

# LIGHTING IS OUR PASSION

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Lighting can create orientation, direct attention to products and arouse interest in them. Lighting is fascinating because, in different ways, it is able to motivate us to buy. And exactly that has been motivating us and driving us on for more than 30 years. Our special field is retail areas.

We develop customized lighting concepts, standard and special products and services in line with the market. At the same time we always keep our eyes fixed on the sustainability and for our customers also provide a wide variety of LED solutions for optimum and efficient illumination.

As a member of the Trilux Group we are a complete supplier: besides the scene setting for retail areas we are able to competently and economically illuminate all of the ancillary areas inside or outside of the building.



# LIGHTING DESIGN – OUR SERVICE FOR YOU

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Oktalite lighting consulting is a sophisticated, multi-stage and yet simple process that we work out jointly with you: after the analysis we look after the lighting design and – for a perfect result – the finishing touches.

1

## LIGHTING ANALYSIS

Detailed analysis on the topics of efficiency, colour rendition, light distribution, customer guidance, lighting experience, cost saving.

2

## LIGHTING DESIGN

Preparation of lighting plans for the exact positioning of the luminaires. International roll-out is easy to implement.

3

## LIGHTING CONCEPT

Preparation of a bespoke lighting concept in accordance with a jointly developed target, sampling on the spot or in our showroom.

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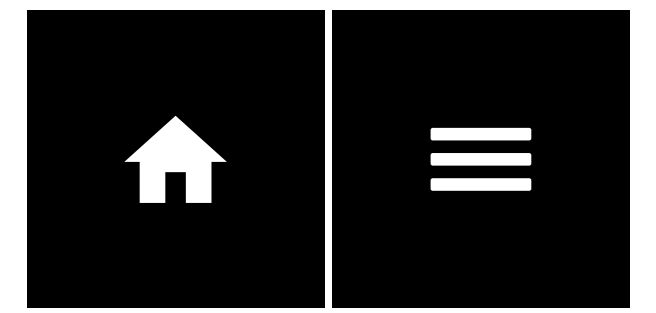
## THE FINISHING TOUCHES

Training of your merchandizer team for the adjustment of the luminaires so that the lighting becomes scene setting.



# CONTENTS

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## REFERENCES

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Car dealerships not only want to present things and inform you. They want to instil enthusiasm, tempt you, and create experiences.

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## LIGHTING MANAGEMENT

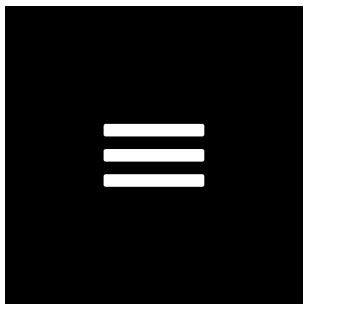
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Scene setting is successful if all of the lighting systems are smartly coordinated and optimally support the visual tasks.

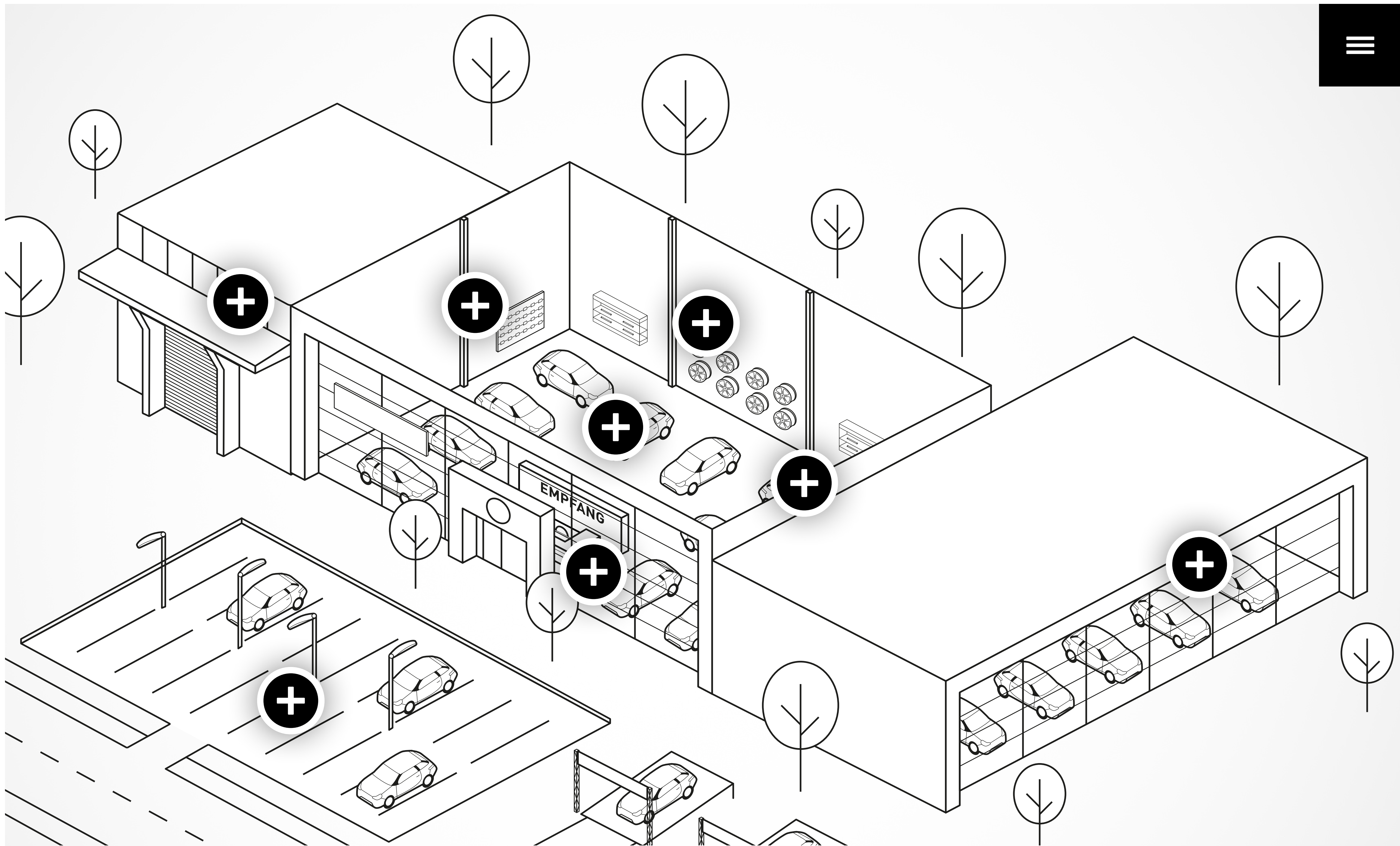
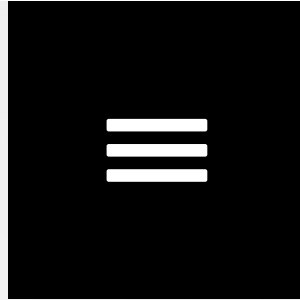
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RECEPTION & COUNTER	PAINTS & VARNISHES	DELIVERY	DISPLAY OF USED CARS
DISPLAY OF NEW CARS	ACCESSORIES SHOP	ACCEPTANCE & WORKSHOP	OUTDOOR AREAS

