

# Energy efficiency in lighting – marketing and design

Florence, 29th February 2012

Thorsten Janson

International Sales, DIAL GmbH

- Headquarters in Lüdenscheid
- Founded in 1989
- 71 employees
- Turnover 5Mio.€ (Service)
- Light and building technology
- District offices in:
  - USA, Chicago, IL
  - Italy, Mirano
  - China, Shanghai
  - Turkey, Istanbul
  - Korea, Seoul



# Business segments

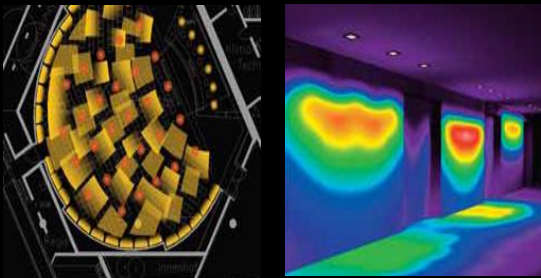
## Seminars (Light and building)

- Lighting design
- Lighting technology
- Building automation



## Lighting design

- Interior lighting
- Exterior lighting
- Master plan development



## Laboratories (Light and building)

- Accredited
- Minergy certified
- LDC, lumen output, spectra, ...



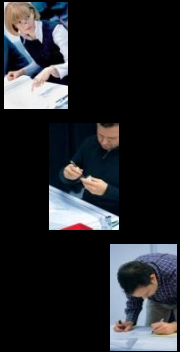
## Building technology

- Building system design
- EIB / KNX / LON
- laboratories

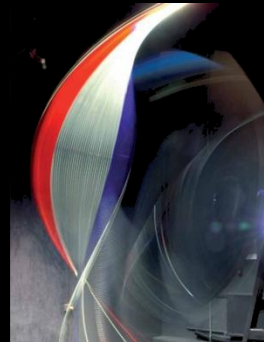
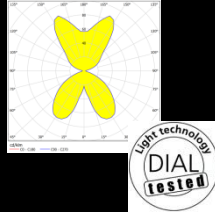


# Software development

Seminars



Accredited laboratories



Lighting design



Expert know-how in all segments of lighting

**DIALux, LUMsearch**

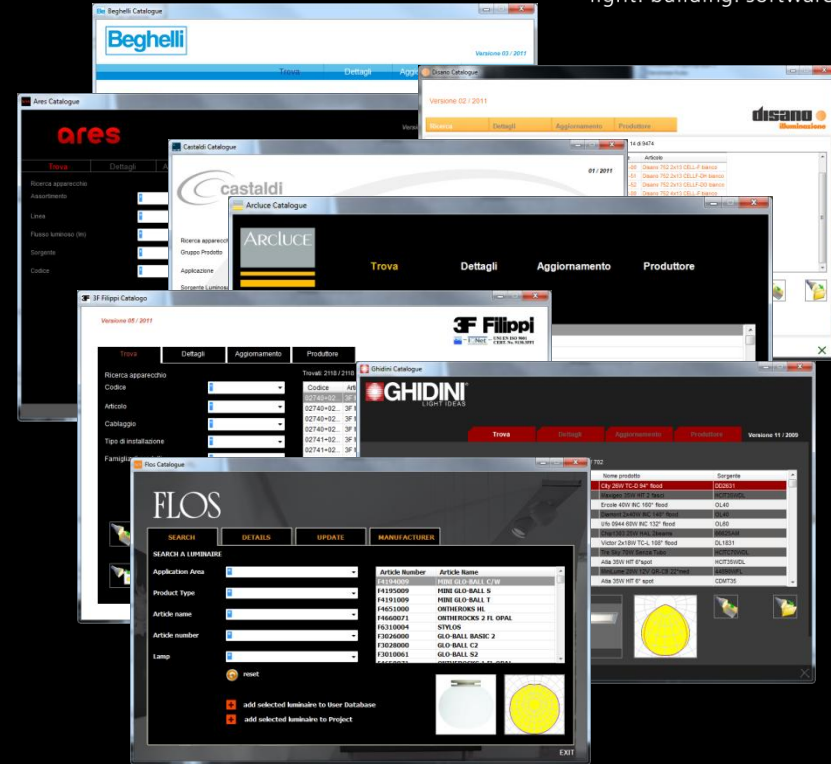
# Philosophy of DIALux

Individual presentation of the catalogues and the products

- High-value presentation of partners
- Individual catalogue layout
- Highlights on quality features

