

Press

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Light from Osram puts BMW Motorsport team in top form for racing

BMW Motorsport will be using biologically effective light from Osram during the 24-hour race on the Nürburgring in Germany, taking place on May 27 and 28. As new official partner of BMW Motorsport, Osram will be supplying activating light for drivers and engineers both before and during the race, enhancing their alertness and boosting their concentration. "We are delighted that BMW Motorsport has opted to use our innovative lighting solutions. High-level competitive sport demands optimum performances, and this is where our lighting expertise can help the racing team," says Stefan Kampmann, CTO at Osram. "The competition at the Nürburgring 24 Hours is possibly more intense this year than ever before in the history of this iconic race. That makes the details all the more important," said BMW Motorsport Director Jens Marquardt. "As such, I am really happy that we have Osram on board as Official Partner. With its innovative solutions and experience in the field of light, the company will make a valuable contribution to allowing our drivers to adapt to the unique challenges of the Nordschleife at night during the race."

The German Ski Association (DSV) is already using Osram's biologically effective lighting solutions for its top athletes, and BMW Motorsport is now following suit. As a new official partner of BMW Motorsport, Osram is supplying BMW Team Schnitzer with lighting solutions for the long-established Nürburgring 24 Hours Race. This range of solutions is designed to mobilize the energy of drivers and engineers exactly when needed during the arduous 24-hour race and help them sharpen their focus. The light comes in the form of LED light glasses and special luminaires.

LED light glasses are used to help the drivers prepare for races. The blue LED light prepares them for the competition by stimulating the central nervous system. In addition, special luminaires are installed in common rooms and the pit wall control center for the benefit of both drivers and engineers. They emit light with a high blue component, helping to heighten and maintain concentration levels even during the night session.

Sport is not the only sector in which biologically effective light is used. The technology can also be employed on airplanes to reduce the jet lag caused by longer journeys. Used correctly, it can speed up the rate of recovery from one hour time difference per day - without light support - to up to three hours per day. It's also used in schools, where it helps boost the students' concentration. Installed in retirement or nursing homes, it can help stabilize dementia sufferers who have lost track of their day/night cycle. The technology is used in offices as well, where Osram provides special luminaires and control systems that adapt the color and intensity of the light over the course of the day, thus optimizing the performance and concentration levels of office workers.



Stefan Kampmann, Osram CTO and Jens Marquardt, Director BMW Motorsport (from left to right) starting the cooperation.

Picture: BMW Motorsport



With blue light the light glasses have an activating effect with red light they have a calming effect – like that, the drivers can be fitter before races and relax better during breaks.

Picture: BMW Motorsport

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ABOUT OSRAM

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED400; trading symbol: OSR). Additional information can be found at www.osram.com.