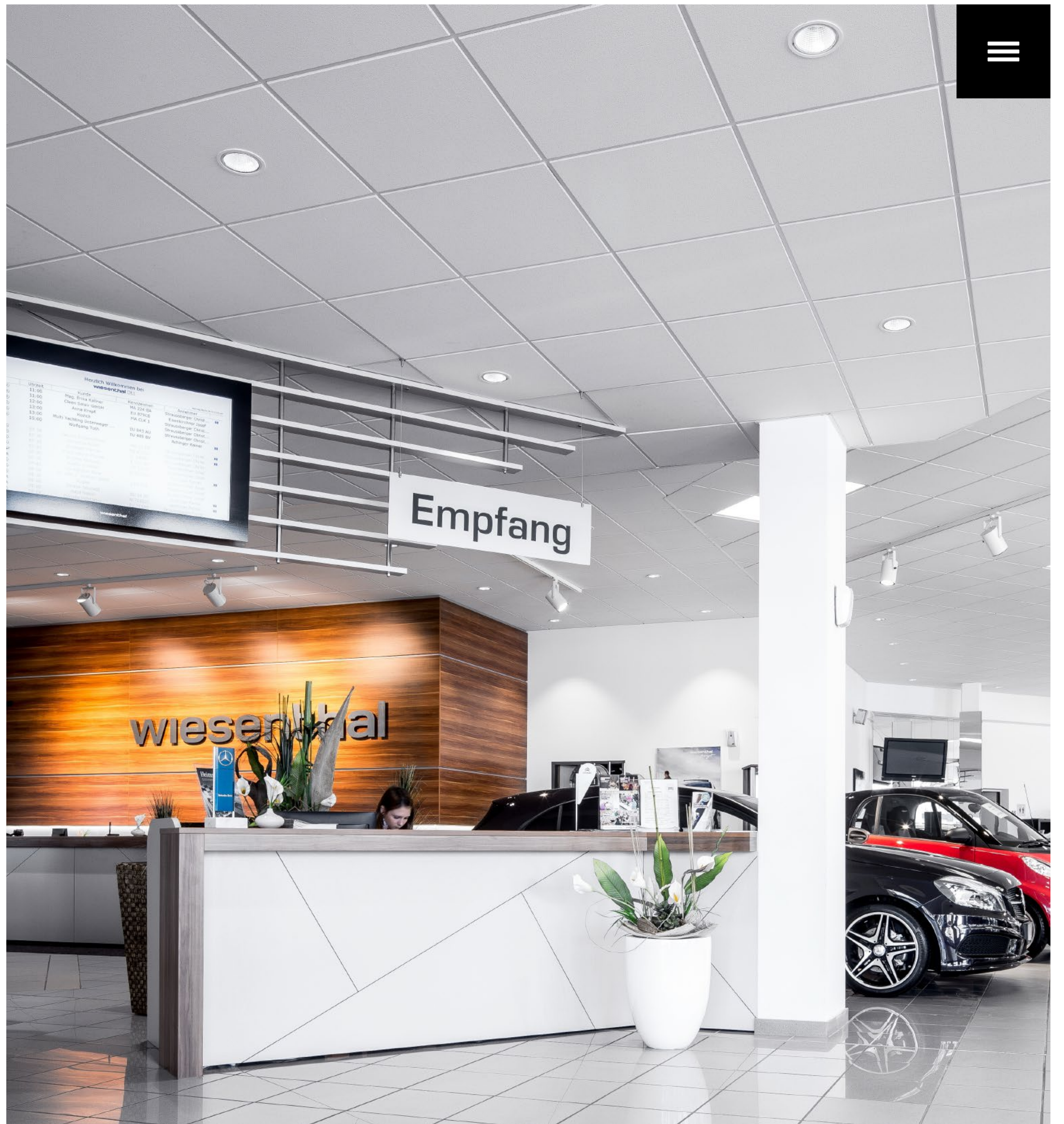


# RECEPTION & COUNTER

*Warm reception. Invitingly designed.*

Do not only receive your guests – welcome them! And do so with a glare-free lighting scenario that is adapted in an optimum way to the architecture of the reception area and creates an inviting atmosphere. The lighting mood appears open, communicative and friendly and hence underlines the characteristics of Customer Service. An illuminated logo can already be seen from far off and provides customers with orientation in their search for the first contact point. Lighting systems that have added value also for the employees: at the individual work places display-screen compatible