One Software for all lighting designers

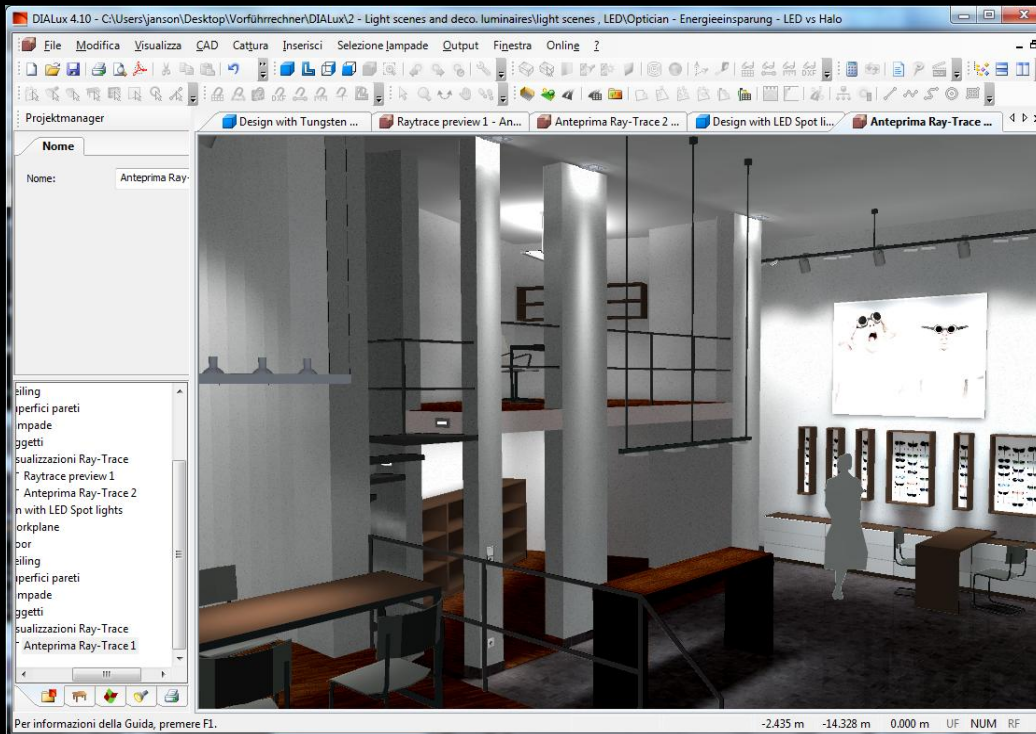
- Worldwide in use
- Translated into 26 languages
- Free of charge
- More than 460.000 users
- More than 36.000 users in Italy





