



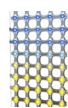
SHOWCASE

General Motors Booth, New York International Auto Show 2011



The New York International Auto Show has been a mecca of engineering, design, and innovation for more than a century, and in 2011, more than one million visitors attended the renowned 10-day event. Lighting products from Traxon & e:cue attracted these visitors to the automotive splendor and wonder on display at the General Motors' show floor, which featured Chevrolet, Cadillac, Buick, and GMC brands. Traxon & e:cue employed its modular and scalable Mesh RGB to create unparalleled ambiance at the event. On both sides of the main General Motors' show floor, Mesh RGB backlit a series of floating arches with an inviting, color-changing iridescence. The illuminated arches provided an architectural element, defining the space of this temporary installation. Traxon & e:cue's advanced lighting control system rendered the installation a further success. Using two Lighting Control Engines, the Lighting Application Suite, and an additional server, the 280 Mesh RGB systems were controlled and programmed independently of the main control desk. Lighting effects, which coordinated with custom audio and video content, could be triggered from the show floor, creating a captivating presence for General Motors, while keeping with the outstanding engineering, design, and innovation visitors expect at the New York International Auto Show.

FEATURED PRODUCT



Mesh RGB

METHOD OF CONTROL



Lighting Control Engine (LCE)

PROJECT DETAILS

Category: Entertainment
 Client: LightSource, Inc.
 Event: New York International Auto Show
 Location: New York, New York
 Designer: Nautilus Entertainment Design
 Programmer: Robert Eberle
 Installer: LightSource, Inc.
 Completion Date: May 2011
 Region: Traxon USA

Traxon Technologies USA

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For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Contact: USA Marketing E: marketing@traxon-usa.com