lighting guarantees a pleasant, concentration-promoting work atmosphere. As a result it is not only the guests but also the employees who like being at reception.

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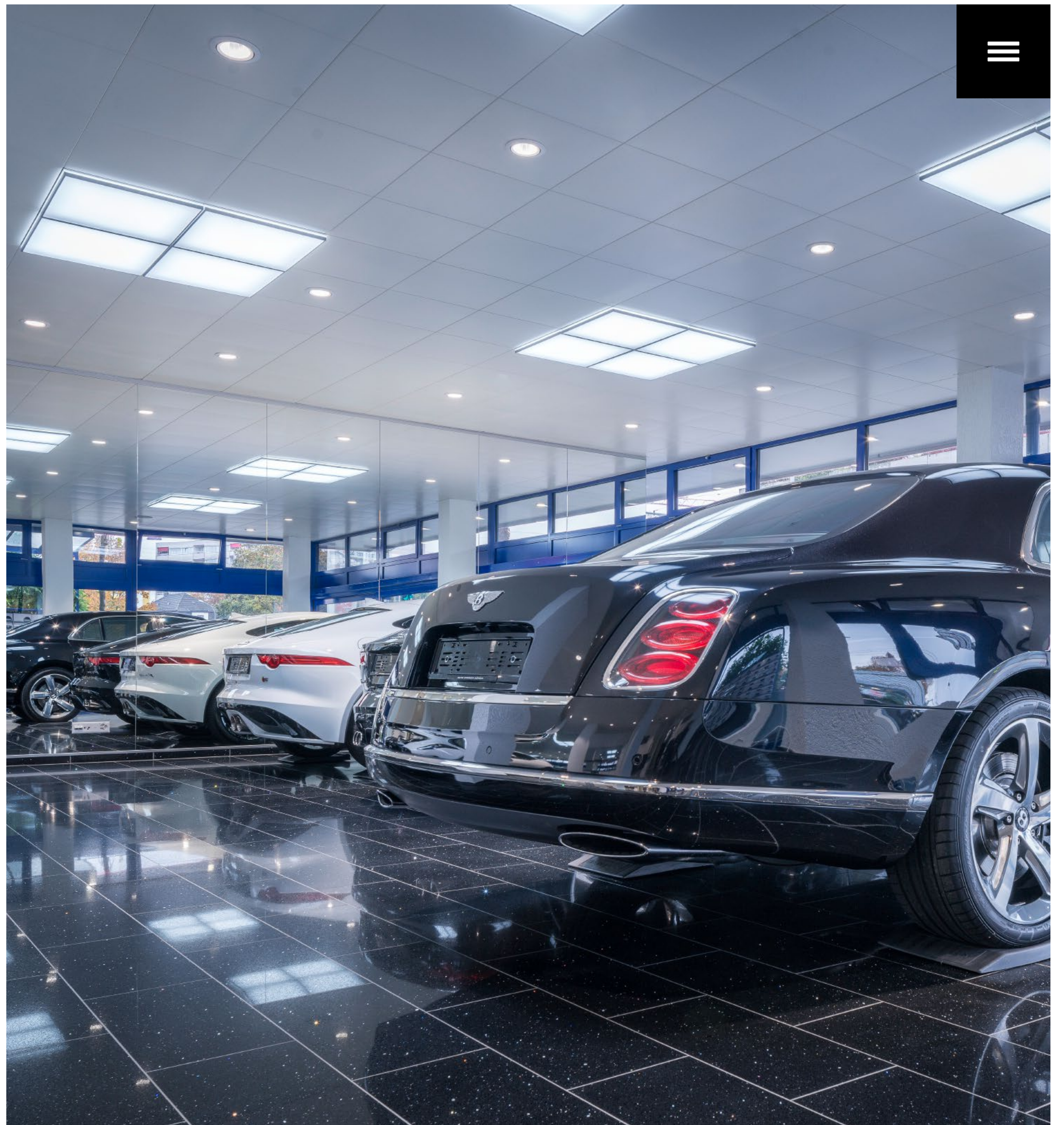
# DISPLAY OF NEW CARS

*New vehicles. Elegantly staged.*

Lighting is more than light and dark. Lighting creates atmosphere, underscores the nature of a car dealership. Position-dependent ambient lighting and point-shaped light sources ensure perfect lighting scenarios for the vehicles: paintwork, shape and materials used are elegantly illuminated – and the interplay of light and shadows emphasizes the special value of the models.

