

Osram

The company

The leading Italian manufacturer of light sources, OSRAM is a major commercial and industrial enterprise in Italy. It is based in Milan, with two production plants in Treviso and Bari that are acknowledged to be among the most important factories specialised in the production of electronic ballasts, LED modules, fluorescent lamps and automotive lamps. Innovation and environmental sustainability are OSRAM's strategic assets. OSRAM invests about 5% every year in Research & Development and 40% of its sales come from products that have been on the market for less than five years. OSRAM has always regarded environmental sustainability as the fulcrum of its strategy: developing eco-compatible products is as much of an asset as the fact of producing them using environmentally sustainable methods. Environmental compatibility is also a commitment and a value that the company has summed up in its Global Care programme, which fully ratifies the Corporate Social Responsibility guidelines for the company's environmental and social mission. Special attention is also paid to the production processes, harmonised at a global level, able to create innovative products and facilitate energy savings by cutting costs, CO2 emissions and therefore greenhouse gases. OSRAM has produced energy-saving compact fluorescent lamps since 1985, but there are many other types in its range of energy-saving products. The new Halogen Energy Saver lamps, for example, which can cut up to 30% of energy compared to conventional incandescent lamps. But also LEDs which, in addition to helping lighting designers to match their creative requirements, have two intrinsic characteristics that meet the concept of sustainability: they consume very little energy and last for a long time.



Osram and Progetti di Luce

Osram's proposal for Progetti di Luce 2008 focuses on *"the better implementation of a luminaire using COINlight OSTAR Spot LED"*. With its characteristically rounded shape, the COINlight® OSTAR® spot is a product that can generate the same amount of light as a standard 20 W Decostar® halogen lamp, through a single LED. Suitable for all purposes, COINlight® OSTAR® gives off a brilliant white light that is ideal for creating fascinating accent lighting. It owes its efficiency to the use of thin-film technology that allows virtually all the light generated internally to be used. With its integrated primary heat sink, the housing of COINlight®-OSTAR® contains an optimised thermal management system. Fitted onto an additional heat sink – in the form of the luminaire housing, for example – this LED spot offers an extraordinary long service lifetime. The viewing angle of the beam is 38°. The Optotronic® electronic transformer ensures optimal module function and maximum luminous efficiency. Up to four COINlight®-OSTARs® can be connected to a single Optotronic® OT 75 unit.



An OTi DALI DIM electronic controller can be used to adjust light intensity which, thanks to the DALI interface, also allows integration with DALI lighting control systems. This small but high-performance spot has a nominal power rating of 10 W. Its housing is only 28 mm high and 51 mm in diameter. The preassembled unit is ready for immediate connection and suitable for Plug&Play installations. COINlight®-OSTAR® is a versatile product that can meet the creative requirements of architects and designers. The fact that the Permanent Observatory of Design awarded the quality and design of OSRAM's LED technologies this year will certainly provide additional stimulus to using this product to create luminaires and innovative applications. Indeed, the innovative COINlight® OSTAR® luminous LED spot was selected for the publication in the ADI Design Index 2007, eighth edition of the ADI annual report.

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