

traxone:cue

ESPRIT Flagshipstore, Frankfurt am Main, Germany; Architecture: Cornelle Uedingslohmann Architekten, Cologne;
Installer: Benhur GmbH/LightLife GmbH, Cologne; © Photography: Frank Alexander Rümmele/LightLife GmbH, Cologne



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

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

AN OSRAM COMPANY

Enlighten your customers
with dynamic lighting solutions for retail environments

light & retail



Nuit du Design, Colmar, France
Installer: OSRAM
© Photography: Jean Haeusser
Reiss, Los Angeles, USA
Designer: Lighttechnica



Dynamic Lighting Solutions for Retail Environments

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 understands the positive potential of lighting in retail environments. Our full system solutions gracefully accentuate merchandise, effortlessly lead clientele through product displays, and ultimately inspire a decision to purchase.

Dynamic lighting solutions are as subtle or as bold as you wish them to be. Available in a range of colors including brilliant RGB and flawless warm, cold, and dynamic whites, our solutions are customizable to suit your project requirements. Whether creating a subtle ambiance or a blatant, branded advertisement, let light in, to enhance your retail space and build your business.



Hotel Lisboa, Macau, China
Tiffany & Co., Shenzhen, China
Galleria Seoul, South Korea
ESPRIT, Hong Kong, China

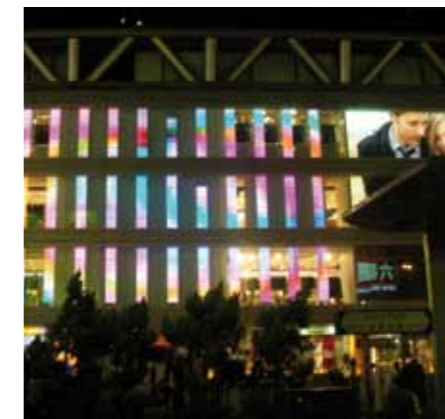
Alluring Exteriors

First impressions set the tone for the experience that follows, influence communication methods, and even make or break relationships. Traxon & e:cue understands the positive potential of exterior lighting for retail environments and is committed to providing attractive, intriguing first impressions for our customers, and memorable experiences for theirs.



Traxon & e:cue's dynamic lighting solutions create intrigue and interest in store windows. Whether beautifully showcasing well-crafted window displays with crisp, white light, or mesmerizing passersby with a rich, colorful glow, the magnetism of light draws customers into the store to further explore.

Façade Solutions take first impressions to an exciting, larger scale. From enhancing architectural details with the legacy of a branded hue, or displaying low-to-medium resolution graphics, text, and animations, Traxon & e:cue's intelligent LED fixtures and control convert retail spaces and facades into landmarks. Our installations pique the interest of guests and passersby, preparing them for the unique and satisfying shopping they are about to experience.





UNIQLO, Heattech,
New York City, USA
Installation & Design:
Mona Kim Projects
La Géode, Paris, France
Lacoste, Bangkok, Thailand
Anne Fontaine, Tokyo, Japan

Ambient Interiors

Set the mood for an unforgettable shopping experience by putting your customers at ease and inspiring return visits. Paired with your creative vision, Traxon & e:cue's dynamic lighting solutions transform retail environments into experiences, allowing guests to steal away into the world you have envisioned.



© Photography: Nicolas Descottes

Dynamic lighting solutions provide the rich ambiance and accents necessary to complete your brand's theme and motivate a sale. Whether gracefully accentuating goods, effortlessly leading clientele through product displays, or ultimately inspiring a decision to purchase, the addition of intelligent interior lighting can be as subtle or dramatic as you wish it to be. Traxon & e:cue's full system solutions will set your retail space apart from competitors and leave a positive, lasting impression inspiring purchase and return visits, developing clientele and brand loyalty.





ESPRIT: Exterior appeal

ESPRIT Flagshipstore, Frankfurt/Main, Germany
 Architecture: Corneille Uedingslohmann Architekten, Cologne
 Installer: Benhur GmbH/LightLife GmbH, Cologne
 © Photography: Frank Alexander Rümmele/LightLife GmbH, Cologne

The result of a merging of modern architecture, state-of-the-art design, and innovative lighting technology, ESPRIT's flagship store in Frankfurt/Main is the epitome of high expectations and industry-changing standards.

To achieve an intriguing storefront and attract guests, Traxon's ultra-bright and fully customizable Dot XL-6 was installed on the flagship location's exterior. Arranged behind a special glass diffusion material, each individually-addressable Dot is given a blurred effect. Inside the store, a series of Dot XL-3 are arranged above the escalator, behind the same blurring diffusion.

Suitable for daylight viewing, Dot XL boldly displays low-resolution graphic animations, furthering ESPRIT's colorful and cutting-edge branding by transforming the building's façade into a large LED palette.



