

PRESS

OSRAM: OVO Art Installation: The Landmark of Light+Building 2012



From the 15th to the 20th of April visitors will be able to admire a very special lighting attraction at the Hauptwache in Frankfurt on Main. The OVO art installation, which was set up with the support of OSRAM, will be illuminated during the international light exhibition, the Light+Building, with the very latest developments in LED technology and a dynamic lighting system in an array of different colors. The realisation of OVO was initiated by OSRAM and its subsidiary Traxon Technologies. The work of art was created by the designer group ACT Lighting Design and the sculpting artists Odeaubois. The lighting installation is an analogy for the deeper connection between aesthetics and sustainability. The spectacular lighting effects are created by a continuous output of merely 700 watt. In comparison: a simple electric kettle uses up almost three times as much electricity.

On the way into the digital future of the lighting industry

The lighting market is going through a period of technological change, with semiconductor-based technologies such as LEDs and OLEDs presenting customers with new possibilities in terms of efficiency, quality of light and flexibility. As a premium supplier, OSRAM is playing a leading role here.

LED-based products now account for around 25 % of OSRAM's total sales. OSRAM covers the entire LED value added chain, from components to light management solutions. And with around 8000 LED patents OSRAM has a considerable influence on the further development of LED technologies.

As a "pure light player", OSRAM is a strong global brand, and as a leading innovator in all application and technology sectors it is shaping the digital future of the lighting industry.

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