influences and contributes to the character of any façade with its clean, non-obstructive surface.
Many customization options LED profile length; number of pixels (from six LEDs to 48 LEDs per profile piece); pixel pitch (50 mm, 62.5 mm, or 125 mm); and the configuration and location of each LED profile, can all be custom selected.
Simple maintenance and upgrades Linear LED configurations are easily attached to the steel mesh with a patented clip system, which clips from the back of the structure allowing easy installation and maintenance of the LED units. The clip system also allows LED configurations to be added to the mesh after initial installation.
Medium-resolution Each IMAGIC WEAVE® unit is comprised of individually-controllable LED nodes allowing medium-resolution, large-scale graphics, text, and video animations.
Outdoor-rated IMAGIC WEAVE® is IP67-rated, UV-resistant, and designed to withstand outdoor elements, rendering it a reliable solution for both indoor and outdoor environments. Additionally, it serves as a second skin, shielding building facades from sunlight while acting as a thermal layer.
Smart Chip technology Each IMAGIC WEAVE® pixel is auto-addressable and easily configured.



Technical Specifications & Options

BEAM ANGLE	120°
COLOR	RGB
ENVIRONMENT	IP67
BRIGHTNESS	512 cd/m²

East Pacific international Center, Shenzen, China

Glassiled

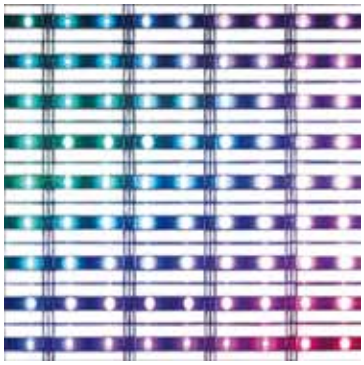
Glassiled is pure elegance. Points of light are suspended in glass, without any visible connections. Infusing an element of magic into wall coverings and facades, Glassiled provides memorable, contemporary design. Its unrivaled aesthetic properties are paired with the latest LED technology, ensuring endurance, efficiency, and functionality. Glassiled elegantly provides illumination, solar control, and thermal insulation, giving exteriors originality and visibility, and turning architectural projects into landmarks.

Design innovation A unique combination of transparency and light make a stunning statement. Glassiled is like stars emerging in the early evening sky.
Rapid installation Glassiled provides ease of installation, allowing the designer's vision to be quickly and affordably realized.
Production excellence A fully-automated process facilitates integrated production under one roof. Glassiled meets the stringent quality standards of AGC Flat Glass Europe, rendering it the most reliable product of its kind, on the market.
Advanced technology Sophisticated AGC glass delivers enhanced solar control, thermal insulation, light transmittance, safety, security, and acoustic protection.
LED lighting expertise Developed by a global leader in solid state lighting and lighting control systems, Glassiled features intelligent controls, as well as dynamic color changing and dimming capabilities.

Haver & Boecker Headquarters

The world's first IMAGIC WEAVE® installation converts Haver & Boecker Headquarters' facade in Oelde, Germany, into a unique canvas for vivid, large-scale media. Spanning 42.3 square meters, the custom IMAGIC WEAVE® consists of 222 linear LED configurations equaling 10,656 high-performance LED pixels. The 6.25cm-pitch LED tubes are attached to the steel mesh with a patented clip system, which clips from the back of the structure allowing easy installation and maintenance of the LED units. The Haver & Boecker installation's medium-resolution text, graphics, and video is controlled by e:cue's Video Micro Converter (VMC), Video Control Server, and the Lighting Application Suite.

System Solution



IMAGIC WEAVE®

Weidmüller Terminal Block

Wago Terminal Block

e:pix/DMX512

Power

Video Micro Converter (VMC)

Lighting Control Engine

Lighting Application Suite (LAS)

Control

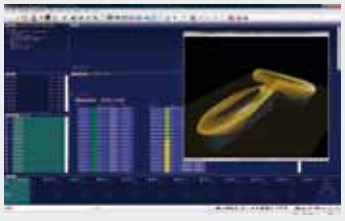
LED Engine Smart 1000 W

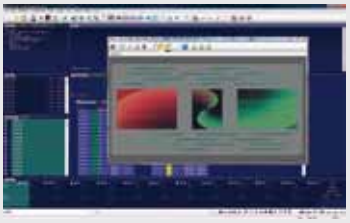
Power

Control Software Overview

Control Software includes innovative and intuitive tools that allow the user to design simple to complex lighting shows, position lighting fixtures in a project plan, and configure Traxon & e:cue's and external devices in the control system, in addition to programming special lighting effects, video-to-light pixel mapping, visualization of the lighting installation, and special triggering and automation features.

Yas Marina Hotel,
Abu Dhabi, UAE





YAS Marina Hotel, Abu Dhabi, UAE

Lighting Application Suite 5.3

INNOVATION

Create stunning lighting sequences using the Live FX generator Endless special lighting sequence possibilities and effects can be generated using the Live FX generator. From simple color-changing chasers to complex, dynamic color patterns based on advanced mathematical formulas.

Program advanced and interactive automation or triggering With simple steps, users can program various automation and triggering features for their lighting installation, creating interactive experiences for end-users or to reflect specific events.

Program precision timing lighting scenes Precisely define transitions between cues, wait times and fade in/out times, to the millisecond for the perfect lighting show.

Configure 1 to 1 pixel mapping of video content Instantly map each video pixel to each LED node for video-to-lighting installations.

Preview lighting projects with a Visualizer tool (Imagine) Preview your project using the built-in 2D Visualizer or use the Imagine software tool to preview the lighting show in 3D.

Control lighting shows using an Internet browser An HTML-enabled web server offers browsers the possibility to trigger all functions available within the e:cue software package, thus enabling the use of devices with LAN or WLAN access, such as cell phones, PDAs, panel PCs, laptops, and computers, to remotely control lighting shows.

Intuitively arrange lighting fixtures in your project plan Using the Patchelor tool, users can easily map the lighting fixtures using a background picture of the project for intuitive planning. The file generated by this powerful tool is later used by the software lighting designer tool and Visualizer tool.

Supports RDM protocol for bidirectional communication RDM (Remote Device Management) bidirectional communication allows configuration, status monitoring, and management of lighting fixtures with RDM capability.

SIMPLICITY

Select standard fixtures using the Fixture Library for easy set-up Pick the fixtures and arrange them according to the project layout. The Fixture Library includes an extensive list of standard fixtures by major lighting manufacturers. For addition of new or custom fixtures, you can create your own fixture profile.

Organize and group fixtures Cluster fixtures and individual LEDs for easier access and management of large lighting installations with several sections. Users can name fixture groups for better organization and ease of programming.

Use the same lighting desk features on a PC Familiar features used in lighting desks such as cues, cue lists, sub-masters, grandmasters, and faders make it easy for experienced programmers and lighting designers to learn e:cue software and use the same features on a PC and on the Lighting Control Engine.

Use the Color Picker for quick color selection Assign color to individual lighting nodes or groups using the Color Picker, a standard feature in all familiar graphic software applications.

Create animations using Wizards Easily generate chasers, scrolling text, graphic animations, and map video content using software wizards.

Add dynamic video effects Orchestrate cue overlays for multiple videos and add dramatic effects with the Emotion FX.

IBM Showroom, Rome, Italy

Program time and date triggers Use specific date and time triggers to start lighting shows based on sunrise, sunset, specific holidays and other time-related triggers.

Customize Glass Touch User Terminals Simply tailor the functionality of the touch sensitive keys and wheels of all Glass Touch User Terminals using a visual tool. Assign any function to the keys or wheel in only a few steps.

Use the Sequencer to compose shows with a visual timeline The intuitive timeline tool called the Sequencer makes building frame-synchronized lighting programs easy. The Sequencer displays video as single frames and audio data as a waveform, and can record manually evoked events.

Complete and easy customization of multiple remote User Interfaces Programmer's Action Pad tool allows users to create their own fully customized user interface and publish their design in real time to several platforms including, a local PC running e:cue Programmer; a remote PC running Internet Explorer or Firefox with Flash; a Glass Touchscreen (e:net); an iPhone, iPad, iPod Touch via e:cue's free application; and to the LCE and LCEfx display.

FLEXIBILITY

Control large numbers of DMX512/RDM channels Design lighting shows from simple installations with few fixtures to large lighting installations requiring control of up to 65,536 DMX512/RDM channels, the equivalent of controlling up to 21,845 RGB color mixing nodes or 65,536 monochromatic light nodes (128 DMX512 Universes).

Use scripting language for advanced custom solutions Apart from the standard features provided by the e:cue software, advanced users can utilize the e:script scripting language, based on familiar programming language concepts, to create special functions for custom solutions and unlimited programming options.

Integrate Input/Output signals for external triggering Allows integration of external control devices through various protocols to initiate various functions in the software.

Use two media players for simultaneous video/audio playback Use two media players to replay and transition between two video files simultaneously.

Realize sound-to-light effects using Audio DSP Create dynamic lighting sequences based on sound from music or other audio source.

Lighting Application Suite Versions

Standard Version Free download at www.ecue.com. This is the most basic version of the LAS.

Elements Version Two Multimedia Players with full screen playback capability and video, two light mapping features, and an AudioDSP feature enables powerful Sound2Light Effects. Th Elements Version also enables users to export light scenes to the e:cue Butler and Butler XT. Elements also allows integration of one external device such as MIDI, RS232, or SMPTE Timecode, via the Device Manager.

Enterprise Version Contains all functions of the Elements Version , plus integration of up to five external devices. In this version, powerful automation trigger features and the Sunrise Timer (astronomical clock) are enabled, as well as access one Art-Net or KiNet Universe.