For a bright, brilliant ambient lighting system in the optimum light colour temperature of about 4000 kelvins micro-spotlights on power tracks for example are used that produce a pleasantly cool lighting mood. Due to their symmetrical arrangement, homogeneous illumination of the room is guaranteed. In addition, on the interior walls wall washers can be mounted which permit wide-area lighting also vertically, create three-dimensionality and hence make orientation easier.

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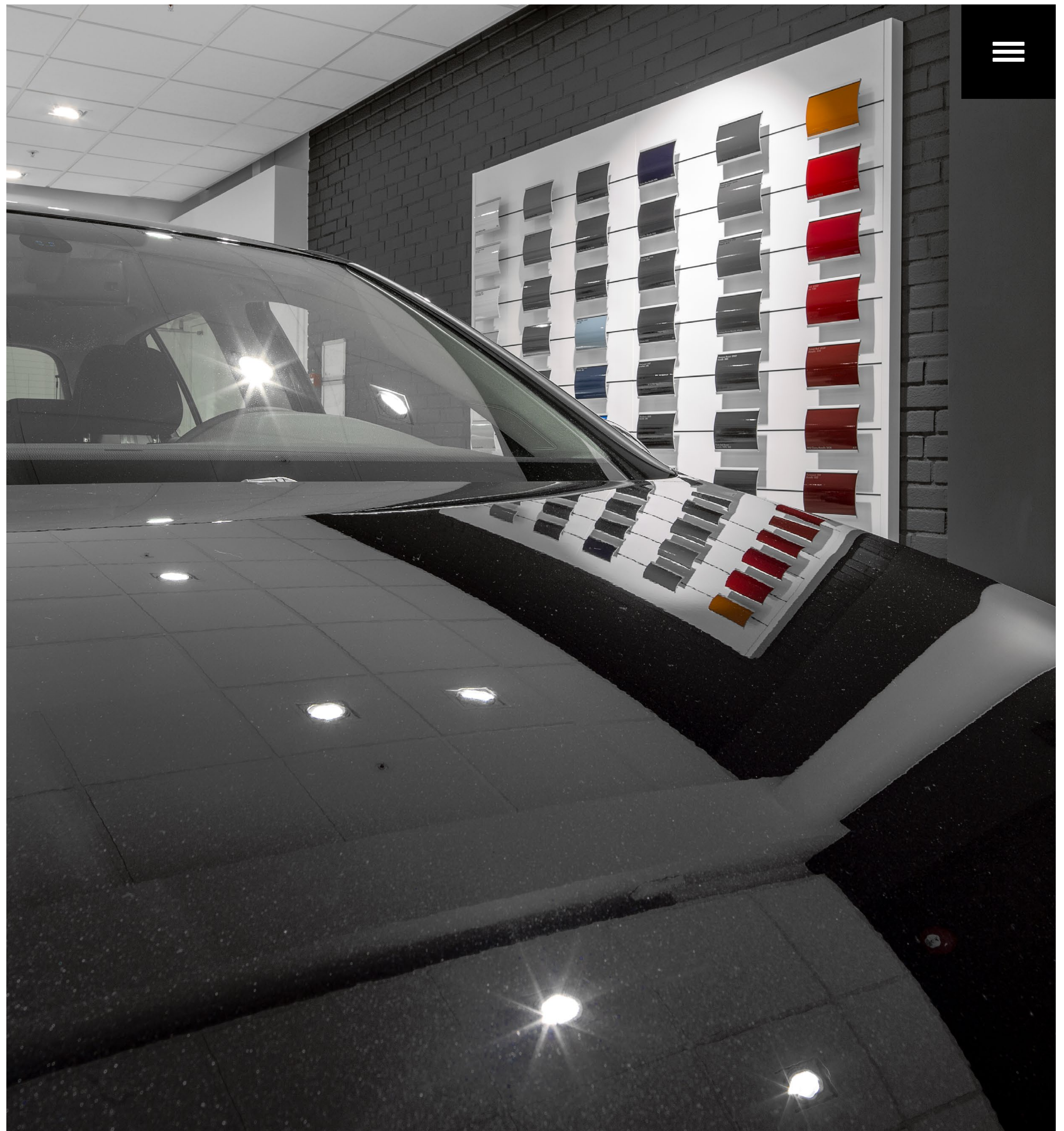
# PAINTS & VARNISHES

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*Varied world of colours. Realistically presented.*

For the selection of paints and varnishes the customer must be able to trust the light. By means of a lighting scene setting that makes very good colour rendition and colour recognition possible, decisions are made easier and the customer's satisfaction is potentially increased. Clear, natural light conveys a realistic impression of what the newly acquired car outside your own front door will later look like.

