



*Sinfonia Luminii*

*Dear Sirs / Madams,*

*We thank you for the interest shown in our company.*

*The following letter has the purpose of welcoming you to our winter lighting project in Bucharest, 2010/2011: "The Symphony of Light".*

*For this winter's holidays, Luxten Lighting Company has as goal to "dress" Bucharest up in special lights.*

*With a route longer than in any other year, that starts with Baneasa Passage - Presei Libere Square – The Triumphal Arch – Aviatorilor Boulevard – Beller Street, Kiseleff Boulevard, continues with Calea Victoriei Boulevard, Queen Maria Boulevard, up to Opera Square, then Bascar Catargiu Boulevard - Dacia Boulevard – Magheru Boulevard and finally Unirii Square – Tineretului, our project has the final purpose to create an ornamental lighting ready to compete with any other project from any other city.*

*Among the new stuff that this project brings with, we can highlight one very representative for this project: the involvement of the private sector and of the buildings adjacent to our selected route.*

*Through this double partnership, (both) with the private as well as the public sector, we hope to realize a unique winter tale, that will bring joy to the by passers and that will "throw" Bucharest in a holiday mood.*

*From the design phase, up to choosing the materials we'll be using, everything will be done by a team of professionals, the esthetics and uniformity of the space being the first priority to consider. Your buildings and spaces will shine, making no difference if the architecture is modern or classical. Our architects and designers will take care to respect the profile of each and every space they decorate.*

*90% from the clients we have already approached with this expressed in a preliminary phase their intention to participate in some way in this "winter tale". With that being said we trust that "The Symphony of Light" will be a success and it will set new standards regarding the winter lighting of the city we live in.*

*"The Symphony . . ." will also have a strong social impact, due to the team work and the common use of resources , ideas and most importantly of the emotions of everybody involved.*

*The Luxten ELIS Team wishes, at your leisure, to have a meeting with you in order to fully present our project, yours and ours . . .*



*“Symphony of the Light ” - Bucharest,  
dec.2010-jan.2011*

*Services offered:*

*Commercialization of lighting products  
Selling or renting professional lighting gear.*

*All the products that we have selected are high quality products.*

*(For more details please contact one of our representatives)*

*Planning & Design*

*The planning and aestheticization of a desired space are the first steps to be taken once the products have been selected.*

*Depending on what the client wishes we can either apply one of our lighting templates or we can personalize the design while keeping a style in perfect harmony with the building architecture and the public ornamental lighting.*

*Execution & Montage*

*Once all the parameters of your project have been established and agreed upon, our team will proceed with installing the lighting gear and its accessories. The montage depends on the availability to connect to the electrical network and on the type of building (ex.: patrimony buildings have a special regime)*

*Removal of lighting gear*

*Depending on your option (buying or renting the equipment) this service can be free of charge.*

## *The tale of the winter lights*

*The winter lights tradition starts in the XVII century, when people used to put candles in the Christmas tree. It took another two centuries for this custom to spread further. First in Germany, then in the rest of Europe, this tradition symbolizes the month of December. People all over the world wait in December for the lighting spectacle and for the official start of the holiday season.*

*Festive lighting with an electrical source was first used in 1882, in New York. Back then, for the first time, a Christmas tree was decorated with 8 light bulbs. In the 1900's the stores were full of such decorations and everybody wanted them in their houses. However the first professional decorative lighting gear was designed in 1917 by Albert Sadacca.*

*In the first year he managed to sell only 100 strings of bulbs. Next year he added colors to his strings and the business turned into gold. The spreading of decorative lighting in households took off in the 1950's. Since then the winter lights were used not only in decorating the Christmas tree, but also for the decoration of houses, gardens or parks.*

*Nowadays it is common to see skyscrapers and other buildings being decorated (in some cases permanently) with ornamental and architectural lights. Since the 1990's municipalities together with the private segment, have begun large scale decorations of urban spaces. In countries such as Australia or New Zealand, it became a tradition to go out with the family on the 1st of December and enjoy the lighting show.*

*In Bucharest, in 2008, Unirii Square was flooded with thousands of people, wanting to see the official lighting of a huge artificial tree. The importance people award this subject gets bigger every year and each December they expect something more spectacular.*

*Today ornamental lighting is more than a simple function. The technological development and the variety of buildings constructed in the past decades allowed designers and architects to implement fascinating fantasies. Today ornamental lighting represents the personality and the message that the you wish to transmit to others.*



## *Benefits of ornamental lighting with Luxten ELIS*

*We can divide the benefits into the following categories:*

### *Functional benefits:*

*Building aestheticization and highlighting, where it applies, of a special architecture.*

*The chance of using one supplier for all the services required: design & planning, products supply, montage – all this will help our clients save time, logistics and costs, while benefiting of high-quality solutions.*

### *Economic and marketing benefits:*

*The integration of different services under the same roof, will have a direct impact on your costs, the price/quality ratio making our solutions the most competitive solutions on the local market. The sociological studies done by famous American and European Universities and related to our industry, show that the behavior of the consumer is to always choose a well lit building or shop over a less lit one. 75% from the ones interviewed said they would prefer more light and only 25% said it would not be among their main criteria of selection.*

*This being said it's not rocket science to understand that a well lit building in December, a month of high commercial activity, will attract more customers into one's shop, bank or supermarket and will therefore increase one's revenues.*

*An ornate space in the month of December will be easier to notice than one without any decorations. This will make the building and/or commercial brand more present and more attractive. Some places/ locations can become notorious after a successful project.*