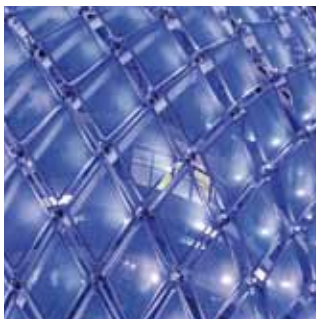
LCE Version Pre-installed and available only with the Lighting Control Engine (LCE) Series. Enables integration of 99 external devices. Art-Net/ KiNET upgrades which enable output of Art-Net/KiNET protocols are only available with the LCE. Art-Net/KiNET upgrades can be expanded in steps of 8, 16, 32 or 64 universes. This feature enables simultaneous control of DMX/RDM fixtures and Art-Net/KiNET-driven fixtures.

LCEfx Version Pre-installed and available only with the Lighting Control Engine fx (LCEfx), this version includes all features of the LCE Version, in addition to the Emotion FX Real time Video Synthesizer.

YAS Marina Hotel

YAS Hotel in Abu Dhabi is one of the world's largest LED project to date, and is controlled through RDM (Remote Device Management) protocol by e:cue's advanced lighting control solutions. The main design attraction of this 85,000-square-meter complex is the curvilinear grid-shell covered with over 5,300 diamond-shaped steel panels, containing nearly 5000 LED fixtures. Controlled by e:cue's Lighting Control Server through RDM protocol, the installation includes 32 Butler XTs. RDM capable, Butler XT provides bi-directional communication between the LED lighting on the grid-shell, and the Lighting Control Server for monitoring of LEDs. The system sends status reports to building management and automatically adjusts the intensity of LEDs to prevent overheating.

System Solution



Customized Fixture

DMX512/RDM

RDM capable Butler XT

e:net

Network Switch

e:net

LCE with sunrise trigger

Lighting Control Engine fx (LCEfx)

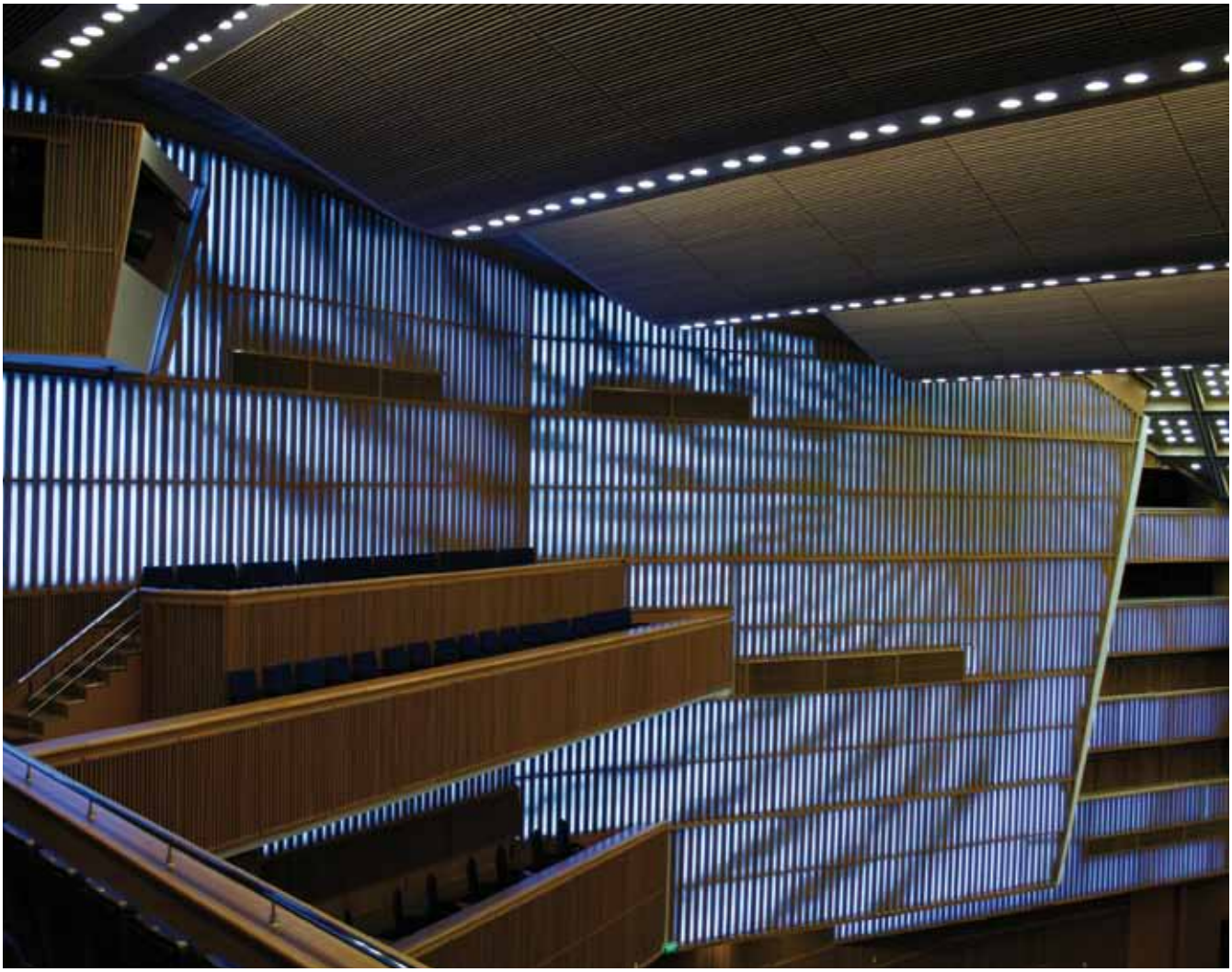
Lighting Application Suite (LAS)

Controlled with RDM protocol

Control Engines Overview

Control Engines generate, store, and output DMX512/RDM, and a variety of other standard protocols and signals, orchestrating communication between all devices and fixtures in lighting control systems. With advanced features including the capacity to handle demanding lighting projects with multi-signal scenarios, Engines, with their intelligence and modularity, are the best solution for any category or scale. Engines' reliability ensures smooth, uninterrupted operation of permanent lighting installations.

IBM Showroom,
Roma, Italy



Kremlin State Palace, Moscow, Russia | W Hotel, Hoboken, USA

Lighting Control Engine
Lighting Control Engine fx

Technical Specifications & Options

LCE

L x W x H: 504.5 x 487 x 132.4 mm/ 19.9 x 19.2 x 5.2 inch
Weight: 12 kg/26.5 lbs
Cable: 100 – 240 V AC, 600 W
System Link: 2 x e:net (Ethernet, RJ-45)
Memory: 2048 MBytes
Storage: 2 x 250 GB HDD (RAID1)
Interfaces: Keyboard (PS/2), Mouse (PS/2), Audio In/Out (RCA), S/PDIF, 6 x USB 2.0, 1 x Firewire (IEEE 1394), 1 x HDMI Out, 1 x DVI Out, 1 x Video In (RCA), 1 x DMX512 In (XLR5), 2 x DMX512 Out (XLR5), 2 x RS-232 (DSub), 1 x MIDI In, 1 x MIDI Out, 16 x input dry contacts (screw terminals)
Mounting: Desktop operation, Mounting in 19" rack

LCEfx

L x W x H: 504.5 x 487 x 132.4 mm/ 19.9 x 19.2 x 5.2 inch
Weight: 13 kg/28.6 lbs
Cable: 100 to 240 V AC, 600 W
System Link: 3 x e:net (Ethernet, RJ-45)
Memory: 4096 MBytes
Storage: 2 x 500 GB HDD (RAID1)
Interfaces: Keyboard (PS/2), Mouse (PS/2), Audio In/Out (RCA), S/PDIF, 6 x USB 2.0, 1 x Firewire (IEEE 1394), 2 x HDMI Out, 2 x DVI Out, 1 x Video In (RCA) 1 x DMX512 In (XLR5), 2 x DMX512 Out (XLR5), 4 x RS-232 (DSub), 1 x MIDI In, 1 x MIDI Out, 16 x input dry contacts (screw terminals)
Mounting: Desktop operation, Mounting in 19" rack

Lighting Control Engine (LCE)

Designed to control large and complex projects, the Lighting Control Engine (LCE) is a high-performance server with the e:cue software suite installed. A central control unit, this versatile lighting control server orchestrates all devices and fixtures within a project. With the ability to output DMX512/RDM, e:net, and other protocols such as KiNET and Art-Net, and the capability to integrate various audio/video, external triggering, and other desired devices and content, the LCE is the ideal solution for the most demanding projects. A built-in touch screen monitor housed on the front panel of the attractive, durable aluminum casing provides user interaction with custom graphic user interface designs. The LCE can be mounted in a 19" rack.

Lighting Control Engine fx (LCEfx)

Similar to the Lighting Control Engine (LCE) but with dynamic video capabilities and extended software tools, the elite Lighting Control Engine-fx (LCEfx) is a high-performance server with the e:cue software suite installed. A central control unit, this versatile lighting server has the ability to output DMX512/RDM, e:net, and other protocols, as well as to integrate various audio/video, external triggering, and other desired devices and content, to orchestrate all devices and fixtures within an installation. Additionally, LCEfx features exclusive Emotion FX software, a unique feature of Lighting Application Suite 5.3 available only FX. With added hardware capacity to control modern mixed media installation via the Video Micro Converter, low-resolution LED mesh units, and conventional DMX lighting moving lights, LCEfx is the ultimate solution for the most demanding projects. A built-in touch screen monitor housed on the front panel of the attractive, durable aluminum casing provides user interaction with custom user interface designs. The LCEfx can be mounted in a 19" rack.