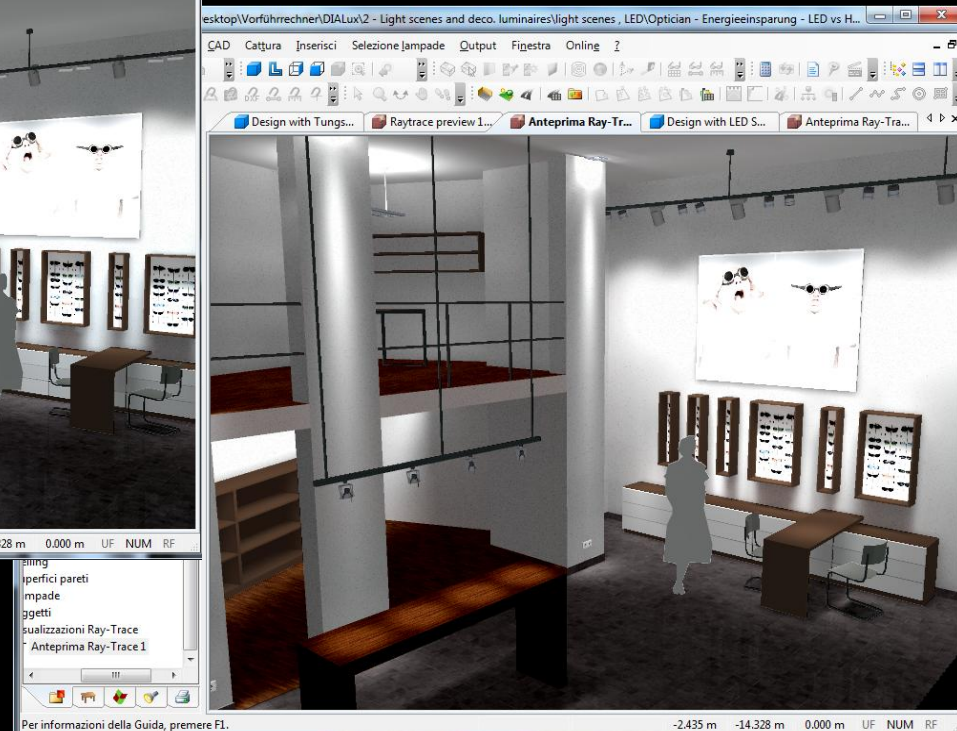
## Features of DIALux

- DIALux free of charge with the whole functionality
- DIALux enables architects and engineers to design their projects by using real product data



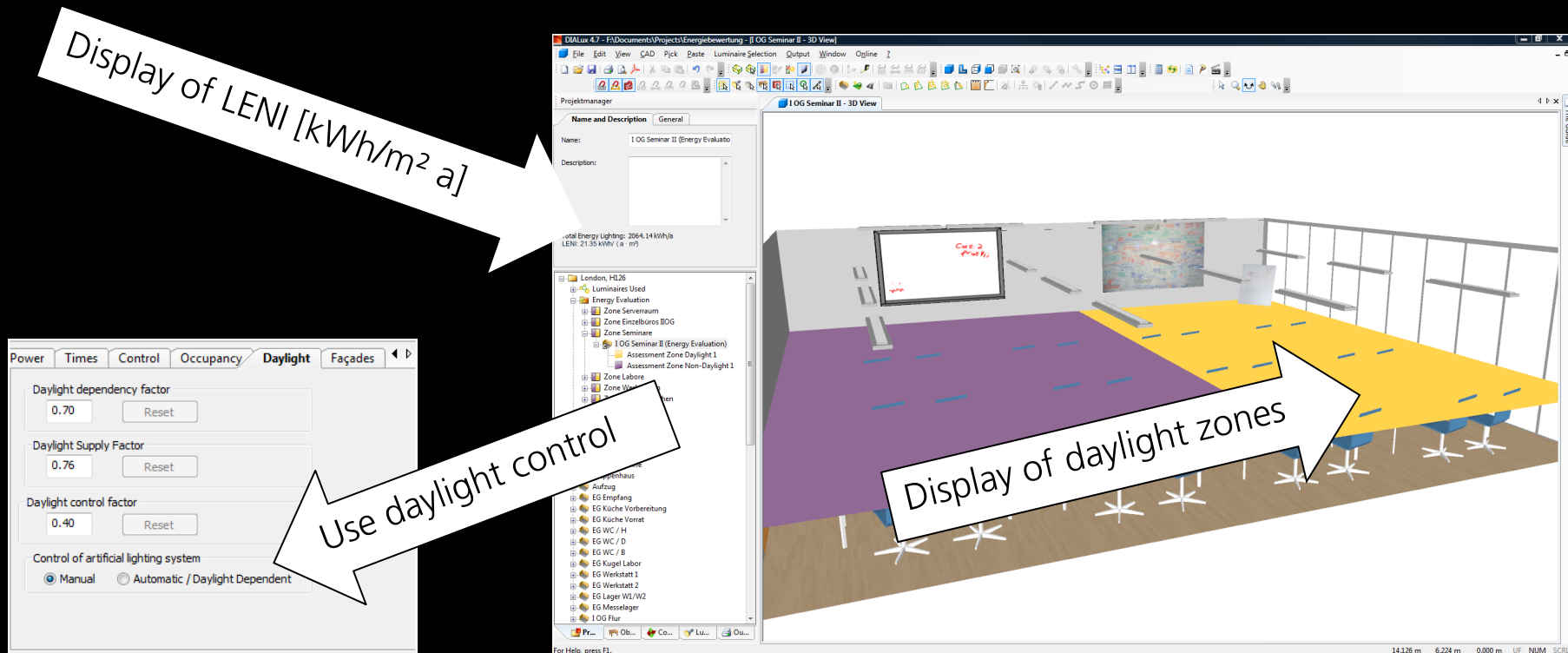
Luminaires with LED lamps

Luminaires with conventional lamps



## Features of DIALux

- DIALux enables the user to calculate daylight and artificial light
- The designer can easily check the advantages of daylight controls
- DIALux calculates all lighting and energy figures and enables the user to optimize the design
- Energy calculation according to European standard (EN 15193)



# Energy calculation according to european standard

The screenshot displays the DIALux 4.10 interface. The top window shows a 3D visualization of an office space with a desk, chairs, and a brick wall. The bottom window shows the 'Riepilogo' (Summary) tab, which contains a detailed energy calculation report.