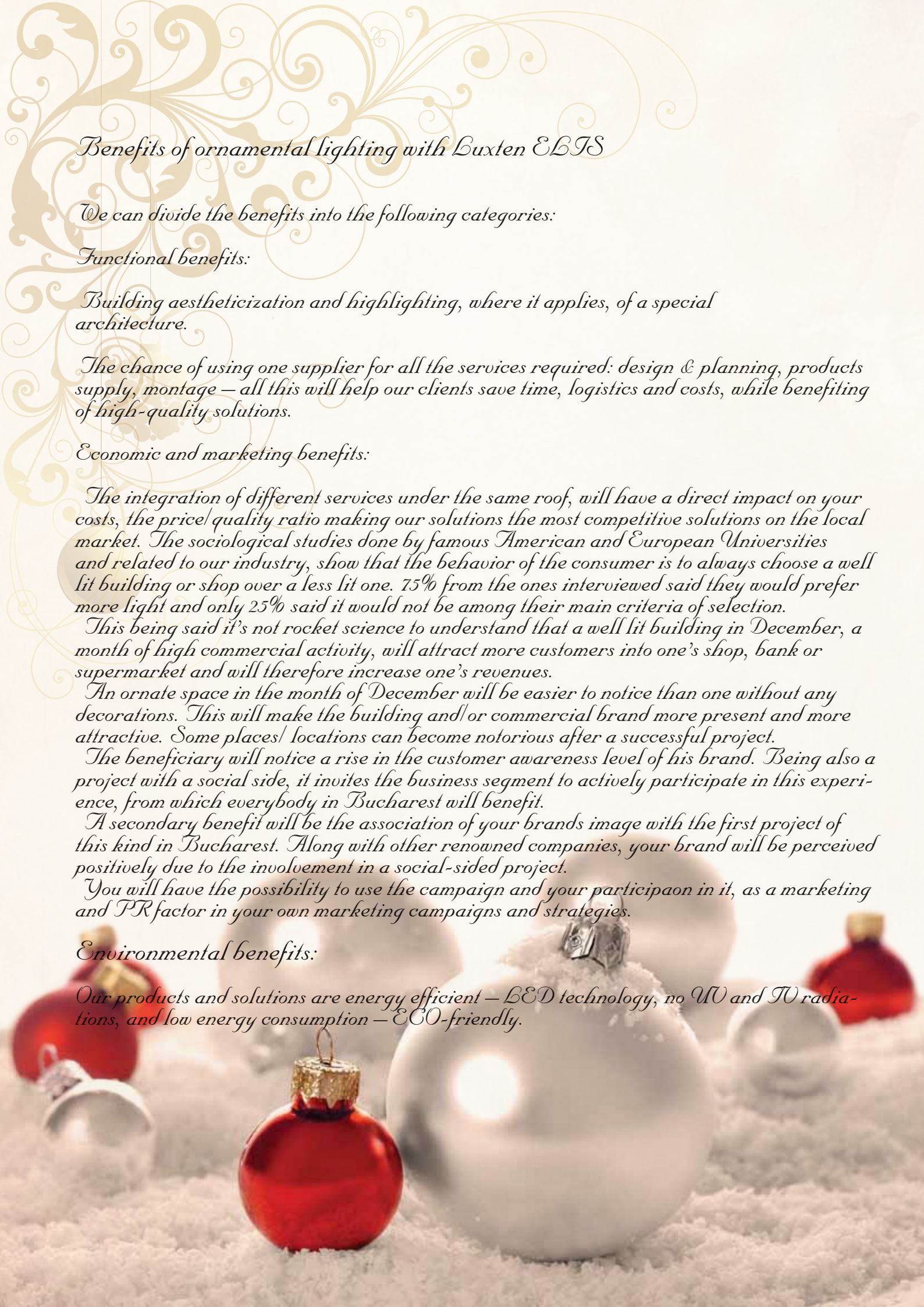
*The beneficiary will notice a rise in the customer awareness level of his brand. Being also a project with a social side, it invites the business segment to actively participate in this experience, from which everybody in Bucharest will benefit.*

*A secondary benefit will be the association of your brand's image with the first project of this kind in Bucharest. Along with other renowned companies, your brand will be perceived positively due to the involvement in a social-sided project.*

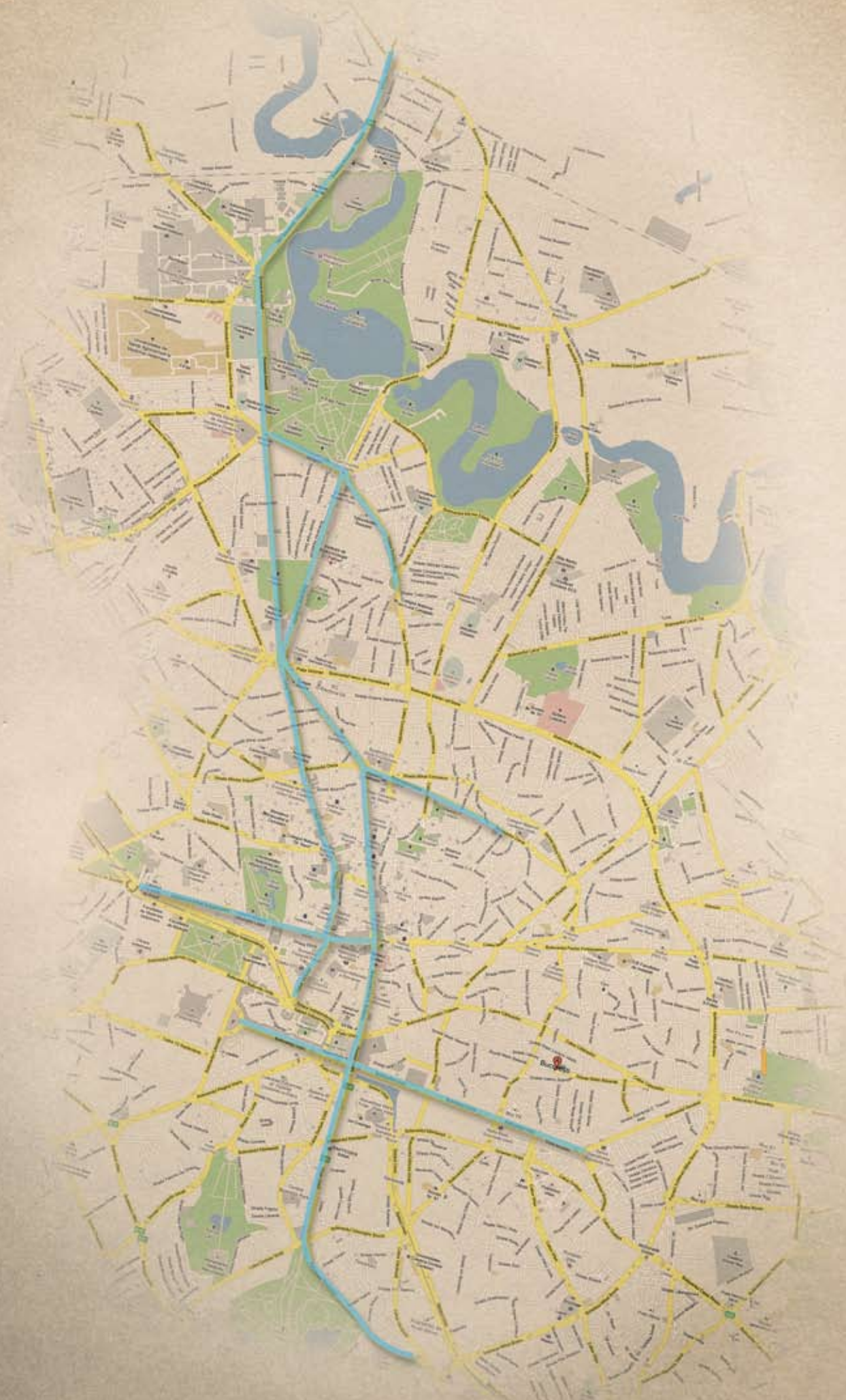
*You will have the possibility to use the campaign and your participation in it, as a marketing and PR factor in your own marketing campaigns and strategies.*