- Built-in touch screen for user control and monitoring
- Equipped with e:cue's Lighting Application Suite
- Exclusive Emotion FX software (LCEfx only)
- Orchestrates a wide range of fixtures, devices, technologies and media
- Reliable uninterrupted operation
- Outputs a variety of Ethernet-based protocols
- Numerous triggering options
- Integrate media content
- Remotely control lighting show via LAN using a web browser
- Synchronize sound-to-light sequences
- Control up to 65,536 DMX512 channels (LCE)
- Control an infinite number of DMX channels when in conjunction with VMCs and Emotion FX (LCEfx)
- Easily mountable in standard control rack

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

Siemens Building, Technologies Division, Headquarters' Car Park, Zug, Switzerland

Butler XT
Butler & Butler Garage

Technical Specifications & Options

Butler

L x W x H:
71,5 x 24 x 85 mm/
2.79 x 0.94 x 3.34 inch

Weight: 0,19 kg/0.44 lbs

Cable:
12 to 24V AC/DC ext.
PSU (Power Supply Unit)
or PoE (Power over Ethernet)

System Link: e:net

Output: 2 x DMX512 (RJ45)

Mounting:
Optional mounting in 19" Butler Garage

Butler XT

L x W x H:
177 x 59,5 x 75,4 mm/
6.97 x 2.34 x 2.97 inch

Weight: 0,4 kg/0.88 lbs

Cable:
12 to 24V AC/DC
e:bus requires: 24V DC/>= 1,3A

System Link:
e:net (RJ45), e:bus (clamp terminals)

Output:
2 x DMX512 (RJ45, clamp terminals)

Mounting:
Optional mounting in 19" Butler Garage

DIN Rail Mounting

Butler

The Butler is a DMX512 engine that can be used either in standalone mode to replay and loop previously uploaded lighting shows, programmed using a PC running the e:cue software suite, or as a DMX512 output device controlled by another e:cue Engine. One compact Butler controls up to 1024 DMX512 channels.

- Control up to 1024 DMX512 channels
- Easily upload lighting show files via Ethernet
- Reliable uninterrupted operation
- Scalable up to 65,536 channels

Butler XT

Similar to the Butler but with more connectivity options and RDM capability, the Butler XT is a DMX512/RDM engine that can be used in standalone mode to replay and loop previously uploaded lighting shows, programmed using a PC running the e:cue software suite. The Butler XT is also used as a DMX512/RDM device controlled by another e:cue Engine. In standalone mode, one DIN-rail mountable. This Engine has many connectivity options used to control the lighting show running on the device. Connectivity options include direct connection to Glass Touch User Terminals, RS232, digital dry contact inputs, and e:cue protocols.

- Control up to 1024 DMX512/RDM channels
- Supports RDM protocol for bidirectional communication
- Internal real-time and astronomical clock
- Easily upload lighting show files via Ethernet
- Reliable uninterrupted operation
- Scalable up to 65,536 channels

Butler Garage

Butler Garage is used to house and power up to 12 Butlers for neat arrangement and wiring, and designed to be mounted on a 19”rack.
Butler XT Garage is used to house and power up to two Butler XTs for clean arrangement and wiring, and designed to be mounted on a 19”rack.

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

LIV Nightclub

Cutting edge elements of architecture, theater, and nightlife blend fluidly at LIV Nightclub in Miami. An e:cue Media Engine 2 and five e:cue Butlers control the thousands of LED fixtures that light the club, creating an ambiance and setting the mood through a combination of colorful architectural illumination, and low-resolution media and graphics. The entire installation can be controlled with a touch screen monitor running e:cue's Lighting Application Suite complete with Action Pad. An e:cue Faderunit is located in the DJ booth, allowing flawless synching of sound and light in this massive nightlife hotspot. LIV Nightclub's lighting scheme can also be personalized, as the each VIP area installation can be controlled with an individual user terminal accompanying each booth. Every fixture in the house can be triggered by the master lighting console via an e:cue Excite+.

System Solution

Touchscreen
& Faderunit

DMX512 to Dome LED fixtures

Butler

e:net

Network Switch

e:net

Lighting Control Engine


WWW.HIGHLIGHT-VI
HIGH
LIGHT

User Terminals Overview

User Terminals bring personal lighting control to one's fingertips. Sharply intuitive, pleasing to the eye, and triggered by touch, User Terminals are available with a wide range of functions from simple to complex, with programmable selection features or plug'n'play, standalone DMX512 output capabilities. User Terminals combine intelligent, articulate control and sleek design into one sophisticated, fully customizable unit.

Siemens Medical Care Showroom, Forchheim, Germany | Lutron Showroom, New York City, USA

Glass Touch
T12/T6R/T6/T Wheel

Technical Specifications & Options

L x W x H:
Glass Touch T6
80 x 80 x 11 mm/
3.15 x 3.15 x 0.43 inch
Glass Touch T6R & T12
80 x 160 x 11 mm/
3.15 x 6.3 x 0.43 inch
Glass Touch T Wheel
160 x 80 x 11 mm/
6.3 x 3.15 x 0.43 inch

Weight:
Glass Touch T6
0,11 kg/0.22 lbs
Glass Touch T6R, T12, T Wheel
0,3 kg/0.66 lbs

Cable:
24V DC, 18 to 100mA (via e:bus)

System Link: e:bus

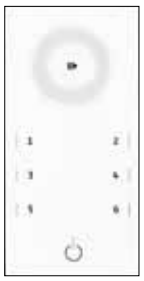
Control: IR control

Mounting: In-wall mounting

Glass Touches are a series of User Terminals featuring a sleek design with a glass surface as well as touch-sensitive keys and wheel for user interaction. Designed to work with the Butler XT via the e:bus protocol, the Glass Touch keys and wheel are easily customized using the e:cue software to perform any function according to project requirements. Pleasing to the eye, these devices are the perfect solution for user interaction and control in high-end lighting applications such as hospitality, architectural, healthcare, residential, and other projects. Glass Touches are wall mountable, and up to eight units can be connected to a single Butler XT for flexible installation.

- Sleek glass surface with modern, elegant design
- Touch-sensitive keys and wheel
- Only two wires for power and data (e:bus)
- Easy set-up and customization
- Wall mountable, flexible installation

Glass Touch T6

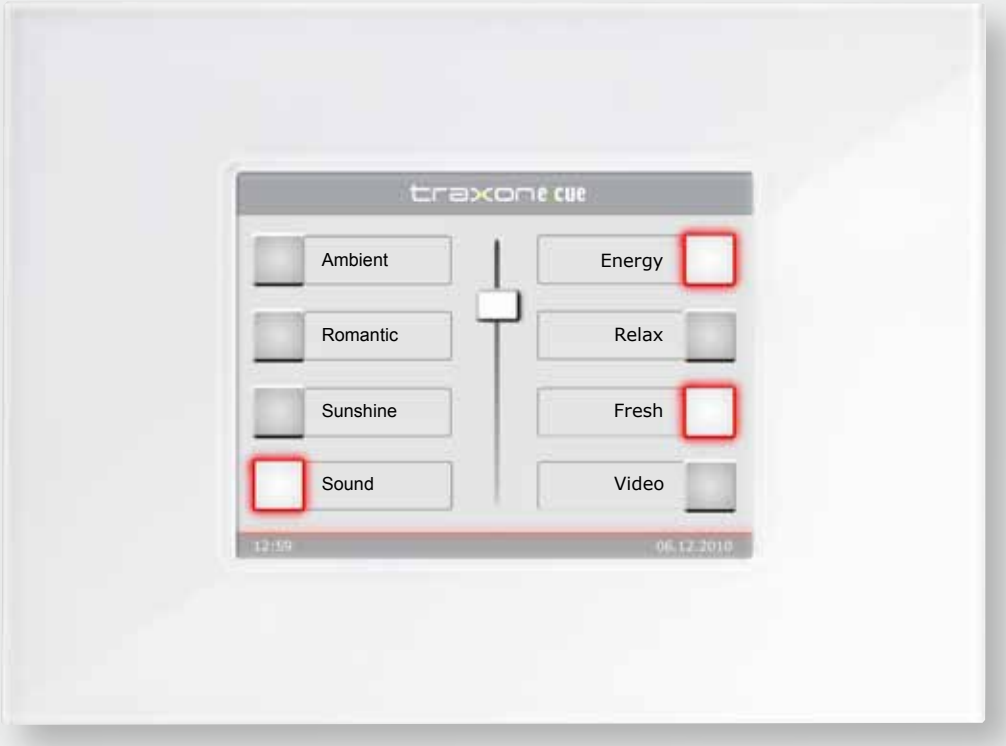


Glass Touch T6R

Glass Touch T12

Glass Touch T Wheel

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.



