

Presse Press

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Osram receives double accolade at the 2019 German Innovation Awards

The high-tech company Osram emerged as winner in two categories at the 2019 German Innovation Awards. At the award ceremony in Berlin the jury of experts from the German Design Council named the Osram LEDriving headlamp for the VW Golf VII the winner in the “Excellence in Business to Consumer” category. Osram received the other award in the “Excellence in Business to Business – Lighting Solutions” for the Optotronic LED drivers family.

The German Design Council presents the German Innovation Awards each year for innovative products, solutions and services that create genuine added value for users. Not one but two of Osram’s products gained awards this year. The first was the LED-based retrofit headlamp for Golf VII models. “The German Innovation Awards are a wonderful acknowledgment of our work. Our team has developed an all-LED headlamp that not only combines outstanding performance with impressive design but also emphasizes the character of the vehicle”, said Osram product designer Marc Schwenkbeck. Osram was also victorious in the B2B sector: “We are delighted with the German Innovation Award for our Optotronic family of products”, said Gernot Steinlesberger, CEO Osram Digital Systems EMEA. “Since its launch at the start of the new millennium this range has grown considerably and thanks to its innovative bandwidth it offers exactly the right product to meet any customer requirement. Optotronic from Osram has made a significant contribution to the technological transformation of the lighting industry.”

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Better light on the roads

The LED-based retrofit headlamps are available for all Golf VII models equipped with halogen or xenon headlights. They are suitable for VW Golf VII models before the facelift (08/2012-2017) with OEM halogen or OEM xenon headlamps with halogen daytime running lights.

With a luminous flux up to 200 percent higher than the minimum legal requirement (ECE R112) and up to 100 percent whiter light than standard headlights or halogen lamps, the headlamps illuminate obstacles on the road much more clearly, giving drivers greater visibility and comfort. The LED headlamps look modern, offer lower energy consumption, are more durable and are easy to retrofit, requiring no further modifications to the vehicle. The product is available in Black, Chrome and GTI editions.

Backbone for intelligent lighting

Osram received the second award in the “Excellence in Business to Business – Lighting Solutions” for the Optotronic family. This includes linear and compact LED drivers for indoor or outdoor applications with constant current or constant voltage. The drivers are extremely versatile, highly innovative, quick to program and easy to install. The Optotronic LED drivers are the basis for intelligent light and are constantly being further developed at Osram. Among the latest innovations are intelligent control gear with a Dexal interface for data applications and smart building networking, LED drivers for human centric lighting (HCL), durable industrial versions and ultra-thin DALI types with a height of only 11 mm for innovative luminaire designs. T4T (Tuner4Tronic) configuration and programming software complements the LED drivers perfectly and reduces the time and costs for manufacturing, installing and maintaining luminaires.



**GERMAN
INNO
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A LEDriving headlamp for the VW Golf VII compared with the original halogen version.

Picture: Osram

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