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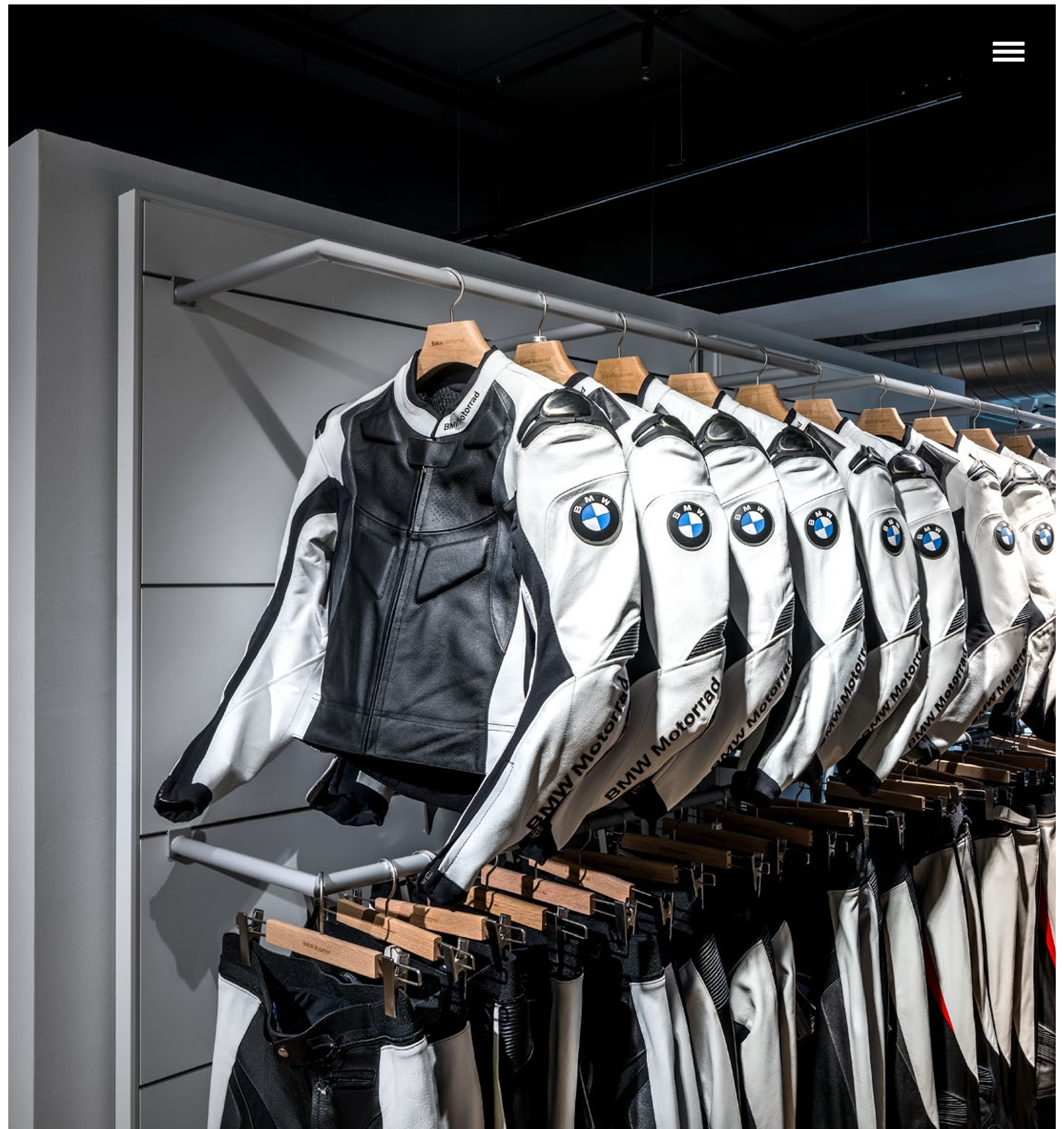


# ACCESSORIES SHOP

*High-class world of materials. Brilliantly emphasized.*

The accessories shop is meant to invite visitors to the car dealership to make discoveries, to inspire them and make them enthusiastic. In order to emphasize the high value of the world of materials and to move them directly into the visitors' field of vision, here faded out luminaire systems are offered: due to the downlights the ambient lighting is less bright than the lighting of the surrounding areas – the goods on display are, however, systematically emphasized with point-shaped light sources. The lighting intensity is perfectly coordinated with the goods carriers and makes them appear in the best light.