UNIQLO: Brilliant worldwide branding

UNIQLO Opera (exterior) Paris, France
 Designer: Plus Y
 UNIQLO SoHo (interior) New York, NY, USA
 Heatech Installation designed by Mona Kim for UNIQLO



UNIQLO is among Japan's most popular apparel retailers, and is a worldwide leader in casual wear. Rather than be characterized by a brand, UNIQLO encourages its customers to create their own unique style.

The exterior of UNIQLO's flagship location in Paris, received a glowing rejuvenation with the addition of Traxon's Liner XB RGB. Perfectly balancing ancient architecture and modern lighting design, the colorful, two-tiered installation furthers UNIQLO's bright, bold image and creates a striking retail attraction.

A stunning, large-scale display was created within UNIQLO's flagship store in SoHo, New York City. It is one of three such installations; additional projects are located in London and Paris. The designer's unique vision inspired Traxon's creation of 45 custom Mirror Matrix RGB panels, which were installed in a large glass cube at the store's entrance. Providing exclusive lighting sequences when powered on and a regular mirrored effect when switched off, the custom fixtures offer unique installation possibilities and design flexibility.



Akmerkez: Reinvention, led by light

Akmerkez, Istanbul, Turkey
 Designer: Concept-I, Bangkok

Originally constructed in 1993, Akmerkez is the largest shopping center in Istanbul. Seventeen years after its founding, it received a luminous facelift consisting of modern way-finding solutions and brilliant graphics.

To ensure guests' safety, each escalator received a Glassiled ceiling. Glassiled, a glass panel infused with LED, gives the illusion that points of light are suspended in glass without any visible connections. The escalator ceilings' memorable, contemporary design consists of two lines of blue LEDs, which indicate the direction of the escalators.

To reinvent the mall's common space and create a fresh focal point, more than 1300 16PXL Board RGB were installed behind diffused glass. Positioned on – and spanning the height of – two 18-meter elevator towers in front of a waterfall at the center of Akmerkez's atrium, the Board installation provides a bright and reliable media palette, infusing the highly-trafficked area with excitement.



Lutron: Simulated surroundings

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



Lighting control company Lutron sought to offer an environment in which customers could experience their home automation products in a "smart home" scenario, as well as their ability to connect many technologies using a unified interface.

To aid in this demonstration, over 300 Traxon 64PXL Board RGB were installed in two separate groupings along a split wall in the showroom, to simulate large windows. The combination of the fixture's tight pixel pitch and the intelligent e:cue lighting control system with which it was paired, allows the installation to display medium-resolution video and graphics, adding brightness and life to this replicated living environment.

The Lutron Showroom is one of the largest installations of its kind in the United States to date, and was the first installation worldwide to implement several new control technologies from e:cue.

Special Solutions for a Unique Retail Space

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 wall coverings, mirrors, display shelving, and facades in retail environments, Glassiled provides memorable design and intrigues customers. Its unrivaled aesthetic properties are paired with the latest LED technology, ensuring endurance, efficiency, and functionality. Glassiled elegantly provides illumination, way finding, and thermal insulation.

Glassiled offers a variety of customization options including color selection and LED configuration, to best showcase merchandise, extend brand messaging, and complete branding visions. Select from a pre-designed template and specify size and color scheme, or implement an original LED design configuration with color changing and dimming capabilities, the options are nearly infinite.

Using cutting edge technologies, Glassiled eliminates heat dissipation and product discoloration, ensuring that valuable merchandise is protected. Glassiled combines light and reflection to create the illusion of space and depth, directing attention to critical displays and highlighting products with sophistication.



High Resolution Media System



The High Resolution Media System displays crisp, clear imaging in vivid color and detail. Available for indoor and outdoor installations, Traxon's High Resolution Media System provides scalable communication messaging for a variety of retail environments, from single store facades to state-of-the-art shopping malls.

With innovative color correction technology, the High Resolution Media System displays true-to-life tones, vibrant video and graphics, and offers exceptional color reproduction. The modular design and slim-profile casing is available in various pixel pitches, accommodating a range of screen sizes and resolutions to accurately deliver a bold, bright message.

Large-scale venues require large-scale communication and a complete brand experience. The High Resolution Media System draws attention to new merchandise, sales, and other purchasing incentives, thus driving sales and moving product. The High Resolution Media System also assists customers by displaying special in-store events, venue guides, parking, and transit information, replacing static billboards. Stream processing architecture vividly displays images and reproduces video, seamlessly, supporting resolutions up to 1080p without flickering, to deliver unmistakable messaging.



Our commitment to you

Traxon & e:cue transforms creative visions into unforgettable lighting experiences, elevating retail 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 dynamic digital lighting is here; you can be part of the revolution. We invite you to partner with us for your next retail lighting project. Let's create an inspiring environment together.

