Presse Press

Munich, 04 May 2017

Osram develops a smart lighting solution for a historic plaza in Treviso

Piazza Santa Maria dei Battuti in Treviso radiates in new splendour: the new LED lighting concept from Osram emphasises the cultural importance of the square and showcases the facades of the heritage building in special light. The luminaires are interconnected via wireless RF communication, enabling them to be individually managed and controlled, and supplementary functions such as environment sensors can also be integrated in the future.

Treviso has gained a new urban meeting point in the centre of the city with the redesigned Piazza Santa Maria dei Battuti. The historic plaza that until recently only served as a through-road has now rediscovered its original functionality after many years. The plaza is close to many places of attraction in the historic city centre and is intended to adopt an important strategic role, in particular regarding the planned laying of a pedestrian zone near to Treviso's museums and highly impressive water routes. Not only was the innate history of the location taken into account when upgrading the Piazza Santa Maria dei Battuti; the needs of today's residents, identified as part of a citizens' survey, also flowed into the implementation process, and it is here that the new lighting concept adopts a central role.

The lighting solution is intended to highlight the theatrical impact of the area and its most important architectural elements, and also features the very latest state of technology. The Osram luminaires installed incorporate LED technology with especially low energy consumption as well as radio communication, enabling them to be controlled and managed from a central control room via prespecified scenes. This also allows the

system to be enhanced in the future for using an unlimited range of intelligent functions such as environment sensors.

The lighting concept consists of two luminaire types including appropriate light control. 22 Siteco Streetlight 10 Mini LED luminaires installed adjacent to the building facades achieve homogeneous general lighting on the plaza. These are equipped with the Premium control variant – each individual light point can for example be controlled (and dimmed). Data referencing the condition of each luminaire is also saved to a central database in the cloud, in turn enabling energy- and maintenance-efficient operation. To ensure that the plaza lighting harmoniously blends with lighting elsewhere in the city the Streetlight 10 luminaires are dimmed in the intersections around the outside of the plaza. Traxon Washer Allegro AC LED projectors are used for accent lighting and can be controlled by e:cue software. The projectors were individually aligned and highlight the most important architectural elements of the plaza.

The smart lighting system enables various photometric scenes to be designed that are tailor-made for specific events and key moments on the plaza, e.g. parades and festivals, outdoor movie screenings and temporary exhibitions. The system simultaneously remains open for smart functions in the future such as parking space monitoring, options for local marketing solutions and the recording of air quality data.

The historic Piazza Santa Maria dei Battuti in its new "robe of light" presents itself as a new, central point of attraction in the city centre.

The smart lighting system enables various photometric scenes to be designed, tailor-made for specific events and key moments on the plaza.

Streetlight 10 LED luminaires installed adjacent to the building facades generate uniform general lighting on the plaza.

Traxon Washer Allegro AC LED projectors are used for accent lighting – and can be controlled by e:cue software.

PRESS CONTACT

Claudia Rieling
Tel. +49 8669 33-237
E-mail: c.rieling@siteco.de

Sara Cappellari
Tel. +39 02.4249385
E-mail: s.cappellari@osram.com

ABOUT OSRAM

OSRAM with headquarters in Munich, Germany is a globally leading lighting manufacturer with a company history of around 100 years. The product spectrum contains high-tech applications based on semiconductor technologies such as infrared and laser. Products are used in a wide variety of applications ranging from virtual reality, autonomous driving and mobile phones to networked, intelligent lighting solutions in buildings and cities. The company is global technology and market leader in the automotive lighting technology sector. OSRAM had approximately 24,600 employees around the world in continued business sectors (without Ledvance) with turnover of 3.8 billion euros to the end of the 2016 fiscal year (30 September). The company is listed on the Frankfurt am Main and Munich stock exchanges under WKN: LED 400 (stock exchange symbol: OSR). For further information, see www.osram.com.