Glass Touchscreen

Glass Touchscreen

Technical Specifications & Options

W x D x H:
220 x 54 x 160 mm/
8.66 x 2.13 x 6.30 inch

Weight:
0.84 kg/1.85 lbs

Power:
min. 12 V, max. 24 VDC, 300 mA
(via e:bus)

Power Consumption:
7W

Operating/storage temperature:
0 to 40°C/32 to 104°F

Operating/storage humidity:
0 to 90% non condensing

Protection type:
IP20

Materials:
Steel (fixing plate), plastic (frame),
glass (screen)

Certifications: CE

User interface:
Resistive touch sensors, Reset button

Interfaces (back):
e:bus (screw terminal plug), Ethernet/
RJ45, RS232/RJ11 (without function),
Mini-USB (without function)

Interfaces (front):
USB-A (firmware updates), Standard
slot (OS updates)

The Glass Touchscreen is a fully customizable graphical user interface, triggered by touch and used to control lighting sequences and shows running on e:cue Engines, through a two-wire or Ethernet connection. The Glass Touchscreen allows users to control pre-programmed lighting shows stored in Engines, by triggering various functions created with the e:cue Lighting Application Suite. Designed to work with the Butler XT via the e:bus protocol, the Glass Touchscreen controls lighting shows pre-programmed in the Butler XT in standalone mode, via a two-wire connection for power and data, for simple and reilable installation. The Glass Touchscreen can be fully customized with the Lighting Application Suite to control pre-programmed lighting shows running on the Lighting Control Engine (LCE). This touch panel features a sleek, glassy frame available in black or white, with a simple magnetic attachment to provide easy cleaning and maintanance. The device also features a USB connector for ease of future firmware and template updates.

- Easy set up and customization using e:cue software
- Mix-and-match with other Glass Touches using any topology, within a control system
- Only two wires for power and data (e:bus)
- Select GUI from a variety of pre-designed templates (in e:bus system)
- Design your GUI using your favorite graphical elements (in e:net system)

Glass Touchscreen

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

DOMO Showroom, Paris, France | La Suite Casablanca, Casablanca, Morocco

Light-Drive Jog RGB/DW
Light-Drive RGB

Light-Drive Jog RGB/DW

Light-Drive RGB

LIGHT-DRIVE JOG

Light-Drive Jog is a wall-mounted standalone DMX512 controller and interactive user interface for dynamic lighting with RGB or white fixtures. End-users can easily control color, intensity, and speed, by simply turning the Jog's wheel, easily adjusting the mood of any lighting scenario. Available in an RGB or Dynamic White (DW) version, Light-Drive Jog is a plug'n'play device idea for controlling lighting installations with no programming required.

- User-friendly standalone DMX512 controller
- Continuous replay of color sequences
- RGB or dynamic white option
- Simple set-up
- Wall mountable

LIGHT-DRIVE RGB

Light-Drive RGB is a wall-mounted standalone DMX512 controller and interactive user interface for dynamic lighting with RGB fixtures. With a simple turn of the wheel, end-users can directly control color, intensity, and speed, in two or more lighting zones, to easily adjust the ambiance of a lighting scenario. Six memory keys allow precise individual settings to be saved and recalled at any time with the simple press of a button, or via IR Remote Control. Additionally, two sequencing modes facilitate continuous replay of saved color settings and preset color phases or a dimmable white mode. A plug'n'play device, Light-Drive RGB promotes simplicity, controlling lighting installations with no programming required.

- User-friendly standalone DMX512 controller
- Six memory keys and multi-dimensional wheel
- Control two or more zones
- Continuous replay of color phases
- Dimmable white mode selection
- Simple set-up
- Wall mountable
- Optional remote control

Technical Specifications & Options

	Light-Drive Jog RGB/DW	**Light-Drive RGB**
COLOR	RGB, Dynamic White™	RGB
ENVIRONMENT	INDOOR	INDOOR

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

Light & Building 2010 | Euroshop 2011

Light-Drive Elite

Technical Specifications & Options

L x W x H:
160 x 80 x 11 mm/
6.3 x 3.15 x 0.43 inch

Weight: 0,3 kg/0.66 lbs

Cable: 24V DC, 100mA, via RJ45

Output: DMX512 ch. (RJ45)

Control: IR control

Mounting: In-wall mounting

Light-Drive Elite is a wall-mounted standalone DMX512 controller and interactive user interface for dynamic lighting. End-users can easily setup color-changing effects and control lighting directly using the device. The user interface features touch-sensitive keys and wheel with color LEDs for intuitive selection of colors and adjustment of intensity and speed. Memory function allows end-users to define four colors for color-changing effects. It can be easily connected to LED RGB fixtures through an RJ45 connection for power and data. Light-Drive Elite's glassy finish is designed for an elegant appearance as well as easy maintenance.

- User-friendly standalone DMX512 controller
- Sleek glass surface with modern, elegant design
- Touch-sensitive keys and wheel
- Simple set-up
- Wall mountable
- Optional to remote control

For more information on e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

DOMO Showroom, Paris, France

The DOMO Showroom is a unique apartment experience center that implements LED technology as 80% of the total lighting solution. To create the environment, Traxon's 1PXL Board RGB was installed behind stretched Barrisol to color the corridor and create a ceiling inside the cinema room. 1PXL Board Dynamic White™ was used to create a dimmable lighting on the ceiling inside the Game room. Additionally, 1PXL Strip RGB forms a colored line on the ceiling, and 1PXL Strip Cold White simulates an outside view for the skylight inside the patio. The living room's brick wall is brightly lit using Nano Liner XB-27 Cold White, and the kitchen window features a virtual landscape using 64PXL Board RGB behind Barrisol and glass. All of the lighting effects can be controlled separately or simultaneously using Light-Drive RGB, and e:cue's Butler and Lighting Application Suite 5.2 software, which is capable of custom triggering.

System Solution

Light-Drive RGB

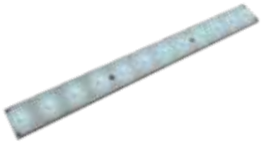
Touchscreen

64PXL Board RGB

16PXL Board
Dynamic White

16PXLBoard RGB

1PXL Strip RGB



1PXL Strip Dynamic White

1PXL Cove Light XR RGB

Nano Liner XB Cold White

DMX512

Power

Butler

Lighting Application Suite (LAS)

Control

LED Engine XB-SD

LED Engine Smart Indoor 100 W

LED Engine Smart 300 W

Power

Interfaces & Accessories Overview

Interfaces & Accessories are intelligent translators which enable communications between non-native networks and Traxon & e:cue's network. Able to easily convert signals, Interfaces allow a wide variety of protocols and signals to efficiently integrate into a Traxon & e:cue system. Furthermore, DMX512 LED Dimmers provide control of LEDs without built-in DMX512 drivers. Traxon & e:cue also offers a variety of power supplies and accessories to further the capabilities of its product portfolio.

DMX2CC 6CH
DMX2CC 12CH

Technical Specifications & Options

L x W x H:
DMX2CC 6CH
142 x 75,4 x 58,5 mm/
5.59 x 2.97 x 2.3 inch
DMX2CC 12CH
272 x 75,4 x 58,5 mm/
10.71 x 2.97 x 2.3 inch

Weight:
DMX2CC 6CH
0,41 kg/0.91 lbs
DMX2CC 12CH
0,75 kg/1.65 lbs

Cable: 24 to 48V DC, max. 4,5 A

Input: DMX512 (RJ45)

Output: 6 or 12 output channels (screw terminals) DMX512 (RJ45) for chaining multiple devices

Mounting (2): DIN Rail Mounting

Available in six-channel and twelve-channel versions, the DMX2CC enables DMX512 control of high power LEDs (1W and 3W) using a constant current dimming method, ensuring flicker-free and smooth dimming especially for environments such as television studios. A DMX512 out port repeats and amplifies the DMX512 signal for convenient daisy-chaining in projects where one DMX512 input signal must be distributed among several of these devices. Additionally, a self-diagnostic test function prevents damage to the unit and LEDs caused by incorrect wiring, open or short circuit, and overheating, and is able to maintain lighting levels in times of DMX512 data and signal loss. DMX2CC is easily set up with auto and manual DMX512 addressing modes, and conveniently mountable inside equipment racks using standardized 35mm wide DIN rail.

- Smooth, flicker-free dimming of constant current fixtures
- Pre-selectable LED current between 50mA to 700mA
- DMX512 out port to repeat and amplify the DMX512 signal
- Self-diagnostic test function
- DMX512 auto/manual addressing
- DIN rail mounting

DMX2CC 6CH

DMX2CC 12CH

DMX2PWM 3CH
DMX2PWM 9CH

Technical Specifications & Options

L x W x H:
DMX2PWM 3CH
94 x 71,5 x 24 mm/
3.66 x 2.81 x 0.94 inch
DMX2PWM 9CH
107 x 76 x 59 mm/
4.21 x 2.99 x 2.32 inch

Weight:
DMX2PWM 3CH
0,08 kg/0.176 lbs
DMX2PWM 9CH
0,23 kg/0.5 lbs

Cable:
12–48V DC (screw term.),
2A per Ch (9 Ch. version)/2.5A
per Ch (3 Ch. version)

Input:
Input: DMX512 (RJ45)

Output:
3 or 9 output channels
(screw terminals) DMX512 (RJ45)
for chaining multiple devices

DMX2PWM Dimmers enable control of low-voltage LEDs using a DMX512 controller. Using PWM (Pulse-Width Modulation) technique, they are designed for use with constant voltage LEDs with a maximum output current of 2A per channel, or 2.5A for the three-channel version. DMX512 signal is also amplified through DMX2PWM Dimmers for convenient daisy-chaining in projects where one DMX512 input signal must be distributed among several of these devices. DMX2PWM Dimmers' flexibility makes installations easy with auto and manual DMX512 addressing modes, and in the case of the nine-channel version, the option of using an RJ45 connector or loose wire for DMX512 connection. The reverse supply protection and self-resetting over-current protection ensure safety against possible damage due to incorrect wiring. The nine-channel version is conveniently mountable inside equipment racks using standard 35mm wide DIN rail.