### *Environmental benefits:*

*Our products and solutions are energy efficient – LED technology, no UV and IR radiations, and low energy consumption – ECO-friendly.*



*Harta Iluminat de sarbatori Decembrie 2010- ianuarie 2011*



## LED Light Hose

The "light hose" is the most used decoration nowadays. Due to its simple design it can easily highlight almost every type of architecture. Technically it is built out of mini-LED sources and it can be found in a wide variety of colors.

### Technical Data- LED Light Hose

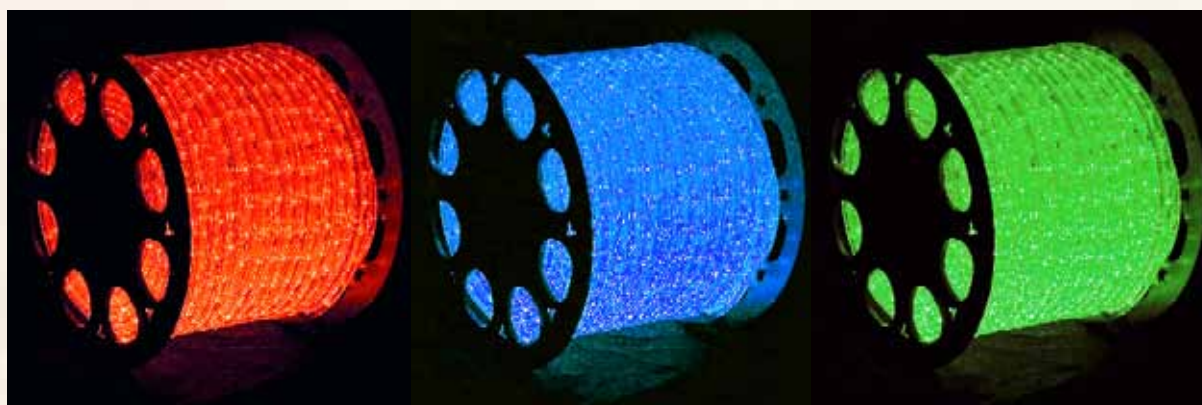
Cod produs	Denumire	Lungime	Nr. segmente	Lampi / Segment	Lungime / Segment	Altele
248-001, 002, 004, 028	Furtun luminos LED (120 grade)	ø 13mm, 90 M (2 role)		54	1,5 M	220-240V, 144W, warm white, verde, cool white, albastru, rosu (4,8W/segment)
248-027, 007, 008, 009	Furtun luminos tip turture (360 grade, 4,16 cm intre lampi)	ø 13mm, 90 M (2 role)		54	1,5 M	220-240V, 144W, warm white, rosu, verde, albastru.