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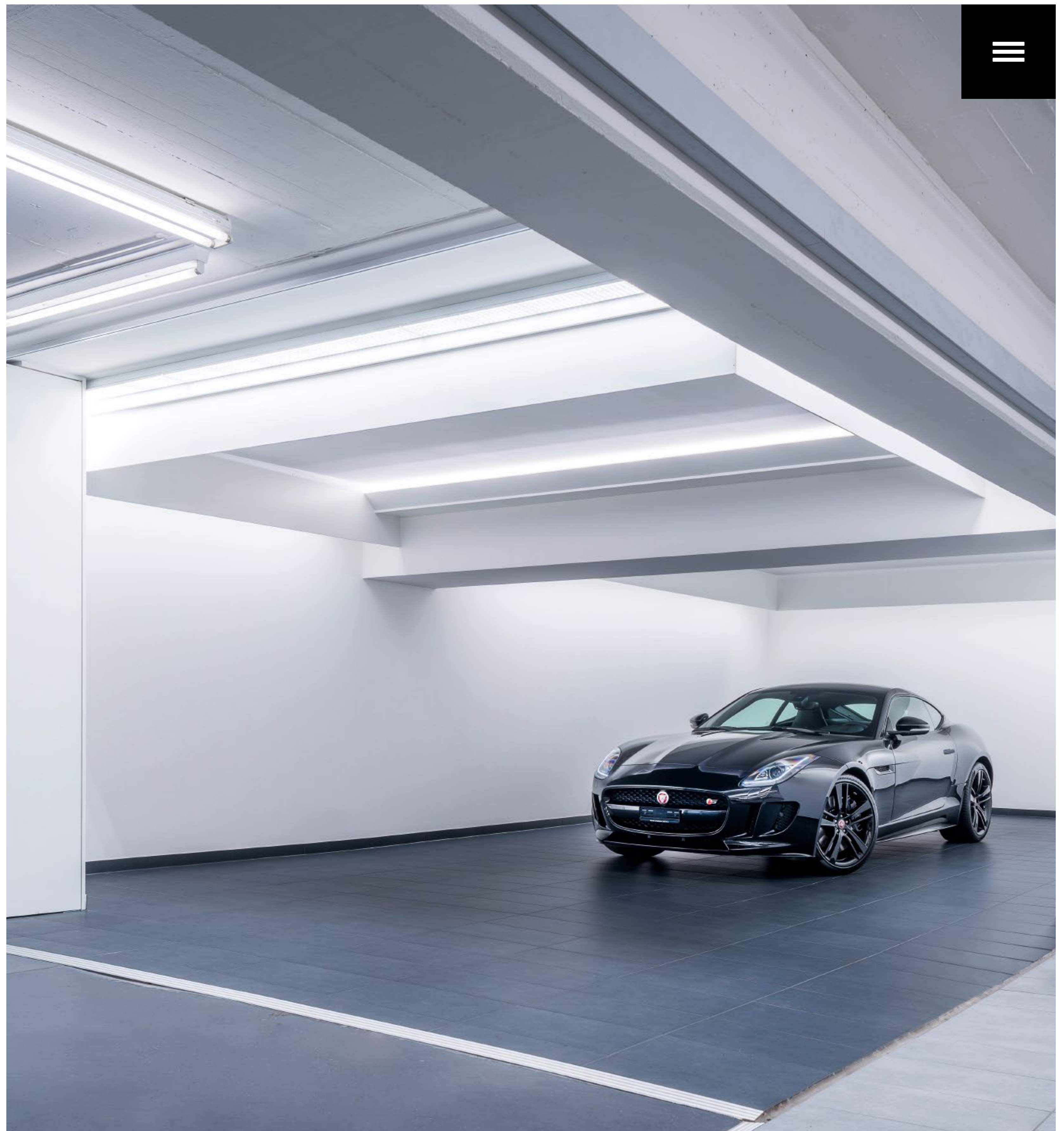


# DELIVERY

*Emotional moment. Fittingly illuminated.*

The hand-over of the vehicle is a quite special event that customers feverishly await for a long time. This is an exciting moment that should be fittingly illuminated. Therefore in lighting design for this area Oktalite focuses on emotional illumination. For example with a luminous ceiling that makes the room gleam in an indirect, slightly diffuse light that shows the characteristics of daylight. It is particularly natural, unobtrusively bright and makes the vehicle's paintwork appear homogeneous.

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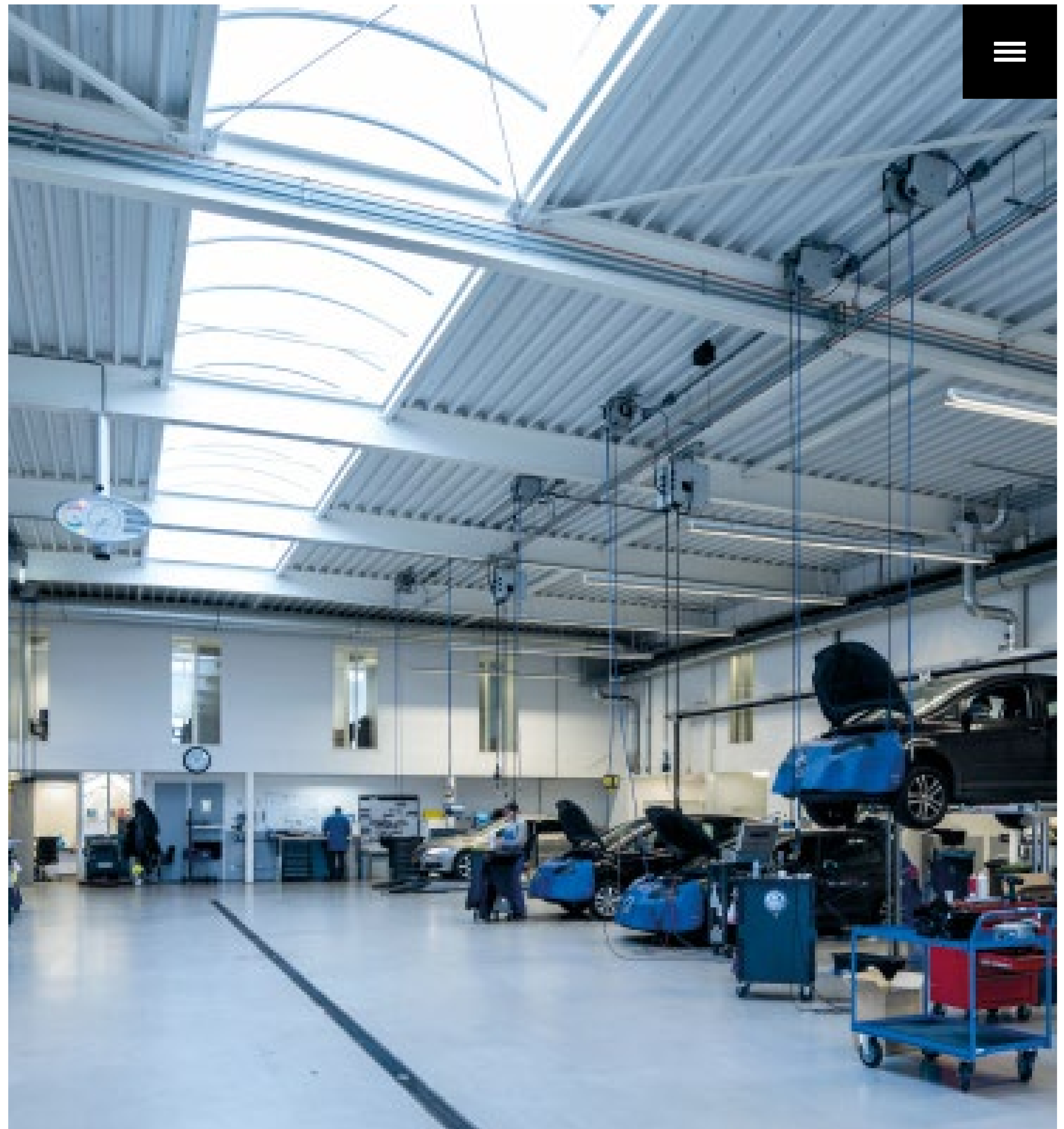
# ACCEPTANCE & WORKSHOP