- Control of constant voltage LED fixtures
- Three or nine individually-controllable output channels via DMX512
- Reverse supply protection
- Daisy-chaining to control multiple DMX512 and/or PWM driven LED fixtures
- Amplification of DMX512 signal

DMX2PWM 9CH

DMX2PWM 3CH

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

Video Micro Converter (VMC)

Technical Specifications & Options

L x W x H:
155 x 120 x 45 mm/
6.1 x 4.7 x 1.8 inch

Weight: 0,43 kg/0.95 lbs

Cable: 12 V DC, 5W (ext. PSU)

System Link: e:net (RJ45 for setup)

Input: DVI (female connector)

Output: max. 4096 ch. in DMX512 version (8 DMX512 universes) or max. 12288 ch. in e:pix version
DVI (female connector)

Mounting (3): On-wall mounting

Mounting:
Optional mounting in 19" VMC Garage

Video Micro Converter (VMC) is a compact device used to convert a DVI signal to DMX512 or e:pix* for LED control of large media screens. Specially designed to easily output video content on LED media installations, one VMC grabs video signals of up to 1365 pixels (DMX512 mode) or up to 4096 pixels (e:pix mode). For video lighting installations requiring more than 4096 pixels, multiple VMCs can be daisy-chained to convert the entire video via DVI signal. The VMC features very flexible pixel mapping capabilities for demanding LED installations ranging from a few hundred to a million pixels. There are two available versions of this device; VMC outputs DMX512 and e:pix, while the VMC DMX512 outputs only DMX.

- Simple video-to-LED solution
- Highly versatile pixel mapping capabilities
- Grabs and converts up to 1365 DVI pixels per VMC (DMX512 mode) or 4096 pixels (e:pix mode)
- Internal active DVI signal booster
- Stored default image in case of video input loss
- Arrange lighting fixture and set up VMCs using the e:cue software suite

Video Micro Converter (VMC)

e:bus Input Module
Moxa ioLogic

Technical Specifications & Options

e:bus Input Module

L x W x H:
47 x 44 x 13 mm/
11.9 x 11.2 x 0.5 inch

Weight: 21 g

Cable: 24 V DC, max. 20 mA

System Link: via e:bus

Input: 4 dry contacts, light/motion sensor 0-5 V/TTL, screw terminals

Output:
e:bus, 5 V DC, screw terminals

Mounting (3):
in standard in-wall fittings

Moxa ioLogic

L x W x H:
115 x 79 x 45.6 mm/
4.53 x 3.11 x 1.80 inch

Weight: <250 g

Cable:
24 VDC nominal, 12 to 36 VDC

System Link: e:net

Input:
E2210: 12 dry/wet inputs,
E2240: 8 analog inputs

Outputs:
E2210: 8 digital,
E2240: 2 analog outputs

Mounting: 35 mm DIN rails

e:bus Input Module

e:bus Input Module allows integration of four standard switches and a motion sensor and other dry contacts, into the e:bus system. An embedded Locator LED allows identification of modules with the e:cue software suite, and power and data are supplied via e:bus, reducing installation costs. e:bus Input Module is compact and can be installed in standard in-wall fittings.

Moxa ioLogic

Moxa ioLogic Interfaces allow integration of standard switches, such as motion sensors and other dry contacts, into the e:net system. Moxa ioLogic E2210 features 12 digital inputs and eight digital outputs for integration of external switches, the Moxa ioLogic 2240 features eight analog inputs and two analog outputs for integration of analog sources elements into the e:net system. Both versions have a compact housing and can be easily installed via e:net or Ethernet connection, thus reducing installation costs. Moxa ioLogic replaces e:cue's Connect Base.

e:bus Input Module

Moxa ioLogic

For more information about e:cue products, please refer to the complete e:cue catalogue or www.ecue.com.

LED Engine 100/300W Indoor
LED Engine 240W
LED Engine Smart 150W/15V Outdoor
LED Engine 150W Indoor & Outdoor
LED Engine XB-SD
LED Engine XB-SD Rackmount

LED Engine Smart 100W 24V Indoor

LED Engine Smart 100W is a universal AC input Power Supply Unit (PSU) designed to power Traxon's TX Connect™ cabling systems, including Panels, Modules, Boards, Cove Light and Strips. Fitted with a TX Connect™ connector, it completes the plug'n'play TX Connect™ system. The fan-less LED power supply ensures silent operation and is built to maintain reliability in interior environments.

LED Engine Smart 300W 24V Indoor

LED Engine Smart 300W is a wall-mountable and rack-mountable universal AC input Power Supply Unit (PSU) and features direct TX Connect™ Power & Data output. Data can be centrally fed into the power supply and is output via plug'n'play TX Connect™ connectors as well as open connection terminals, allowing for various wiring options. Up to three TX Connect™ connections can be made to each 300W power supply unit, making it ideal for large installations. The optional LED Engine Smart 300W Garage holds up to three power supply units in a standard 2U 19" rack for use in centralized control rooms.

LED Engine Smart 150W 24V Indoor & Outdoor

LED Engine Smart 150W 24V Indoor is a universal AC input Power Supply Unit (PSU) designed to power Traxon's Mesh and String units. The slim profile, fan-less power supply is built to maintain high reliability in interior environments, and is fitted TX Connect™ connectors. LED Engine Smart 150W Outdoor carries the same values as its indoor version, and can extend to outdoor applications due to its IP-67 rating.

LED Engine 150W 15V Outdoor

A universal AC input Power Supply Unit (PSU) with a 15-volt output, this slim profile, fan-less power supply is built to maintain high reliability in exterior environments. LED Engine 150W 15V is equipped with an outdoor-ready connector and is designed specifically to power the Dot XL system. Additional features include over-current, voltage, and temperature protection.

LED Engine 240W 48V Outdoor

LED Engine 240W 48V Outdoor is a universal AC input Power Supply Unit (PSU) designed to power Traxon's Media Tube Series. With its the slim profile, the fan-less outdoor power supply is built to maintain high reliability in exterior environments. Additional features include over-current, voltage, and temperature protection.

LED Engine 1kW 48V Indoor

LED Engine 1kW 48VIndoor is a universal AC input Power Supply Unit (PSU) designed to power Traxon's IMAGIC WEAVE & Media Tube Series. The indoor power supply ensures long cabling distances for façade applications and can be housed in a standard 1U 19" rack housing. LED Engine 1kW 48V Garage houses up to three units.

LED Engine XB-SD & LED Engine XB-SD Rackmount

LED Engine XB-SD is a six-mode LED controller designed to power Traxon's XB range, including Shield and Shield XB; Wall Washer and Liner XB, and Nano Liner fixtures. Able to drive up to 18 DMX 512 channels from six outputs at 350mA, the fully-integrated power supply makes enables simple power and control. LED Engine XB-SD houses a built-in FX engine, allowing it to recall a variety of pre-programmed lighting scenarios in standalone mode, or user-defined shows while in master/slave mode. Controlled via dedicated on-board LCD panel or externally via a DMX 512 controller, LED Engine XB-SD incorporates flicker-free technology for smooth and seamless dimming curves. Similarly, a 19" Rackmount version is available for driving up to 36 DMX 512 channels on 12 outputs.

Technical Specifications & Options

	LED Engine XB-SD	**LED Engine XB-SD Rackmount**
FIXTURE OUTPUTS	6 Outputs (up to 36 350 mA LEDs per output)	12 Outputs (up to 36 350 mA LEDs per output)
ENVIRONMENT	INDOOR	INDOOR

LED Engine XB-SD

LED Engine XB-SD Rackmount

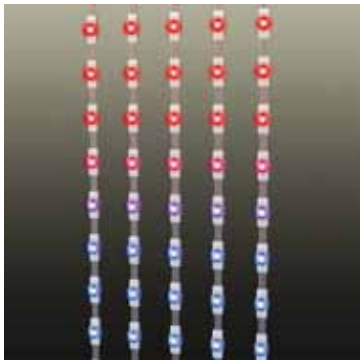
LED Engine

LED Engine

Priscilla Queen of the Desert The Musical

Priscilla Queen of the Desert, The Musical, brings Traxon & e:cue's complete LED system solutions to center stage. Priscilla, a life-sized bus covered with 219 custom Traxon String RGB systems, glows under more than 35,000 pixels of LED illumination. And behind the bus, an additional 44 custom String RGB systems are woven together, creating an automated flitter drop. Eleven e:cue Video Micro Converters (VMCs) paired with the Lighting Application Suite (LAS) 5.2, control the 126,240 e:pix channels, displaying two-dimensional video on a three-dimensional object. The video content is also capable of being manipulated in real-time, allowing Priscilla's graphics to reflect what is happening around her, on stage.

System Solution



String RGB

e:pix

Power

VMC Garage &
Video Micro Converter (VMC)

Lighting Control Engine

Lighting Application Suite (LAS)

Control

LED Engine Smart 300 W

Power

Our commitment to you.

Traxon & e:cue transforms creative visions into unforgettable lighting experiences, elevating environments around the world. We believe that the phrase “complete solutions” encompass more than just a product portfolio; the solution starts with the first creative spark. Our team of outstanding professionals, together with our global partner network, will guide you through each project phase. From creative ideas and selecting the best system to communicate your vision, to post-installation communication, our worldwide project management, planning, and support services, are yours throughout the process. The age of digital lighting is here; you can be part of the revolution. We invite you to partner with us for your next dynamic lighting project.

Appendix

Glossary

AC (Alternating Current)
Bi-directional electric charge.

Art-Net™
A proprietary protocol developed by Artistic License.

Audio DSP (Digital Sound Processing)
Representation of audio signals to digital signals for processing.