alb rece

alb cald

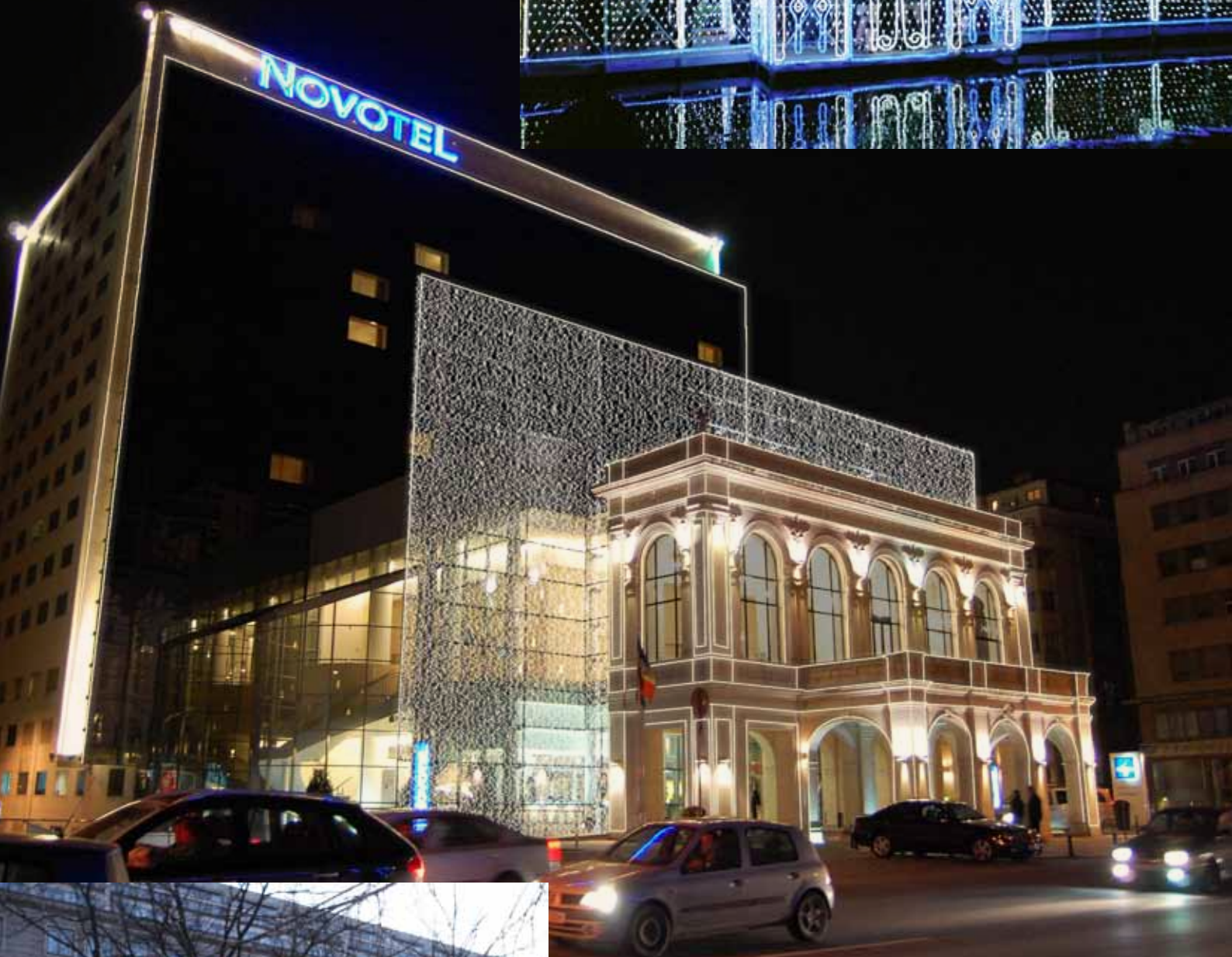
galben



rosu

albastru

verde





Ø 120 cm  
5.70 kg  
361 W

70 x 60 cm 120 x 104 cm  
1.30 kg kg 1.80 kg  
116 W 164 W

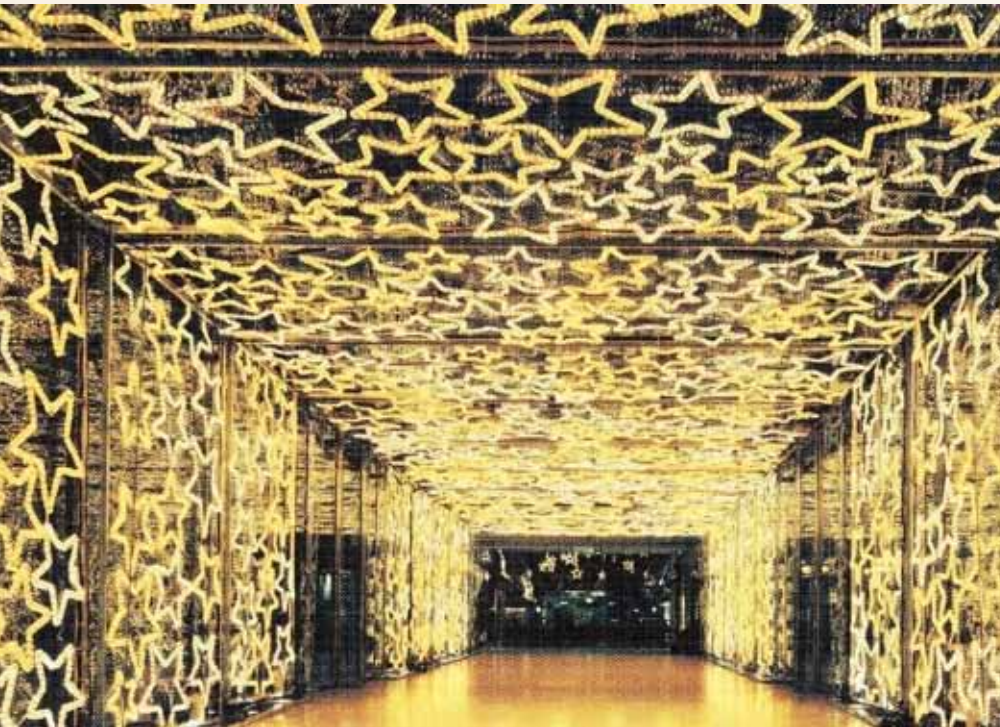
Ø 60 cm Ø 80 cm  
1.40 kg 2.60 kg  
66 W 99 W



