

The neo luminaire system: even greater perfection in aesthetics, design and functions

Berlin, July 2011 – Everything can be improved and the **neo** family of luminaires by SELUX, which was awarded the Good Design Award in 2008, is no exception. Following extensive further development, this successful product line can now be presented in a reduced yet classical form with optimized functions. An energy-efficient LED variant has also been added to the **neo** luminaire system, for flexible light planning.

neo – universal-use light tool

In the past, little attention was paid to the design of interior luminaires outside the comfort of one's own four walls. Technical luminaires were regarded as straight-edge, well-conceived solutions and luminaire design was, to a great extent, subordinated to functionality. Today however, integral lighting concepts that provide rooms with a distinctive identity are in great demand, as is individual, sustainable lighting of work areas. The fully-revised **neo** family of luminaires by SELUX is an example of a state-of-the-art versatile system with a high level of design quality. No changes have been made to the external shape of this classic, sharp-edged fixture. As well as improved lighting technology, a multitude of combination options and energy-saving light management make the **neo** a universal luminaire for the widest variety of requirements.

High-efficiency optics for innovative light technology

So what's new on the **neo** in terms of lighting engineering? Elegant and simple at first sight, the **neo** conceals complex, intelligent technology on the inside and is equipped as standard with T16 multi-watt technology. This enables lamps of various wattages, both low and high output, to be replaced later on. If the use of a room changes, the luminaire can be adapted to the new lighting task using replaceable light technologies. An interior, moulded diffuser and side prisms ensure improved anti-glare properties and significantly higher visual comfort at computer workstations. The direct-beam LED variant is designed for non-direction-dependent room arrangements. Dazzle-free, precise light guidance of the LED light is guaranteed by the newly developed SEPOLAR® LED prism, the warm white or neutral white light colours of which are continually adjustable between 3000K and 5000K via a DALI control unit.

neo as an information and communication means

By integrating various lighting tasks in one lighting concept, **neo** ensures a homogenous look in offices and meeting rooms, foyers, staircases or corridors, shops and reception/info areas. The combination of lighting, CI branding and a graphical control and communication system provides planners with a tool that enables uniform light design of rooms. At the same time, luminaire modules become means of communication – via pictograms, texts or company logos, pure colour patches or photographic motifs, they provide information and simplify orientation. Coordinated to the relevant environment, light modules available as pendant, wall or ceiling luminaires or as pendant modules can be printed according to individual customer requirements or fitted with transparent, shiny colour films.

Maximum design freedom for lighting concepts

At the same time, modularity has become the **neo's** hallmark. Using individual light structures, linear strip arrangements or zigzagging light lines, various system modules can be combined with a wide range of accessories. **neo** offers maximum freedom for individual design requirements and the luminaire system not only does justice to the needs of the user but to those of the constructor too.

Design aesthetics, sustainability of materials

neo's timeless and classical design, which is capable of being integrated in all room architectures without appearing too dominant, has won it many admirers. Its design and choice of materials reflect its sustainability: **neo's** sharp-edged lighting fixture is made from glossy-polished aluminium profiles covered with flush mounted glass with a circular facet cut. SELUX products are known for their durability and our high-quality design luminaires will remain looking good as new and high-value for a long time, enabling longer usage at the relevant location.

neo – Advantages at a glance:

- Classically-reduced design language
- Improved visual comfort due to optimized anti-glare properties
- LED variant for non-direction-dependent room arrangements
- SELUX light management for intelligent control and energy-efficient operation
- Sustainable materials
- Multitude of variation options and fixed configurations



In case of any questions or if you require a brochure, please contact:

Hédi Körmendi
Corporate Communication
Tel.: + 49-30-72 00 12 30
Fax: + 49-30-72-00 42 40
h.koermendi@selux.de

Semperlux Aktiengesellschaft
- Lichttechnische Werke -
D-12277 Berlin
Motzener Str. 34
www.selux.de