CCT (Correlated Color Temperature)
The value, in degrees Kelvin, which most closely matches that of a point on the Planckian locus or black body radiator curve, emitted by an ideal black body radiator. The CCT occur above or below the Planckian locus, the distance from which is represented by ΔUV. CCT is produced by sources which generate light via emission methods other than incandescence, such as passing an electric arc through a gaseous discharge, (fluorescent, HID), or using semi conductors, (LED).

Color Temperature
A point on the Planckian locus, measured in degrees Kelvin, which represents the heating of an ideal black body radiator to the point of incandescence. Only filament based sources which use incandescence as their light emission method have a color temperature. White light which is perceived as cool generally falls on the Planckian locus between 5000 K and 6500 K, white light which appears neutral falls generally between 3500 K and 6500 K, and white light perceived as warm generally falls between 2700 K and 3500 K.

Contrast Ratio
The ratio of the luminance of the brightest color (white) to that of the darkest color (black) that the system is capable of producing.

Cue
One static lighting scene saved in the e:cue Lighting Application Suite software. This concept is based on professional lighting control consoles.

Cuelist
A set of consecutive cues forming one dynamic lighting sequence.

DALI (Digital Addressable Lighting Interface)
A digital protocol used in lighting control, typically for electrical ballasts and dimmers, and commonly used to control fluorescent lighting.

DC (Direct Current)
Electric charge that flows in one constant direction.

Daisy chain
A topology in which multiple devices are connected, one after another, in sequence.

Digital dry contact inputs
Digital input used to integrate external devices, such as occupancy and motion sensors, various buttons, regular light switches, and other building control devices. Also known as “dry contact closures”, or simply “dry contacts”.

DMX512 (Digital Multiplex)
A standard communication protocol originally used in stage lighting, and increasing in use in architectural lighting, for communication between controllers and lighting fixtures.

DMX512 Universe
A data link transmitting 512 DMX512 channels.

DSI (Digital Signal Interface)
A protocol used for lighting control in buildings.

Dynamic White
A mixture of warm white and cold white LED nodes, which allows the user to tune various CCTs from warm to cold.

e:bus
A special e:cue protocol used to communicate between the Glass Touch Series and the Butler XT, for system integration. The e:bus protocol functions using only two wires for power and data using any network topology.

e:net
An Ethernet-based e:cue protocol used as the backbone communication standard between most e:cue Engines and Interfaces.

e:pix
An e:cue protocol similar to DMX512, for faster communication between the VMC and Traxon Technologies e:pix-capable LED media products.

EIB (European Installation Bus)/KNX
EIB, presently succeeded by KNX, is a standard communication protocol for building automation.

Efficacy
The ratio of the luminous flux of a light source to the power required to produce that flux. Efficacy is expressed in lumens per Watt.

IP Rating (Ingress Protection Rating)
A classification of the degree of protection provided against the intrusion of solid objects such as dust, accidental contact, and water into electrical enclosures. The rating consists of the letters “IP” followed by two digits and an optional letter.

KiNET™
A proprietary protocol developed by Color Kinetics.

Luminous Flux
The measure of the perceived power of light, if reflects the varying sensitivity of the human eye to varying wavelengths of light.

MIDI (Musical Instrument Digital Interface)
A standard protocol that enables electronic musical instruments, computers and other electronic equipment to communicate and synchronize with each other.

Pitch
The distance between the center of two adjacent pixels in an array.

PoE (Power over Ethernet)
Power over Ethernet (PoE) technology describes a system to safely pass limited electrical power, along with data, on Ethernet cabling (cat5 or higher). Power can come from a power supply within a PoE-enabled networking device such as an Ethernet switch or from a device built for “injecting” power onto the Ethernet cabling.

PWM (Pulse Width Modulation)
A dimming technique made possible through constant voltage and turning the LEDs on and off at varying high frequencies, at which the human eye cannot detect any flickering.

RDM (Remote Device Management)
A protocol based on DMX512-A with bi-directional communication capability between a lighting controller and RDM-capable lighting fixtures or devices.

Resolution
The measurement of the total number of pixels within the display area.

RS232
A standard for communication between devices in a control system, which allows interfacing with various competitor-controlled devices, as well as residential and building automation systems.

Smart Chip
An auto-addressing system available in Traxon Modules, Boards, Coves, and Strips.

TX Connect™
A simple connection system, which combines power and data into a single cable in many Traxon fixtures.

High Resolution Media System

	RESOLUTION (PITCH)	BRIGHTNESS	ENHANCED RESOLUTION	DOT CONFIG (H X V)	CONTRAST RATIO	VIEWING ANGLE (H/V) DEG	IP RATING (F/R)	MODULE DIMENSIONS W X H X D (MM)	WEIGHT	MAX. POWER CONSUMPTION	OPERATING TEMP (DEG C)
INDOOR	5.0 mm (RA)	1500 Nits	YES	128 x 96	1000 : 1	155/155	IP20/IP20	640 x 480 x 121	18.5kg	351W	0 to 40
	6.67 mm (FA)	2000 Nits	N/A	96 x 72	1000 : 1	155/125	IP40/IP20	640 x 480 x 183	17kg	210W	0 to 40
	6.67 mm (RA)	2000 Nits	N/A	96 x 72	1000 : 1	145/110	IP40/IP20	640 x 480 x 115	15kg	280W	0 to 40
	10 mm (FA)	2000 Nits	N/A	64 x 48	1000 : 1	140/140	IP40/IP20	640 x 480 x 155	13kg	144W	0 to 40
	10 mm (RA)	2000 Nits	N/A	64 x 48	1000 : 1	150/135	IP40/IP20	640 x 480 x 110	9kg	144W	0 to 40
OUTDOOR	7.94 mm (RA)	6000 Nits	YES	128 x 96	2000 : 1	140/65	IP65/IP43	1016 x 762 x 211	46kg	408W	-20 to 50
	12.5 mm (RA)	5000 Nits	YES	128 x 96	2000 : 1	140/45	IP65/IP43	1600 x 1200 x 236	106kg	1128W	-20 to 50
	20 mm (FRA)	5000 Nits	N/A	64 x 48	2000 : 1	140/40	IP65/IP43	1280 x 960 x 179	60kg	649W	-20 to 50

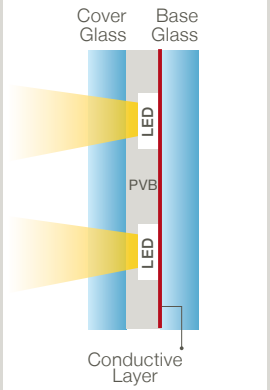
REMARKS: Specifications are subject to change without prior notice.

System Diagram

REMARKS: *FA = Front Access, *RA = Rear Access, *FRA = Front or Rear Access, *ER = Enhanced Resolution, *H, V:H = Horizontal, V = Vertikal, *F/R: F = Front Side/R = Rear Side, *Viewing Angle (H/V) is measured at 50% brightness

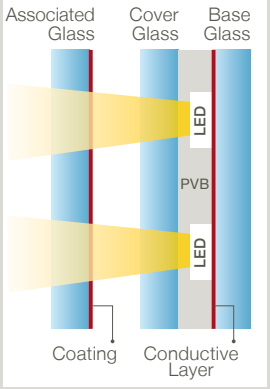
Glassiled Customization Options

STRUCTURE 1



MONOLITHIC GLASSILED
is a laminated glass, comprised of a base glass, a conductive coating, a PVB layer and a cover glass.

STRUCTURE 2



DOUBLE GLAZING UNIT
is a monolithic Glassiled, assembled with an associated glass in double glazing.

APPLICATION	Standard LED	Extra High Power LED
Balustrades	● ● ●	
Facades		● ● ● / ● ● ●
Mirrors	● ● ●	
Partitions	● ● ● / ● ● ●	
Shelves & Showcases	● ● ●	● ● ●
Wall Cladding	● ● ●	

LEDS						
Color	RGB or Monocolor (cool white 6200 K, warm white 3000 K, red 640 nm, green 530 nm, blue 464 nm)					
Type	Standard (Decoration–Signalling)		Extra High Power		Facades & harsh environments	
	Monocolor	RGB	Monocolor	RGB	Monocolor	RGB
MIN Distance between LEDs	15 mm	50 mm	30 mm	50 mm	50 mm	50 mm
MIN Dist. between LED & glass edge	20 mm	50 mm	20 mm	50 mm	50 mm	50 mm
MAX number of LEDs/m^2	200	100	200	100	150	100
Intensity/LED	10 to 600 mcd/LED		100 to 1700 mcd/LED		100 to 1700 mcd/LED	
Light Flux			4 to 6 lm/LED			
MAX no. of non-overlapping circuits	Monocolor: 3 / RGB:1					

GLASS		
Dimensions	MIN = 200 x 600 mm	MAX = 1500 x 2700 mm
Edge finishing	Standard: lamination of grinded glass with PVB (length tolerance between Cover and Base glass is = 1 mm)	
Glass finishing	On request: special mono or bi-component silkscreen printing	

GLASS TYPE AND THICKNESS		4mm	5mm	6mm	8mm	10mm
BASE GLASS	Planibel Clear – transparent	✓		✓		
	Planibel Clearvision – very high light transmission and color rendering	✓		✓		
COVER GLASS	Planibel (clear & color)	✓	✓	✓	✓	✓
	Planibel Clearvision	✓	✓	✓	✓	✓
ASSOCIATED GLASS	Stopray Vision-50 – neutral appearance			✓	✓	✓
	Planibel Energy N – thermal insulation and solar control			✓	✓	✓
	Sunergy – Solar control, thermal insulation, low light reflection			✓	✓	✓
PVB thickness		Monocolor LED: 1,5 mm		RGB LED: 3 mm PVB		
Double Glazing Unit		PVB Gas: 90% Argon		Spacer thickness: 12, 15, 16 or 20 mm		