**Griglia di output**

☐ Originale (128 x 128 punti)  
☐ Distanza 0.000 m  
☒ Punti 128 x 128 Standard

Determina i valori minimi, massimi e medi da

☒ Griglia di output  
☐ Griglia originale

Aggiorna visualizzazione

**Valori in Lux, Scala 1:47**

Superficie	p [%]	E <sub>m</sub> [lx]	E <sub>min</sub> [lx]	E <sub>max</sub> [lx]	E <sub>min</sub> / E <sub>m</sub>
Nutzebene	/	297	33	389	0.113
Boden	20	182	27	282	0.149
Decke	70	54	37	67	0.682
Pareti (4)	50	101	21	245	/

**Nutzebene:**  
Altezza: 0.850 m  
Reticolo: 128 x 128 Punti  
Zona margine: 0.000 m

**Distinta lampade**

No.	Pezzo	Denominazione (Fattore di correzione)	Φ (Lampade) [lm]	Φ (Lampadine) [lm]	P [W]
1	4	INDAL 4102201sM1 243-IEV-D-EL (1.000)	2700	3900	24.0
Totale:			10800	15600	96.0

Potenza allacciata specifica: 4.94 W/m² = 1.66 W/m²/100 lx (Base: 19.44 m²)

Per informazioni della Guida, premere F1.

- Value of the energy consumption in W/m² per 100 Lux



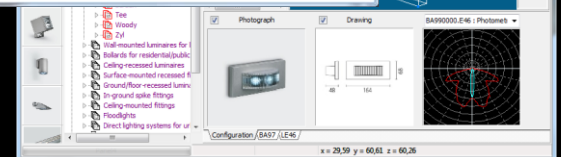
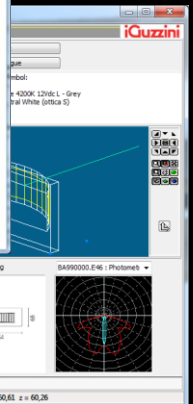
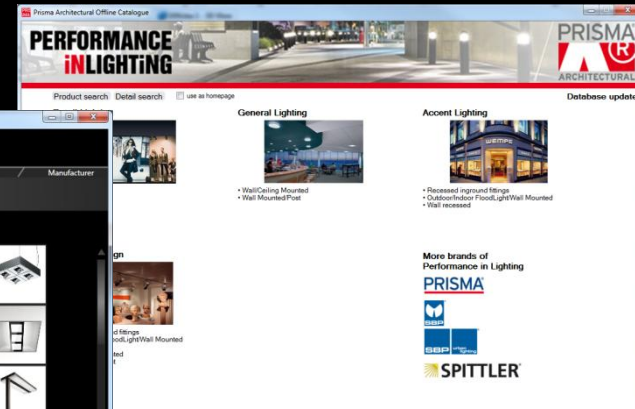
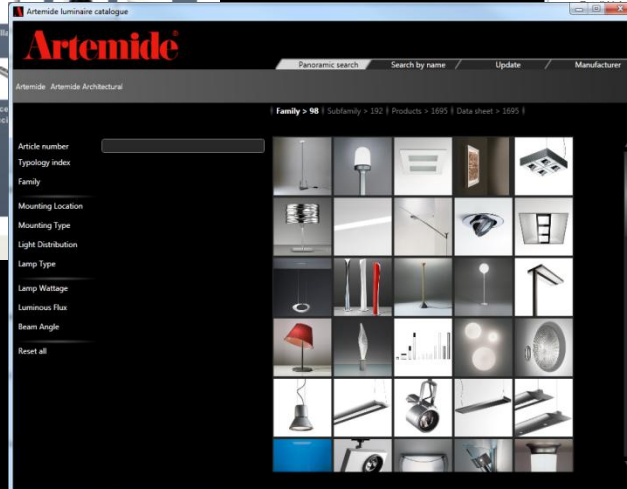
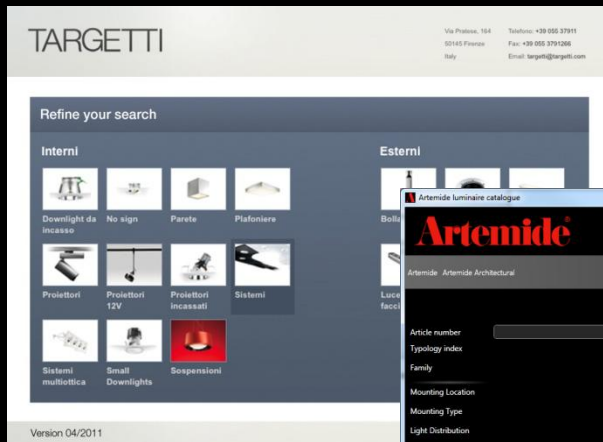
# Functionality of DIALux