Ø 80 cm Ø 100 cm  
1.90 kg 2.20 kg  
116 W 148 W

Ø 80 cm Ø 120 cm  
2.80 kg 4.09 kg  
115 W 181 W

Ø 80 cm Ø 120 cm  
2.00 kg 3.30 kg  
115 W 214 W





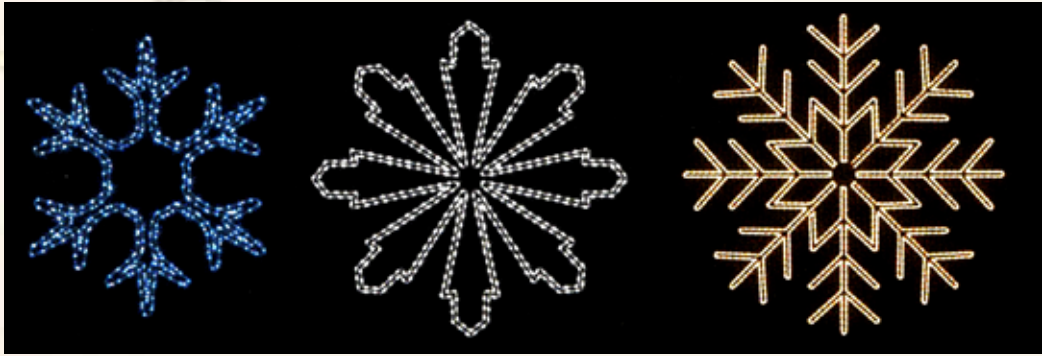
Ø 80 cm  
2.80 kg  
22W

Ø 110 cm  
4.40 kg  
33W

Ø 180 cm  
7.80 kg  
72 W

Ø 200 cm  
11.20 kg  
72 W

180 x 240 cm  
15.40kg  
110W



80 x 95 cm  
3.30 kg  
22W

Ø 80 cm  
3.40 kg  
28W

Ø 120cm  
5.50 kg  
39W

Ø 130cm  
8.10 kg  
39W





Ø 120 cm  
8.00 kg  
39W

120x 126 cm  
5.00 kg  
39W

Ø 80 cm  
2.80 kg  
22W

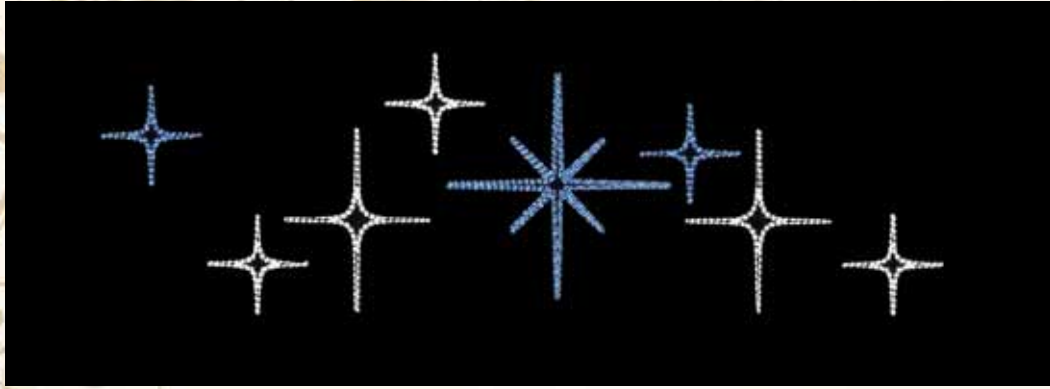


Ø 60 cm  
1.80 kg  
22W

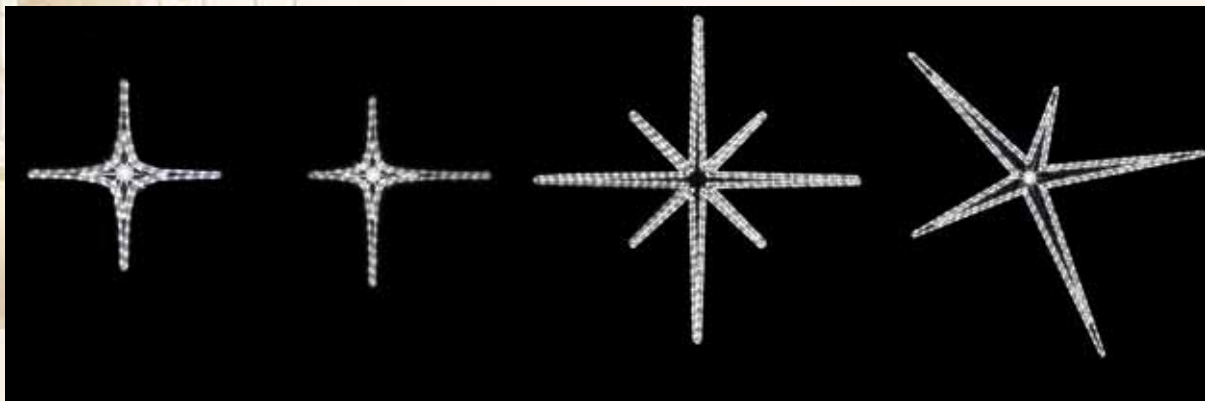
Ø 60 cm  
1.80 kg  
22W

Ø 100 cm  
3.00 kg  
39W





530 x 170 cm  
20.30 kg  
87W



Ø 60 cm  
0.92 kg  
15W

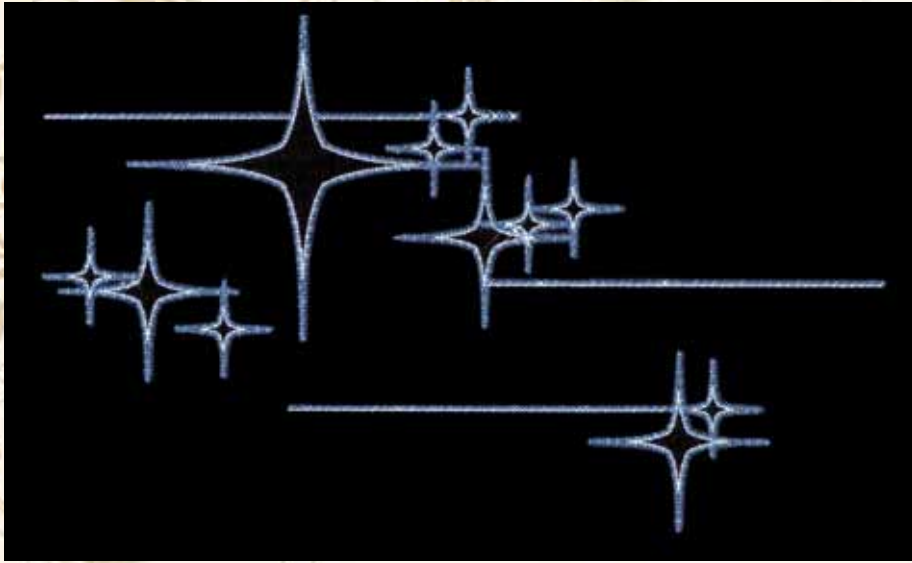
63 x 69 cm  
0.94 kg  
15W

Ø 100 cm  
1.90 kg  
22W

Ø 140 cm  
4.00 kg  
33W

116 x 136 cm  
3.00 kg  
36W





720 x 465 cm  
30.10 kg  
170.5W

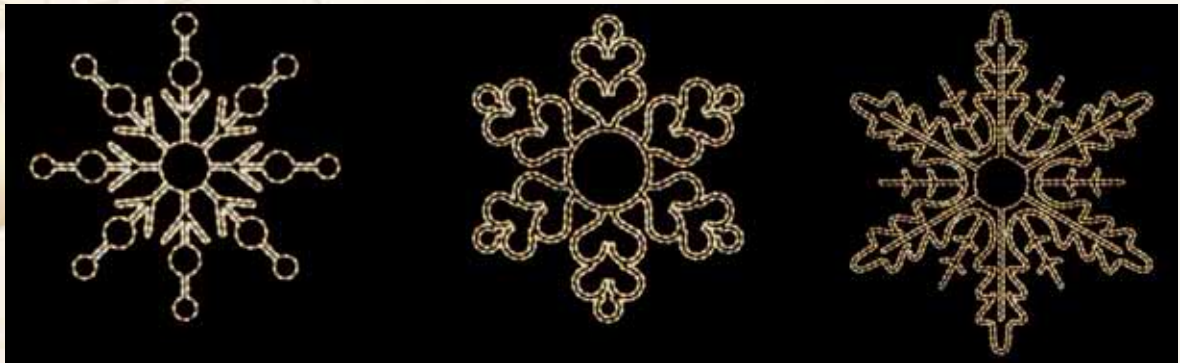




Ø 80 cm    Ø 140 cm  
 3.60 kg    7.00 kg  
 22W        39W

Ø 130 cm  
 8.00 kg  
 33W

Ø 80 cm    Ø 130 cm  
 3.60 kg    8.00 kg  
 22W        33W



Ø 80 cm  
 2.70 kg  
 22W

Ø 90 cm  
 4.00 kg  
 22W

110 x 126 cm  
 7.10 kg  
 33W





231 x 0.81 cm  
7.50 kg  
40W

215 x 125 cm  
8.80 kg  
72W

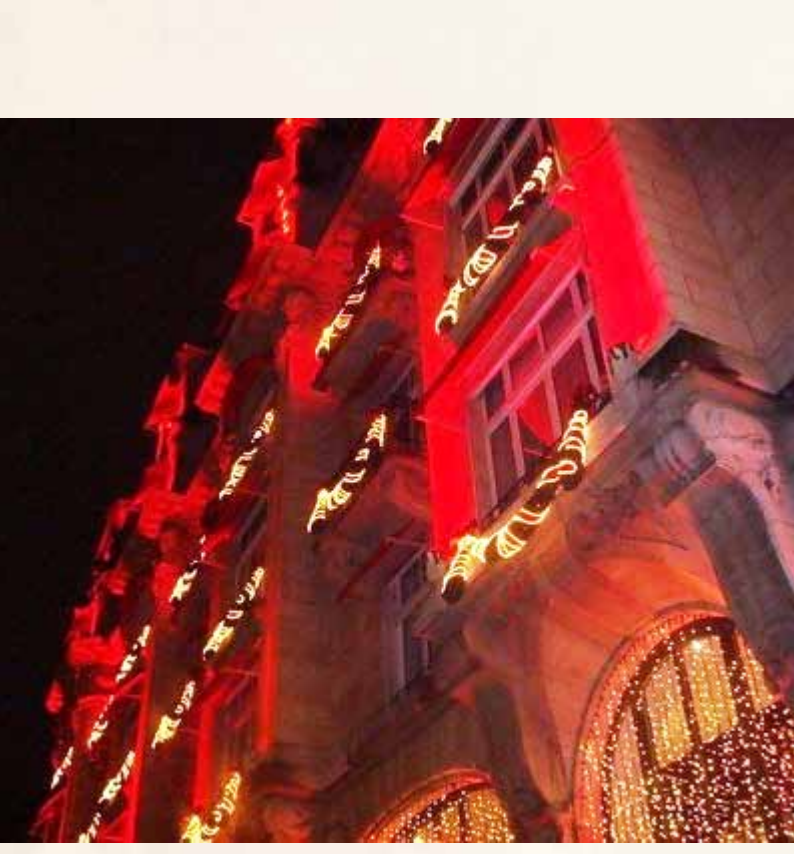
300 x 0.90 cm  
12.40 kg  
116W

180 x 0.90 cm  
7.60 kg  
72W

238 x 110 cm  
11.00 kg  
72W

245 x 120 cm  
12.80 kg  
75W



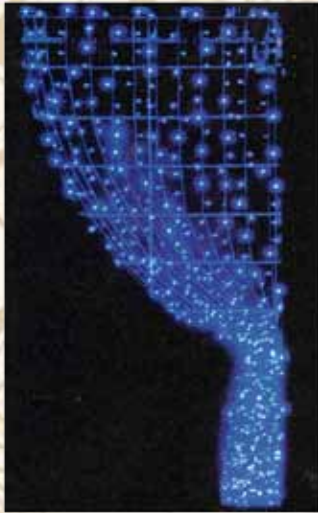