ELECTRIC PARTS	
Power Supply	- Basic power supply: On/Off / - Advanced power supply: dimming - On request: remote control, synchronization, special effects, animation

CERTIFICATION	
Laminated Glass Standards	Compliance to EN 14449
Electrical Safety Standards	Compliance to EN 60598-2-1
Electromagnetic Compatibility Standards	Compliance to EN 55015, EN 61000-3-2, EN 61000-3-3, EN 61547

● ● ● Monochrome (red, green, blue) ● ● ● Cold White ● ● ● Warm White ● ● ● RGB

Project Credits

P8
Light Up Ninja Yokohama, Japan
Designer/Architect: Lighting Planners Associates Ltd.
2008

P9
Siemens Building Technologies Division Headquarters' Car Park, Zug, Switzerland
Designer/Architect: HEFTI.HESS.MARTIGNONI
2010

Brooklyn Academy of Music, New York City, USA
Designer/Architect: Cline Bettridge Bernstein Lighting Design
Installer: Mackey Reed Electric
Photography: Paul S. Bartholomew
2009

St. Joseph's Hospital, Paterson, USA
Lighting Designer: Rachel Calemmo, Francis Cauffman
Photography © Todd Mason/ Halkin Photography
2010

P10
ESPRIT Flagship Store, Frankfurt/Main, Germany
Designer/Architect: Corneille Uedingslohmann Architekten
Installer: BEN HUR GmbH/ Lightlife GmbH
Photo credit: Frank Alexander Rümmele/LightLife GmbH
2010

P11
UNIQLO Heattech Installation, New York City, USA
Heattech Installation Design: Mona Kim Projects
© Mona Kim Projects
Installer: Grafconect Inc.
2009

Akmerkez Shoppingmall, Istanbul, Turkey
Installer: Concept-I, Bangkok
2010

Triumph, Vienna, Austria
Designer/Architect: EasyLife Schütz GmbH
Installer: EasyLife Schütz GmbH
2011

P12
PLAY^2 Chickie's & Pete's Philadelphia, USA
Designer/Architect: DAS Architects Inc.
Installer: APEX Electrical Services LLC
Photography: DAS Architects & Paul S. Bartholomew
2009

P13
Le Meridien Etoile, Paris, France
Designer/Architect: Jean-Philippe Nuel
2008

Optimum Shopping Mall, Istanbul, Turkey
Designer/Architect : Info Music
Installer: Info Music
2008

Park Plaza Victoria Hotel Amsterdam, The Netherlands
Installed: Danor Ltd.
2006

P14
CRUSH at Atlantis The Bahamas, Architect: Jeffrey Beers International
Lighting Designer: Focus Lighting, Inc.
Photography: Focus Lighting, Inc.
2011

P15
La Géode, Paris, France
Designer/Architect: Adrien Lambert
Installer: ZACHARIE, RDL
Photo Credits: Nicolas Descottes
2010

FireKeepers Casino, Battle Creek, MI, USA
Designer: Creative Lighting Design & Engineering
Installer: Swan Electric
Photography © 2009 Kevin A. Beswick
2009

CRUSH at Atlantis, The Bahamas
Architect: Jeffrey Beers international
Lighting Designer: Focus lighting, Inc.
Photography: Focus lighting, Inc.
2011
Mr Hai Life
Designer/Architect: Tim Skrok
2007

P16
The World Expo 2010, Shanghai, China
Designer/Architect: IDG
Installer: SH YS Infotech
2010

P18
Light Up Ninja, Yokohama, Japan
Designer/Architect: Lighting Planners Associates Ltd.
2008

Hong Kong & Shenzhen Bi-City Biennale of Urbanism/ Architecture, Hong Kong, China
Architect: Daniel Wu & Edward Huang
Lighting Designer: Teddy Lo, LEDARTIST
2010

Haifa Bridge, Haifa, Israel
Designer/Architect: Lighting Centre; Danor Theatre and Studio Systems
2008

P20
Christ the Redeemer Monument
Rio de Janeiro, Brazil
Designer: Peter Gasper
Photography courtesy of OSRAM/Traxon
2011

P22
Ziraat Bankasi, Ankara, Turkey
Solution Provider: Kroma
2011

Villa Wiesbaden, Wiesbaden, Germany
Installer: Traxon
Lighting Programmer: Traxon
2010

Brooklyn Academy of Music, Brooklyn, USA
Lighting Designer: Cline Bettridge Bernstein Lighting Design
Photography: Paul S. Bartholomew
2009

P24
Siemens Building Technologies Division Headquarters' Car Park, Zug, Switzerland
Designer/Architect: HEFTI. HESS.MARTIGNONI
2010

Levi Auditorium, Levi, Finland
Designer/Architect: Electrosonic
Installer: Electrosonic
2008

P26
The Get Down, Baltimore, USA
Lighting Designer: Digital Media Design
Photography © 2011 The Get Down
2010

Neue Flora, Hamburg, Germany

The World Expo 2010, Shanghai, China
Designer/Architect: IDG
Installer: SH YS Infotech
2010

P28
The World Expo 2010, Shanghai, China
Designer/Architect: IDG
Installer: SH YS Infotech
2010

P30
DOMO Showroom, Paris, France
Architect: Gabriel Kowalski
Lighting Designer: Anne Bureau
Installer: Connecting Technology
Photography © 2010 Gabriel Kowalski
2010

P32
Washington Hospital Center, Washington, D.C., USA
Installer: Evans & Paul
Photography © 2010 DuPont. All rights reserved.
2009

DOMO Showroom, Paris, France
Architect: Gabriel Kowalski
Lighting Designer: Anne Bureau
Installer: Connecting Technology
Photography © 2010 Gabriel Kowalski
2010

P36
Optimum Shopping Mall, Istanbul, Turkey
Designer/Architect : Info Music
Installer : Info Music
2008

FireKeepers Casino, Battle Creek, USA
Lighting Designer: Creative Lighting Design & Engineering
Installer: Swan Electric
Photography © 2009 Kevin A. Beswick
2009

Miramar Shopping Centre, Hong Kong, China
Designer/Architect: Liminostri; Woods Bagot
Installer: Cyber Concept
2006

P38
Akmerkez Shoppingmall, Istanbul, Turkey
Designer/Architect: Concept-I, Bangkok
2011

UNIQA, Budapest, Hungary
Designer/Architect: Moltoluce
Installer: Alufe
2009

P40
HafenCity, Hamburg, Germany
Architect: Wagenknecht Architekten
Designer: List
2009

Mr. Hai Life, Berlin, Germany
Designer/Architect: Tim Skrok
2007

P42
HafenCity, Hamburg, Germany
Architect: Wagenknecht Architekten
Designer: List
2009

Bush Towers, New York City, USA
Lighting Designer: idesign
Photography courtesy of idesign
2010

P44
EVO Crane, Offenbach,

Germany
Designer/Architect: Hochschule für Gestaltung Offenbach; Sebastian Herkner & Reinhard Dienes, MESO Digital Interiors
Photography: Om Photo Design
2010

TOPS HOUSE
Client: Temwas co,.ltd.
Architect: Daisuke Takamiya/ COPLUS CO., LTD.
Lighting Designer: Shigeki Tarumi/RAYDESIGN INC.
2010

P48
David H. Koch Theater, Lincoln Center, NY, NY, USA
Designer/Architect: Diller Scofidio + Renfro/Tillotson Design Associates
Installer: Evans and Paul
2009

P50
Ovo, Lyon, France
© ACT Lighting Design
Ode au BOIS
Installer: ACT Lighting Design
2010

P52
IBM Showroom, Roma, Italy
Designer/Architect: Sangali tecnologie srl
Photo credits: Sangali tecnologie srl
2010

Euratechnologies Business Hub, Lille, France
Designer/Architect: Vincent Brossy
Installer: Groupe IEC – Audio Equipement
2009

Meteo Tower, Technische Universität München
Lighting Designer: Lichttechnik Martin Klingler, Moosbach – AUSTRIA
Architect: Deubzer, König & Rimmel Architekten München
Installer: eventa AG livebau solutions
Lighting Programmer: Michael Boy eventa AG livebau solutions
2010

P54
Priscilla Queen of the Desert The Musical, New York City, USA
Designer/Architect: Nick Schlieper
Installer: Hudson Scenic Studio, 2010
Photography © 2010 Joan Marcus

Hotel Ambassadori, Tbilisi, Georgia
Designer/Architect: Lighting Design Company Gelanio
2010

The Get Down, Baltimore, USA
Lighting Designer: Digital Media Design
Photography © 2011 The Get Down
2010

P56
ESPRIT Flagshipstore, Frankfurt, Germany
Architect: Corneille Uedingslohmann Architekten
Installer: BEN HUR GmbH/ Lightlife GmbH
Photography: © Frank Alexander Rümmele, LightLife GmbH
2011

Mission Space, Rotterdam The Netherlands
Client: KMG Operations
Lighting Programmer: IBG Optx
Installer: KMG Operations
2011

P58
Los Libertadores Bridge, Lima, Peru
Designer/Architect: Claudia Paz
2010

CRUSH at Atlantis, The Bahamas
Architect: Jeffrey Beers International
Lighting Designer: Focus Lighting, Inc.
Photography: Focus Lighting, Inc.
2011

P60
Lutron Showroom, New York City, USA
Lighting Designer: Cline Bettridge Bernstein Lighting Design
2009

