



Design an experience  
with dynamic lighting solutions for bars & restaurants

FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES

# light & hospitality





## Dynamic Lighting Solutions for Bars & Restaurants

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Mr. Hai Life

Berlin, Germany

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HafenCity

Hamburg, Germany

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Royal Caribbean

Oasis of the Seas

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Instantly evoke emotion in your guests, enhancing their experience with customized illumination. No other element can so dramatically and effortlessly transform an environment, inspire a memory or engage its guests, as can a strategic lighting scenario.

Traxon & e:cue's full system solutions leverage light to infuse atmospheres with serenity and intrigue, setting a scene; the mood enhancing possibilities are as endless as the imagination. Flexible fixtures and intelligent controls ensure flawless integration into any space, subtly putting guests at ease. Available in a range of colors including brilliant RGB and flawless warm, cold, and dynamic whites, our solutions are customizable to suit your project requirements.

From radiant balustrades and backlit covers to shimmering walls and ceilings, Traxon & e:cue's offerings merge expression with light, creating distinctive and unforgettable environments for your guests, making your innovative design visions a reality.



Photography courtesy of Michael Riotta Design, LLC



## PLAY<sup>2</sup> at Chickie's & Pete's: Infused with energy

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PLAY<sup>2</sup> at Chickie's & Pete's, Philadelphia , USA

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Designer / Architect : DAS Architect

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Installer : APEX Electrical Services LLC

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Photography: DAS Architects & Paul S. Bartholomew

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A long-time favorite for pre-game socialization, viewing of sporting events, and patented pub fare, Chickie's & Pete's has become a Philadelphia sports fan institution. As an addition to the popular venue, the growing chain recently unveiled PLAY<sup>2</sup>, the world's first interactive sports bar.

To create an energetic environment for this unique sports and video gaming spot, 20 Graze XB-9 RGB were installed inside the large pillars that line the main seating and gaming areas inside the restaurant. With only four Graze fixtures in each pillar, dynamic color can be seen through exposed circles made of diffusion material. In addition, eight Wall Washer XB-36 RGB were installed behind diffusion material at the main bar, providing an evenly saturated backlighting to a wall of mounted flat screen televisions.

The complete installation displays static, color changing, and chase sequences, which add to the energy and excitement of this uniquely interactive sports bar.





## Subsuelo Bar: Modern mystery, historic charm

Subsuelo Bar

Pamplona, Spain

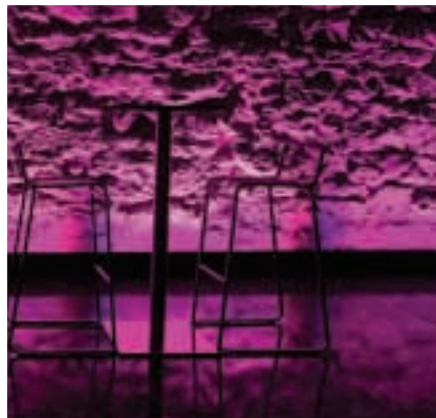
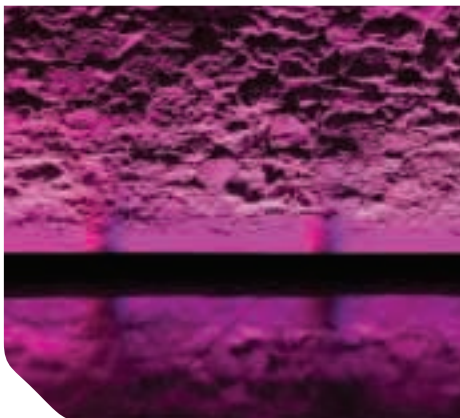
Designer / Architect : Inter Music

Installer : Inter Music



Located in a nineteenth century wine cellar in the heart of Pamplona, the newly renovated Subsuelo Bar is a perfect compilation of old and new elements, tied together accentuated with light. Characterized by brick walls painted white, a dark structured ceiling, and shining metal furniture, Subsuelo's style of modern simplicity is elegantly reflected.

