



## ewo to focus on modularity at Light + Building 2018 in Frankfurt

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A wide range of requirements demands a wide range of solutions, and ewo the South Tyrol has found a clear answer: LED systems with a consistent focus on modularity. “Our modular system enables us to use lenses with all products,” explains Hannes Wohlgemuth, Head of Marketing and Sales at ewo. “From our perspective, it makes no difference whether we are installing a spot or a street light distribution. We are even able to mix lens optics within a single product. This is music to the ears of lighting system engineers, as it opens up so many new possibilities.”

The unveiling of the ewo A-Series during Light + Building will also represent the debut of the third generation of the modular LED tool kit. High-efficiency LED technology combined with a comprehensive assortment of newly calculated high-performance optics makes it possible to tap into a vast performance range, from large-scale lighting of outdoor areas to finely dosed, miniaturised architectural lighting. “We have rethought the LED tool kit entirely rather than just iterating. Massive miniaturisation and a high performance Industry 4.0 process that captures the entire spectrum from planning to installation open up completely new potential. Both on a design level as well as in terms of efficiency and footprint“, explains founder and CTO of ewo, Ernst Wohlgemuth.

The centrepiece of the presentation in Frankfurt is ewoPhotometric Engine, an object designed by Clemens Weisshaar and Reed Kram that looks as though it has just beamed down from the future. “ewoPhotometricEngine is a large optomechanical device that is essentially a giant lens. A tangible human interface device able to simulate 1,799,766,996 configurations of ewo’s new A-Series LED system: a new miniaturised high efficiency photonic technology that can light anything from a handrail to an airfield”, clarifies Designer Clemens Weisshaar.

Further additions to the product portfolio include the light systems IN and ID in the outdoor lighting segment. These solutions for street and walkway lighting are suitable for flush-mounted installation without any visible screws, thereby ensuring full freedom for architects and lighting system engineers in designing outdoor areas without bringing the lights themselves into the foreground.

Finally, ewo will also be presenting its new magazine at Light + Building. Running to 150 pages, this not only covers the entire product range but also provides a textual and pictorial account of every aspect of ewo’s concepts and activities in relation to light.

*ewo creates high-quality light systems for the areas of airport and logistics, public space, architecture and culture, and roads and traffic. Founded in 1996 by Flora Kröss and Ernst Wohlgemuth, ewo now employs over 100 staff at its company headquarters in Cortaccia, Italy, and in subsidiaries in Austria, Germany and Denmark.*

**ewo at Light + Building, Frankfurt, 18-23 March 2018, hall 5.0, stand B30.**

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