

Press Release
For immediate release

Traxon launches Media Tube® HO RGBW to media solution portfolio

12 April 2016, Hong Kong- Traxon – an OSRAM brand, a global leader in solid state lighting and control systems, introduces Media Tube® HO RGBW under the media solution portfolio. Media Tube® HO RGBW is a highly innovative media façade solution for applications requiring high brightness, high efficacy, excellent color consistency in different viewing angles and orientations, and dynamic effect for long color ribbon. The variety of LED options and accessories provide a standardized platform for high customization requests for media façade application in architectural buildings, hospitality, stadiums and bridges.

- 25 mm RGBW pixel pitch, which integrates the high resolution media system to building façades
- 4 individual channels control RGBW per pixel to offer multicolor: red, green, blue and white that generate high brightness for both RGB and W elements in a single system
- “+White” is an intelligent algorithm built-in to Media Tube® HO RGBW, it allows the system to use 3 channels values to control 4 colors (Red, Green, Blue and White) per pixel. White element can be automatically generated without channel control.
- Ultra-Brightness and High Efficacy mode, can be easily selected by remote control
- the color consistency regardless of audience’s viewing angle and orientation

For more information on Media Tube® HO RGBW, please visit
http://www.traxontechnologies.com/lighting_solutions/product_details/10383/

About Traxon Technologies

Traxon Technologies, an OSRAM business, together with its control brand, e:cue, is a global leader in solid state lighting and control systems providing complete, sustainable and intelligent lighting solutions. Working with our extensive partner network, Traxon & e:cue transform creative visions into unforgettable lighting experiences, elevating architectural, entertainment, hospitality, and retail environments around the world. Traxon & e:cue’s innovative, integrated control, software, product and project portfolios have won many awards and accolades for their pioneering technologies and dynamic solutions, including LFI Innovation, iF Design, Red Dot Design, DDC, POPAI, and MELDA. For more information, please visit www.traxontechnologies.com

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FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES

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Traxon & e:cue maintains a global presence in 68 countries throughout Asia Pacific, Europe, The Americas, Middle East, and Africa.