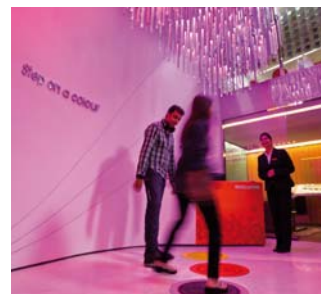
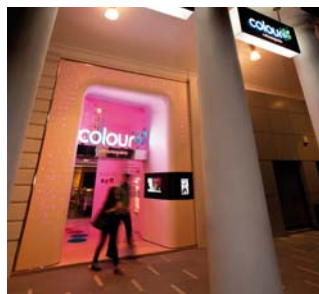




Photo credit: © Fitch

# SHOWCASE

## Asian Paints "COLOUR" - New Delhi, India



Asian Paints, the largest paint company in India, recently set up a consulting and retail center in the upscale Delhi business district of Connaught Place. To make its new store more interactive and visually exciting, Asian Paints selected lighting and control products from Traxon & e:cue. There are three main illumination features at Asian Paints' Delhi Colour store. Flexible, versatile, ultra-bright Traxon Dot XL-3 RGB was used to highlight the façade in conjunction with OSRAM. Color changes in this dynamic illumination features, as well as in the interior chandelier, are triggered via an independent pressure pad system, which relies on controls from e:cue to seamlessly integrate the fixtures. e:cue' s advanced Lighting Control Engine (LCE) and Butlers run 17 different video lighting schemes for these illumination features; the systems are programmed to play video on a random loop – until a consumer is ready to experiment with color. When a consumer selects a color via a pressure pad, e:cue' s intelligent controls initiate a cascade of color that starts with individual sections of the 700-tube chandelier, travels to the façade accents, and then reaches the exterior. Consumers thus experience how color dramatically alters an environment and can experiment with multiple color options before picking up a paint brush.

### FEATURED PRODUCT



Dot XL-3 RGB

### METHOD OF CONTROL



Butler



Lighting Control Engine (LCE)

### PROJECT DETAILS

Category: Retail  
Location: Delhi, India  
Client: Eurolite  
Architect: Fitch, Singapore  
Lighting Consultant: LDP, Australia  
Programmer: Traxon India  
General Contractor / Installer: Eurolite  
M&E Consultant: InProjects India Pvt. Ltd., Delhi  
VAP / System Integrator: Eurolite  
Completion Date: July 2011  
Region: Traxon India

## Traxon Technologies Ltd.

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HONG KONG SHANGHAI TAIPEI SINGAPORE SYDNEY TOKYO MUMBAI ROTTERDAM COLOGNE ISTANBUL LONDON MADRID MILAN PADERBORN PARIS MOSCOW  
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