## LED Light Nets

They are being used in the external decoration of buildings and gardens or parks. The particularity of this product is having the most powerful visual impact when installed in a project. Our wide selection allows one to use them for any type of building, size or other important criteria.

## Technical Data- LED Light Nets

Cod produs	Denumire	Lungime	Nr. segmente	Lampi / Segment	Lungime/ Segment	Altele
018-157	Plasa luminoasa LED	2M*1,5M	20 (max. 10)	15	1,5 M	220-240V, 30W, warm white, fir alb
018-158	Plasa luminoasa LED	2M*3M	20 (max.7)	30	3 M	220-240 V, 60W, warm white, fir alb
018-159	Perdea luminoasa LED	2M*6 M	20 (max.5)	60	6 M	220-240 V, 85 W, warm white, fir alb
018-090	Perdea luminoasa LED	2M*1,5M	20 (max. 10)	15	1,5 M	220-240V, 30 W, cool white, fir alb,
018-091	Perdea luminoasa LED	2M*1,5M	20 (max. 10)	15	1,5 M	220-240V, 30 W, fir alb, culoare albastra
018-245	Perdea luminoasa LED	2M*1,5M	20 (max. 10)	15	1,5 M	220-240V, 30 W, fir alb, culoare rosie
018-092, 093	Perdea luminoasa LED	2M*3M	20 (max. 7)	30	3 M	220-240V, 30 W, warm white, albastru, fir alb
018-160, 161	Perdea luminoasa LED	2M*6M	20 (max. 5)	60	6 M	220-240V, 85 W, warm white, albastru, fir alb
018-073,	Perdea luminoasa tip turtur LED	1M*1,5M	6 (max. 26)	20	1,5 M	220-240V; 12 W; warm white, fir alb
018-162	Perdea luminoasa tip turtur LED	3M*0,9M	3 (max. 10)	57	1 M	220-240 V, 12,8W, warm white, fir alb/negru
018-251	Perdea luminoasa GIANT LED	4M*1,5M	4 (max. 10)	76	1 M	220-240V, 36,8 W, warm white, fir alb/negru
018-183	Perdea luminoasa tip sir LED	1,25M*30M	1 (max. 4)	120	30 M	220-240V, 24 W, warm white, albastru, fir alb striat



