

Press Release

Munich, May 28, 2020

Osram lights up tallest building in Southeast Asia

Osram subsidiary Traxon e:cue and LK Technology recently illuminated a gigantic heart at the top of Southeast Asia's tallest building, Landmark 81 in Ho Chi Minh City, Vietnam. With a height of 461.5 meters, Landmark 81 is the tallest skyscraper in Southeast Asia and the sixth tallest in Asia. It combines commercial space, retail shopping and luxury residential apartments, and becomes the new iconic landmark in Vietnam. As night falls, the building puts on a dazzling display of light, paying tribute to the medical and healthcare workers and citizens who are fighting the COVID-19 outbreak. This sign of solidarity and hope is visible from up to ten kilometers away.

The intelligent dynamic lighting system on the facade of Landmark 81 is provided by Traxon e:cue. More than 12,500 sets of Traxon luminaires are pixel precise controlled and managed by the e:cue Light Management System. A variety of products are incorporated into the structure including customized LED Dots, Monochrome Tubes, several e:cue Butler S2 orchestrated by an Lighting Control Engine2.

The flexible control system enables targeted pre-programming of the facade lighting for solemn occasions. It ensures that lighting is activated at the best possible time in the evening hours to meet a wide variety of lighting requirements while significantly reducing operating and maintenance costs.

"The facade lighting of Landmark 81 is yet another example of how dynamic illumination can be used to re-define city nightscape and enhance the commercial value of buildings," said Dr. Roland Mueller, Traxon e:cue Global CEO and OSRAM China CEO. "As the global leader in dynamic lighting, Traxon e:cue transforms creative visions into unforgettable lighting experiences, elevating architectural structures around the world."

Osram subsidiary Traxon e:cue is a leading provider of LED systems and solutions with a focus on the fields of exterior architecture, hotel and catering (hospitality) and retail (shop). Traxon e:cue has installed more than 4,000 projects worldwide, including the Worldwide Plaza in New York, the 400-year-old Golden Temple in India and the Christ Monument on Corcovado in Rio de Janeiro.



A gigantic heart at the top of Landmark 81, Southeast Asia's tallest skyscraper.

Photo: OSRAM



Traxon e:cue provides lighting solutions for Landmark 81, the Highest in Southeast Asia
Photo: OSRAM



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PRESS CONTACTS

Sabrina Martin

Phone: +49 89 6213 5466

E-mail: S.Martin@osram.com

ABOUT OSRAM

OSRAM, headquartered in Munich, is a leading global high-tech company with a history of over 110 years. The predominantly semiconductor-based products enable a wide range of applications from virtual reality to autonomous driving and from smartphones to networked intelligent lighting solutions in buildings and cities. OSRAM uses the infinite possibilities of light to improve the lives of people and societies. With innovations from OSRAM we will not only see better in the future, but also communicate better, as well as move around, work and live better. At the end of the 2019 fiscal year (to September 30) OSRAM employed around 23,500 people worldwide and in this fiscal year achieved sales of around 3.5 billion euros from continuing operations. The company is listed on the stock exchanges in Frankfurt am Main and Munich under WKN: LED 400 (stock exchange code: OSR). Further information can be found on the Internet at www.osram.de.

OSRAM Licht AG

Marcel-Breuer-Straße 6, 80807 München, Deutschland
Corporate Communications & Brand Strategy

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