- DIALux can calculate different light scenes
- Different lighting situations can be adjusted and compared (dimming levels, RGB values, ...)
- Illuminance levels and energy performance are displayed

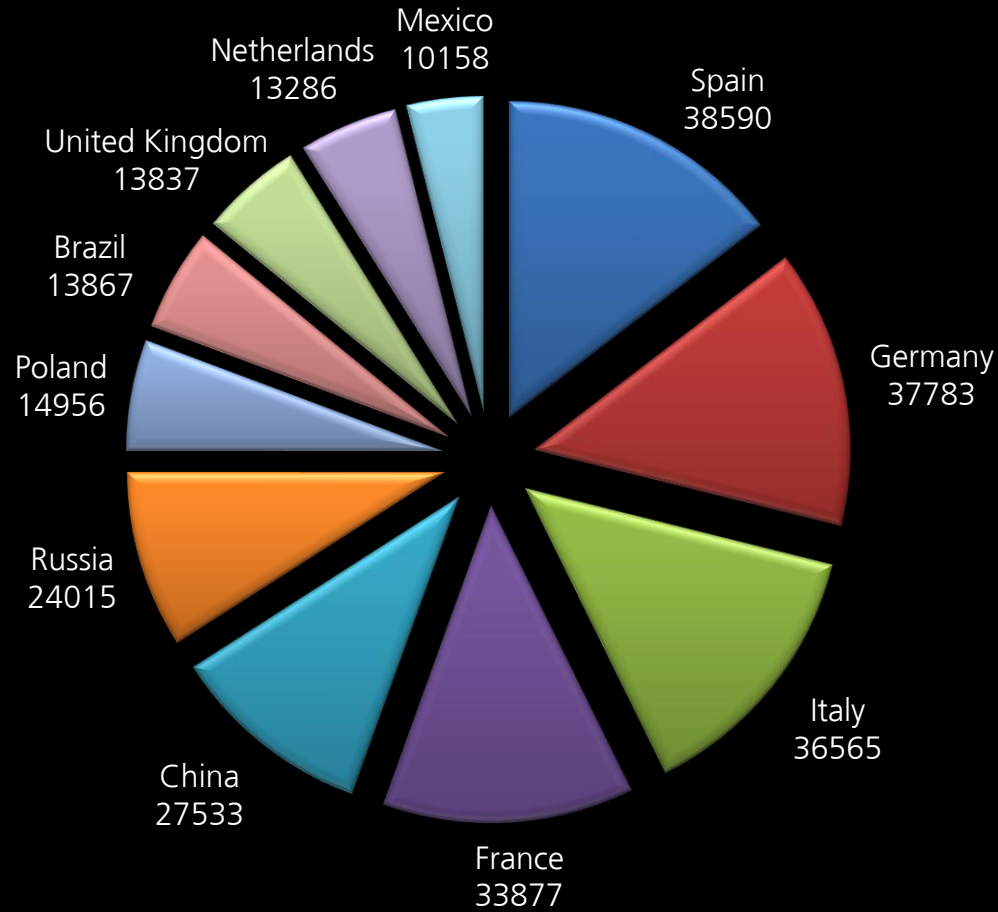


# Features of DIALux

- DIALux is the platform for lighting manufacturers to communicate with more than 460,000 potential clients
- In DIALux the lighting manufacturer can explain the benefits of his products to the end user
- DIALux enables the manufacturer to sell more energy efficient products



# User national distribution > 2 %



User worldwide: 463.600 (30.11.2011)

## Possibilities for manufacturers and users

- DIALux offers an easy access to markets all over the world for lighting manufacturers
- The brand will be automatically recognized by the DIALux users
- Manufacturers can hand out a valuable software to their clients together with their product data and catalogue
- Users are able to prepare a high quality presentation of their projects by using all functionalities of the luminaires (3D models, RGB, ...)



Thank you very much for your attention!

For any question please contact:

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