

## Presse Press

Munich, November 14, 2017

### **Osram gains an award for its facade lighting of the Zhuhai Grand Theatre**

A dynamic LED light facade from Osram now transforms the shell-shaped Zhuhai Grand Theatre into an unforgettable landmark.

**Osram Lighting Solutions has been distinguished with the Global SSL Showcase Top 100 Award given annually by the International Solid State Lighting Alliance (ISA). The company won the award for its spectacular LED media facade adorning the newly constructed "Zhuhai Grand Theatre". After having gained the award in 2015 for its illumination of the Sistine Chapel and in 2016 with its project "Wuhan – Two Rivers and Four Banks", Osram has now been honoured with the coveted award for the third time in succession.**

The new opera house with its two giant shells at heights of 60 and 90 metres has become the new landmark of the Southern Chinese city of Zhuhai. The building consists of a concert hall with 1,550 seats and a theatre with 500 seats and offers citizens and tourists to the city an unforgettable, dynamic experience with light from afar. Coloured, individually controllable LED Dots (Traxon Dot-XL 9 RGB) with a total of 51,000 pixels were installed behind the aluminium facade perforated on both sides and enable highly spectacular animations with video and light on the outer surfaces of the shells. Programming and playback of the images and animations is with e:cue control technology.

During nocturnal hours the light takes advantage of the semi-transparent, perforated facade and transforms both scallop forms into self-illuminating icons – creating a fascinating play of light. Animated content on the facades is based on scenes taken

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from the ocean, referencing Zhuhai's heritage as a major fishing port in the Pearl River Delta. The animations can be modified at any time to seasonal specifics and festive events.

The ISA has been awarding the Global SSL Showcase Top 100 Award since 2012 for innovative project solutions with SSL technology. The association is an international alliance of well-known institutions, universities and leading companies in the SSL sector who share the aim of improving global cooperation and driving forward the long-term development of SSL.



With its two "shells", the Grand Theatre is a true landmark and tourist highlight for the city of Zhuhai, also thanks to its spectacular media facade by Osram.

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Traxon LED Dots with a total of 51,000 pixels are installed on the facades and perform animations and light effects via the light control.

#### **PRESS CONTACT**

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#### **ABOUT OSRAM**

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smart phones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 26,400 employees worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. 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](http://www.osram.com).

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