To emphasize the building's unique architecture and create a mysterious yet inviting atmosphere, a combination of Wall Washer XB RGB and Liner XB RGB fixtures are used to wash Subsuelo's walls with a rich, even plethora of vibrant colors and flawless whites. Additionally, Mirror Wash RGB panels, masked with a special semi-transparent tempered glass mirror, transform into a signature design statement when powered on, creating a chic, polished atmosphere throughout the bar. The installation is controlled by an e:cue Butler, which allows playback and looping of previously programmed lighting scenarios, perfectly orchestrating subtle color shifts in this chic, luxurious environment.



# Enhance your environment, increase your return

By adding dynamic lighting and control solutions to your bar or restaurant, you are not simply adding light to space. The incorporation of a customized lighting system will dramatically enhance your environment, transporting guests into the world you envisioned.

Whether you prefer a simple, elegant white ambiance to highlight architectural features in your establishment, or a vibrant, colorful media installation to infuse the space and your patrons with energy and excitement, Traxon & e:cue's full system solutions are customizable and able to accommodate projects of any size and complexity.

Creating a visually stunning space is just the beginning; receiving a healthy return on investment is the result. When guests are treated to a memorable, unique experience, customer loyalty is established thus increasing the percentage of returning customers. And good reviews travel quickly. If your patrons are impressed by their experience, positive recommendations and reviews occur, amplifying increased traffic in both repeat and new customer segments.

We invite you to merge expression with light. Create distinctive and unforgettable environments for your guests, increase your business, and make your innovative design visions a reality.

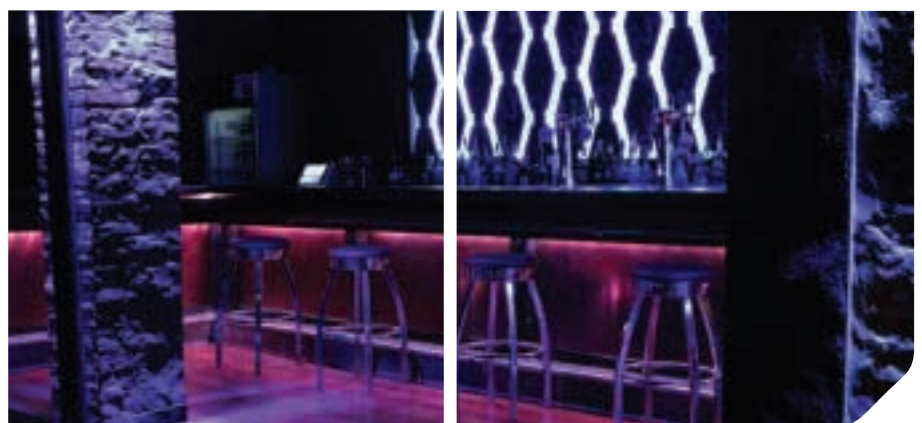
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Berlin, Germany

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The Get Down  
Baltimore, USA

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## Our commitment to you

Traxon & e:cue transforms creative visions into unforgettable lighting experiences, elevating bar and restaurant environments around the world.

We believe that the phrase “complete solutions” encompass more than just a product portfolio; the solution starts with the first creative spark. Our team of outstanding professionals, together with our global partner network, will guide you through each project phase. From creative ideas and selecting the best system to communicate

your vision, to post-installation communication, our worldwide project management, planning, and support services, are yours throughout the process.

The age of dynamic digital lighting is here; you can be part of the revolution. We invite you to partner with us for your next lighting project. Let's create an inspiring environment together.

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Royal Caribbean  
Oasis of the Seas

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Photography courtesy of Michael Riotta Design, LLC

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Downloads and more information at [www.traxontechnologies.com](http://www.traxontechnologies.com) and [www.ecue.com](http://www.ecue.com)

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