*Two function areas. Harmoniously combined.*

The service area with vehicle acceptance and workshop belongs to the car dealership. The challenge is to recognizably distinguish the building part from the display area by the lighting design, but to have both areas simultaneously, due to the existing visual relationship and to the architectural connection with the showroom, appear as a unit on the basis of the lighting equipment used.

Linear strip lights, for example, permit homogeneous ambient lighting of the vehicle acceptance area. The accentuated lighting of the accessories additionally arouses curiosity and presents the products in an optimum manner. In the area of the workshop itself a very bright illuminance ensures perfect working conditions: it illuminates the vehicle in the technically best possible way.

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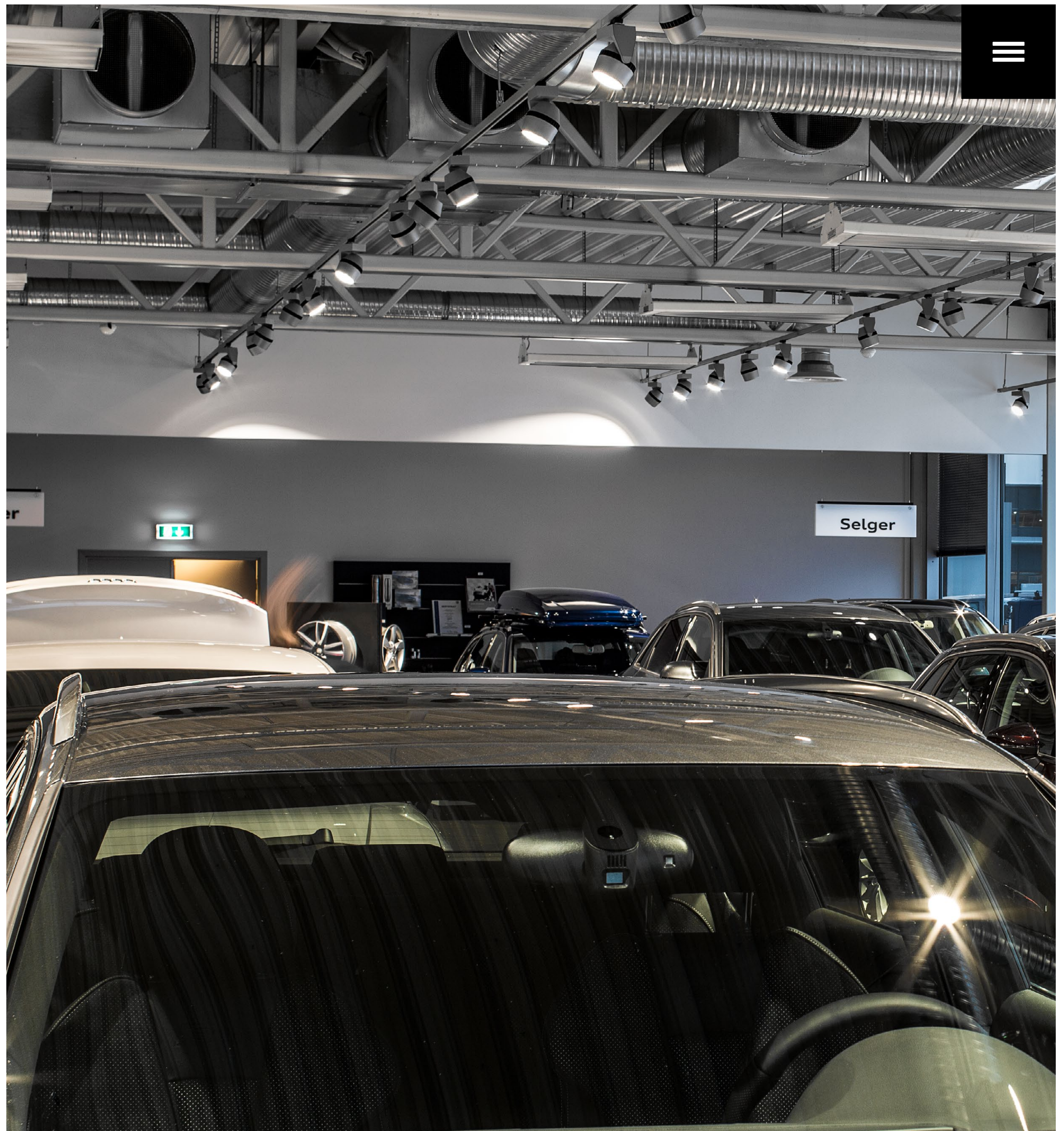


# DISPLAY OF USED CARS

*Used vehicles. Beautifully presented.*

Best suited to the illumination of your used car display is uniform illumination. The wide-area light is aligned linearly and hence ensures a bright, clear atmosphere. Unlike the new car area point-shaped light sources are dispensed with in order to showcase the used cars in their entirety without at the same time illuminating them down to the last detail.

