

Presse Press

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Old town of Jaipur radiates in new splendour

Modern lighting technology from Osram rejuvenates the historical core of India's City of Jaipur

Following the impressive lighting of the famous Golden Temple, Osram Lighting Solutions once again displays an important cultural site in India with innovative lighting solutions. The lighting concept developed by Osram emphasises the extraordinary architecture of the historic centre of Jaipur and revives its cultural monuments at night.

The capital of the state of Rajasthan with three million inhabitants is full of testimonies to the royal family that once ruled the region, and is also known as the "pink city" due to the pink facades of its buildings. Around 6,600 LED luminaires, including linear light systems such as the Traxon Nano Linear Allegro and floodlights for planar lighting such as the Traxon Washer Allegro, illuminate the city castle and surrounding avenues and lend the historic city centre a fascinating appeal.

"We have constructed something that didn't previously exist. The new lighting bathes the old city centre in a particular splendour," stated Viswanathan Ashok, Head of Sales at Osram Lighting Solutions India. In a 5.7 km long section of the city with 425 monuments, 30 different types of luminaires with 15 different beam angle variants and eight different colour temperatures were installed to ideally showcase the impressive facades. With the new lighting concept in Jaipur it has been possible to unite culture and valuable heritage with state-of-the-art technology for the bringing together of both new and old lifestyles.

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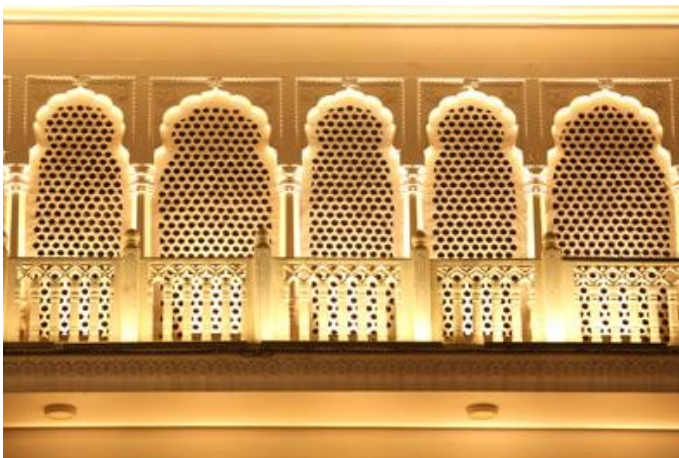
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Take a closer look at the imposing light installation here:

<https://www.youtube.com/watch?v=BDNjUaPFG70>



Various light colours showcase the facades of cultural monuments in Jaipur, India.



The elaborate columns and decorative facade elements are highlighted and emphasised by Traxon LED luminaires.

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Around 6,600 LED luminaires, including linear light systems such as the Traxon Nano Linear Allegro, lend the extraordinary architecture a new sense of splendour.

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ABOUT OSRAM

OSRAM with headquarters in Munich, Germany is a globally leading high-tech company with a history spanning more than 110 years. Primarily semiconductor-based products enable a wide diversity of applications ranging from virtual reality to autonomous driving and from smartphones to networked, intelligent lighting solutions in buildings and cities. OSRAM utilises the infinite possibilities of light to improve the lives of people and societies. With OSRAM innovations we will not only see better in the future but also communicate, travel, work and live better. OSRAM had approximately 26,400 employees worldwide with turnover exceeding 4.1 billion euros to the end of fiscal year 2017 (30 September). The company is listed on the Frankfurt am Main and Munich stock exchanges under WKN: LED 400 (stock exchange symbol: OSR). Further information can be found in the internet at www.osram.de.

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