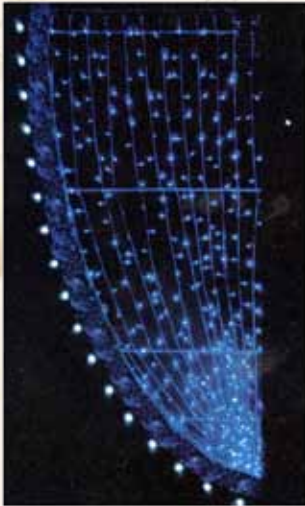
256 x 135 cm  
10.60 kg  
22W



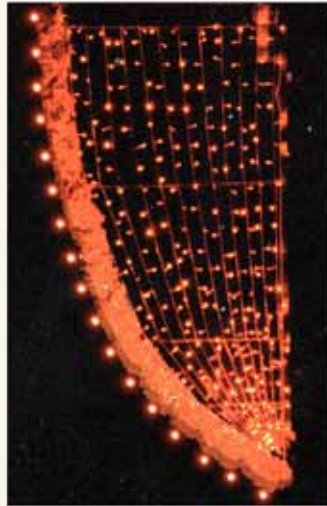
256 x 135 cm  
10.60 kg  
65W



256 x 135 cm  
10.60 kg  
104W



213 x 112 cm  
8.00 kg  
302W



213 x 112 cm  
8.00 kg  
301W



213 x 112 cm  
8.00 kg  
314W



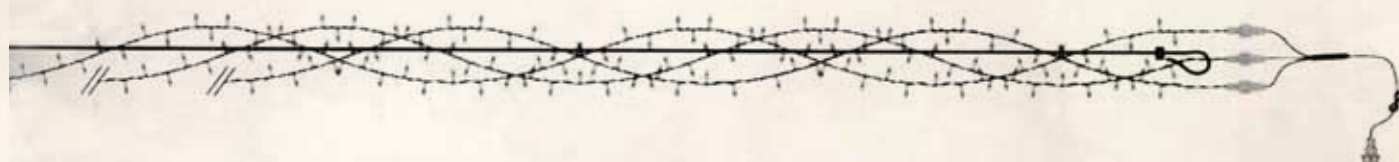
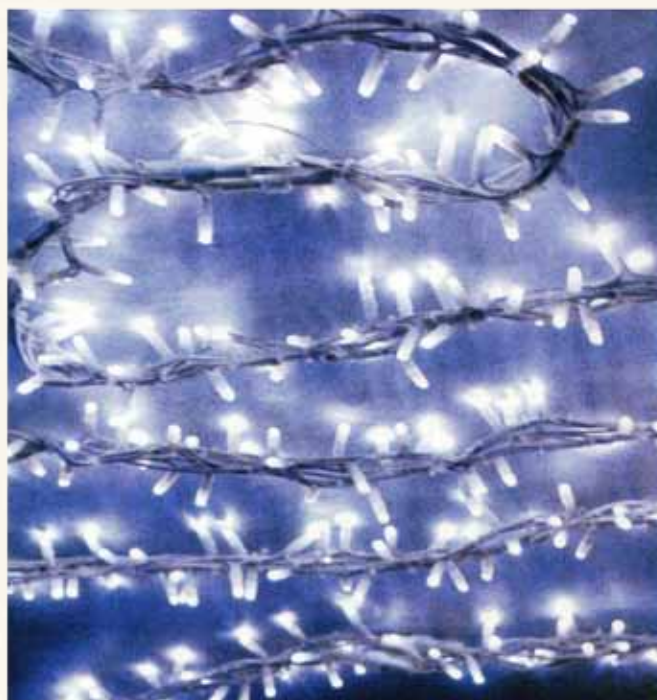


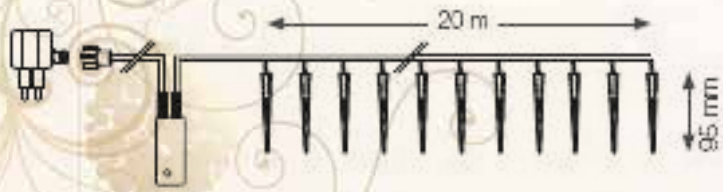
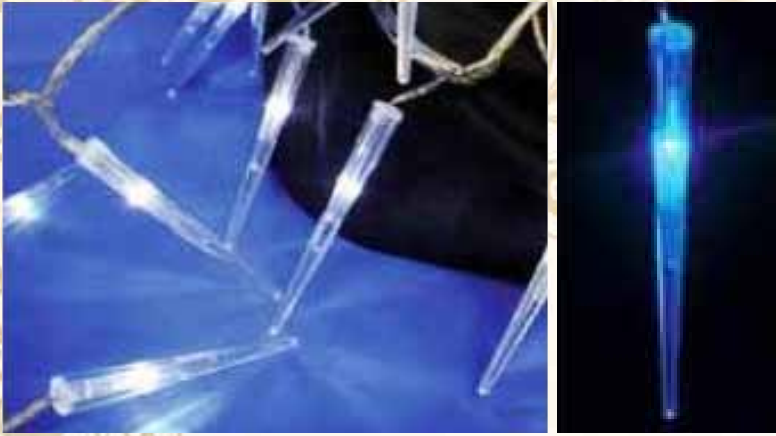