Triumph, Vienna, Austria
Designer/Architect : EasyLife Schütz GmbH
Installater: EasyLife Schütz GmbH
2011
SGL Cabon, Meitingen, Germany

P62
High Resolution Media System installations created by VIDE Virtual Design
2011

P64
Los Libertadores Bridge, Lima, Peru
Designer/Architect: Claudia Paz
2010

P66
East Pacific International Center
Location: Shenzhen, China
Designer/Architect: Wong & Ouyang
Photography: Chris Tsang
2010

P68
Haver & Boecker, Headquaters, Oelde, Germany
Designer/Architect: Haver & Boecker
2009

P70
East Pacific International Center, Shenzhen, China
Designer/Architect: Wong & Ouyang
Photography: Chris Tsang
2010

P72
Haver & Boecker Headquaters, Oelde, Germany
Designer/Architect: Haver & Boecker
2009

P74
YAS Marina Hotel, Abu Dhabi, UAE
Architect: Asymptote Architecture
Lighting Designer: ARUP Lighting, New York
2010

P76
YAS Marina Hotel, Abu Dhabi, UAE
Architect: Asymptote Architecture
Lighting Designer: ARUP Lighting, New York
2010

P78
IBM Showroom, Roma, Italy
Designer/Architect: Sangali tecnologie srl
Photo credits: Sangali tecnologie srl
2010

P80
YAS Marina Hotel, Abu Dhabi, UAE
Architect: Asymptote Architecture
Lighting Designer: ARUP Lighting, New York
2010

P82
IBM Showroom, Roma, Italy
Designer/Architect: Sangali tecnologie srl
Photo credits: Sangali tecnologie srl
2010

P84
Kremlin State Palace, Moscow, Russia
Architect: OTASH
Lighting Designer: Divolight
Photography courtesy of OTASH
2010

W Hotel Hoboken, Hoboken, USA
Lighting Designer: Hilman Dibernardo & Associates
2009

P86
Siemens Building Technologies Division Headquarters' Car Park, Zug, Switzerland
Designer/Architect: HEFTI. HESS.MARTIGNONI
2010

P88
LIV Nightclub, Miami, USA
Design Architect: Seed Design
Theatrical Lighting Designer: SJ Lighting
Lighting Designers: Focus Lighting Inc.
Photography: Joshua Spitzig (Focus Lighting), Simon Hare (Simon Hare Photography)
2009

P92
Siemens Medical Care Showroom, Forcheim, Germany
Designer/Architect: LightLife GmbH
Installer: LDDE Vertriebs GmbH
2008

Lutron Showroom, New York City, USA
Lighting Designer: Cline Bettridge Bernstein Lighting Design
2009

P96
DOMO Showroom, Paris, France
Architect: Gabriel Kowalski
Lighting Designer: Anne Bureau
Installer: Connecting Technology
Photography © 2010 Gabriel Kowalski
2010

La Suite Casablanca, Casablanca, Marocco
Designer/Architect: Christophe Biche
Installer: Emmanuel Renoux / Acoram
2010

P100
DOMO Showroom, Paris, France
Architect: Gabriel Kowalski
Lighting Designer: Anne Bureau
Installer: Connecting Technology
Photography © 2010 Gabriel Kowalski
2010

P110
Priscilla Queen of the Desert The Musical, New York City, USA
Designer/Architect: Nick Schlieper
Installer: Hudson Scenic Studio
Photography © 2010 Joan Marcus
2010

Contact

Global Headquarters - Traxon
Traxon Technologies Headquarters
208 Wireless Centre
3 Science Park East Avenue
Hong Kong Science Park, Shatin, N.T.
China
Tel: +852 2943 3437
Fax: +852 2480 4460
info@traxontechnologies.com

Global Headquarters - e:cue
Karl-Schurz-Str. 38
33100 Paderborn
Germany
Tel: +49 5251 54648-0
Fax: +49 5251 54648-29

Sales Office - Southern & Western Europe
Klaverbaan 102
2908 KD Capelle a/d Ijssel
The Netherlands
info.europe@traxontechnologies.com

Sales Office - France
30 rue Galilée
75116 Paris
France
Tel: +33 1 4372 9063
Tel: +33 1 4372 8343
info.fr@traxontechnologies.com

Sales Office - Italy
V.le dell'Innovazione 3
20126 Milano
Italy
Tel: +39 02 4249-1
Fax: +39 4249 434
info.europe@traxontechnologies.com

Sales Office - Spain
Ronda de Europa 5 Edificio D
planta 4a 28760 Tres Cantos, Madrid
Spain
Tel: +34 (91) 65552-0
Fax: +34 (91) 65682-16
info@traxontechnologies.com

Sales Office - Turkey
Morbasan Sok.
Koza Is Merkezi B Blok Kat: 8 34349
Balmumcu/Besiktas
Istanbul
Tel: +90 212 3069000
Fax: +90 212 3069050
info@traxontechnologies.com

Sales Office - Northern Europe
Waterside Drive, Langley
Berkshire SL3 6EZ
United Kingdom
Tel: +44 8701 5035 23
Fax: +44 8701 5035 24
info.uk@traxontechnologies.com

Regional Headquarters - Europe
Sales Office - Central & Eastern Europe
Ursula Platz 1
50668 Koeln
Germany
Tel: +49 221 9988300
Fax: +49 221 99883029
info.de@traxontechnologies.com

Sales Office - Poland
ul. Wiertnicza 117
02-952 Warszawa
Poland
Tel: +48 22 550 2355
Fax: +48 22 550 23 19
info@traxontechnologies.com

Sales Office - Austria & Slovenia
Lemboeckgasse 49/C/5, 1230 Vienna
Austria
Tel +43 (1) 68068-0
Fax: +43 (1) 68068-7
info@traxontechnologies.com

Sales Office - Russia
Ul. Malaja Kaluschskaja 15/4
119071 Moskwa
Russia
Tel: +7 (495) 9357070-153
Fax: +7 (495) 9357076
info@traxontechnologies.com

Regional Headquarters - North America
20 Murray Hill Parkway, Suite 210
East Rutherford, NJ 07073
Tel: +1 201-508-1570
Fax: +1 201-508-1589
info@traxon-usa.com

Sales Office - Canada
2001 Drew Road, Mississauga
ON L5S1S4
Canada
Tel: + 1 201 508 1570
Fax: +1 201 508 1589
canada@traxontechologies.com

Regional Headquarters - Latin America
Av. Dos Autonomistas, 4229
Osasco, SP, 06090-901
Brazil
Tel: +55 11 3684 7422
Fax: +55 11 3683 2430
americalatina@traxontechnologies.com

Sales Office - Colombia
Cr.14 # 94-44
Office 301-303-Bogota
Colombia
Tel: +57 1 636 9360
Fax: +57 1 636 9354
americalatina@traxontechnologies.com

Sales Office - Argentina S.A.C.I
Ramos Mejía 2456, Beccar
Buenos Aires, B1643ADN
Argentina
Tel: +54 11 6333 8056
Fax: +54 11 6333 8001
americalatina@traxontechnologies.com

Sales Office - Mexico
Camino a Tepalcapa No.8
Col. San Martín, 54900
Tultitlán, Edo. de México
México
Tel: +52 (55) 5899 1857
Fax: +52 (55) 5899 1902
americalatina@traxontechnologies.com

Regional Headquarters - Asia Pacific
208 Wireless Centre
3 Science Park East Avenue
Hong Kong Science Park, Shatin, N.T.
Hong Kong, China
Tel: +852 2943 3437
Fax: +852 2480 4460
info@traxontechnologies.com

Sales Office - China
28F, Harbour Ring Plaza
18 Xi Zang Middle Road
Shanghai, PRC, 200001
China
Tel: +86 21 5385 3620
Fax: +86 21 6482 1219
info@traxontechnologies.com

Sales Office - Singapore
159 Sin Ming Road # 05-04
Amtech Building (Lobby 1)
Singapore 575625
Tel: +65 6552 9332
Fax: +65 6552 7117
info@traxontechnologies.com

Sales Office - India
A-Wing 503, City Point,
Commercial Complex,
Beside Hotel Kohinoor
Continental, andheri-Kurla Road,
Andheri (E), Mumbai-400059,
India
Tel: +91 22 6725 1556
Fax: +91 22 6725 4565
washim.ahamed@osram.com

Regional Headquarters - Japan
3-27-15 Jingu-mae Shibuya-ku
150-0001, Tokyo
Japan
Tel: +81 3 6902 0821
Fax: +81 3 3403 3271
info@traxon-japan.com

Regional Headquarters - Middle East
Gate 4 LOB 16, Office 602-603
P.O. Box 17476
Jebel Ali Free Zone, Dubai
United Arab Emirates
Tel: +9714 8813767
Fax: +9714 8813769
info@traxontechnologies.com

Product Catalogue 2011

Content: Traxon & e:cue Marketing, www.traxontechnologies.com
Design: DiehlDesign GmbH, Germany, www.diehldesign.de

Traxon & e:cue would like to thank all partners who provided us with permission to use the images presented in this catalogue.

traxon e:cue

Downloads and more information at www.traxontechnologies.com and www.ecue.com

HONG KONG SHANGHAI TOKYO SINGAPORE ROTTERDAM COLOGNE LONDON MADRID MILAN PARIS ISTANBUI MOSCOW WARSZAWA VIENNA NEW YORK CHICAGO ATLANTA LOS ANGELES TORONTO DUBAI BUENOS AIRES MEXICO D.F. SAO PAULO COLOMBIA MUMBAI

AN OSRAM COMPANY