## Technical Data- LED Light Strings

Cod produs	Denumire	Lungime	Nr. segmente	Lampi / Segment	Lungime/ Segment	Altele
018-237	Sir simplu LED	4,5 M	1 (max. 16)	90	4,5 M	220-240V, 8W, warm white, fir alb
018-082	Sir Frosted LED	20 M	2 (max.10)	60	10 M	220-240 V, 8,8W, warm white, fir alb
018-240	Sir Frosted LED	20 M	2 (max.10)	60	10 M	220-240 V, 8,8 W, 120 LED
018-249	Sir Flashing LED	12 M	3 (max. 10)	40	4 M	220-240V, 8,8 W, warm white, fir negru, 5 Flash-Led / segm.
018-036	Sir albastru LED	20 M	2 (max. 10)	60	10 M	220-240V, 8,8 W, fir negru
018-075	Sir Magic LED	6 M	1 (max. 20)	144	6 M	220-240 V, 10 W, white, fir verde
018-243	Sir Magic LED	6 M	1 (max. 20)	144	6 M	220-240V, 10 W, warm white, fir verde
014-266, 267, 268, 269, 270	Sir becuri FLASH LED					220-240V, 1,5 W, 1-2 flashuri/sec, alb, albastru, verde, galben, rosu

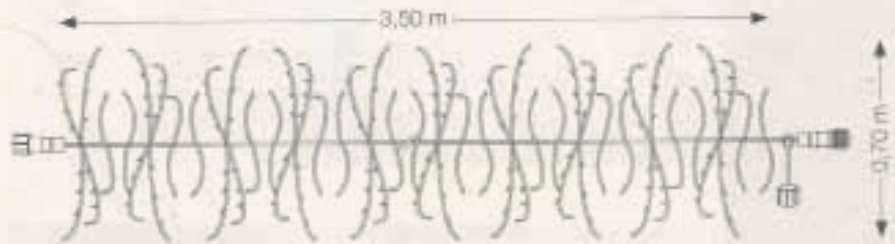
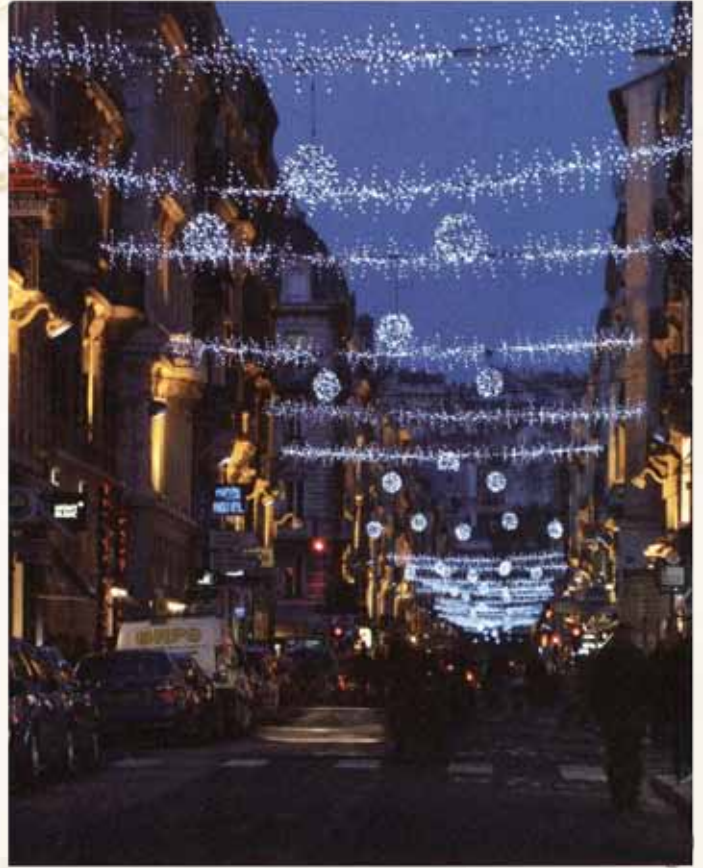


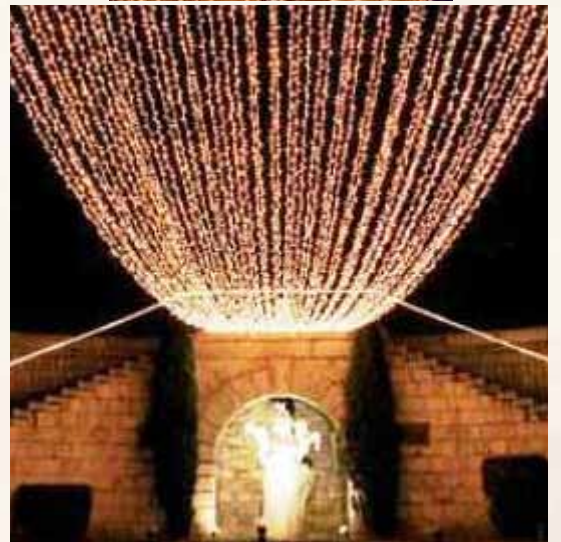


### LED light strings:

They are the perfect choice for a special or classical architecture. You can in subtly highlight some critical points in your space's architecture without covering its original beauty.









Rosu  
Ø 155 x 196 cm  
12.50 kg  
200W

Albastru  
Ø 155 x 196 cm  
12.50 kg  
264W

Alb rece  
Ø 155 x 196 cm  
12.50 kg  
246W

Alb cald  
Ø 155 x 196 cm  
12.50 kg  
246W





Cod produs	Denumire	Lungime	Lampi	Altele
014-477, 478	Ghirlanda luminoasa	ø 0,3M*2M ø 0,4M*2M	304 380	220-240V, 120W/150W warm white, 4 kg/4,3 kg
014-408, 409	Ghirlanda luminoasa	ø 0,14- 0,45M*2,7M 0,45M*5M	380 540	220-240 V, 150W/252W, warm white, 4,7kg/10,6kg



*This year's December is going to be the stage for the magical Symphony of Light. The streets and buildings of our city will turn into spaces of joy. The colors will excite our senses and "the shapes of our lights" will announce the coming of the winter season.*

*Bucharest will shine more beautifully than ever and we, the citizens and travelers in this city, will be the ones enjoying this winter's spectacle. Together...*



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