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# OUTDOOR AREAS

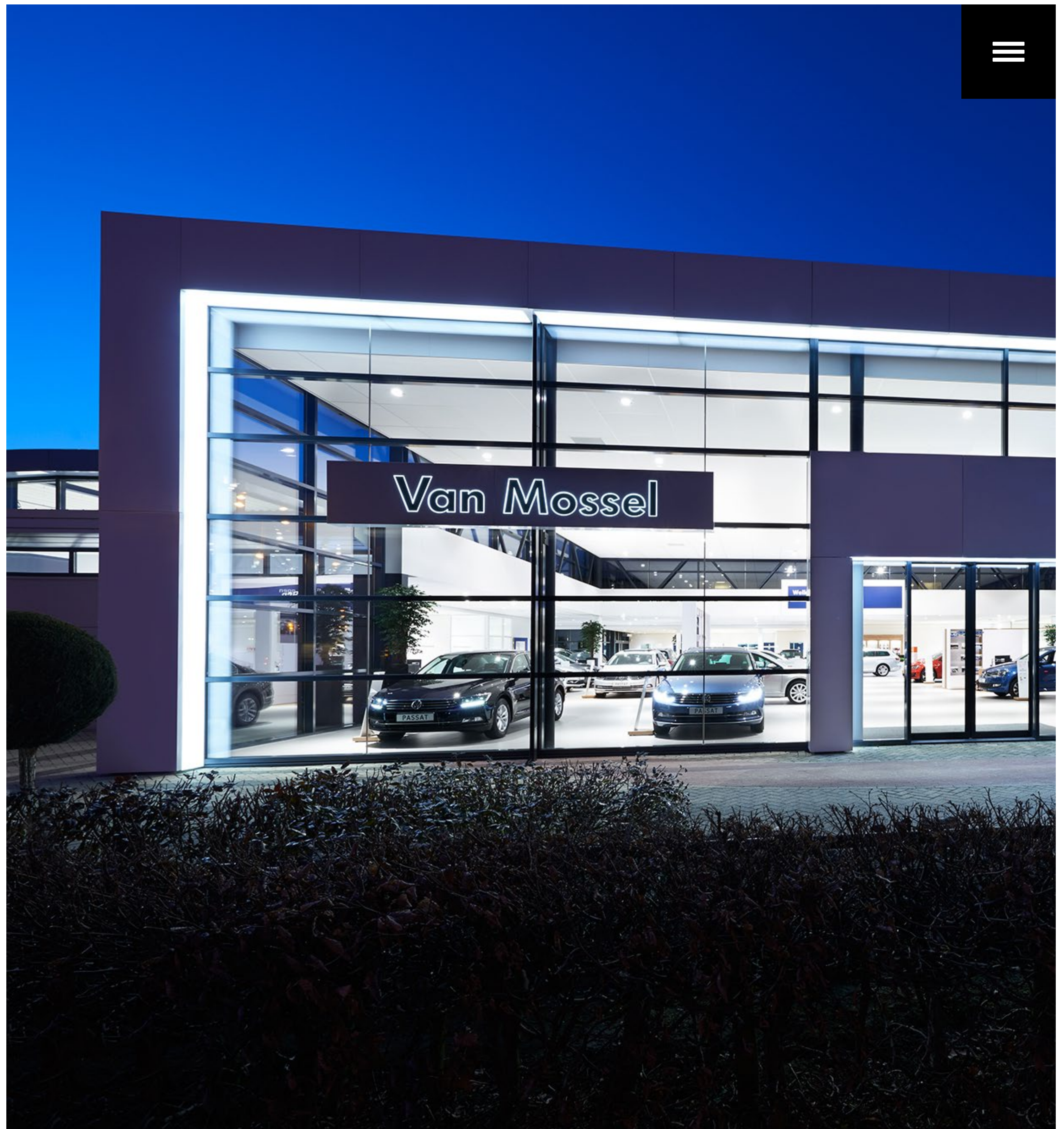
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*First impression. Stylishly lit up.*

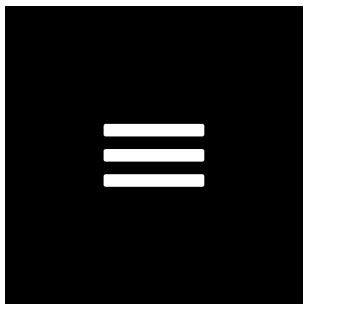
Making people curious, increasing the excitement, inviting people for a visit: all of that is already successfully done from a long way off, if you set the scene for your facade and outdoor area with a lighting concept matching the company. What your car dealership looks like from the outside is a decisive factor for whether potential customers decide to look around your premises. Make your exterior view the business card of your company. By means of the inviting illumination of the display windows guide gazes directly onto the display of vehicles and set light points in the building interior so that highlights can already be identified from afar.

The vehicles displayed in the outdoor area can be homogeneously and energy-efficiently illuminated with mast luminaires with a high light point.

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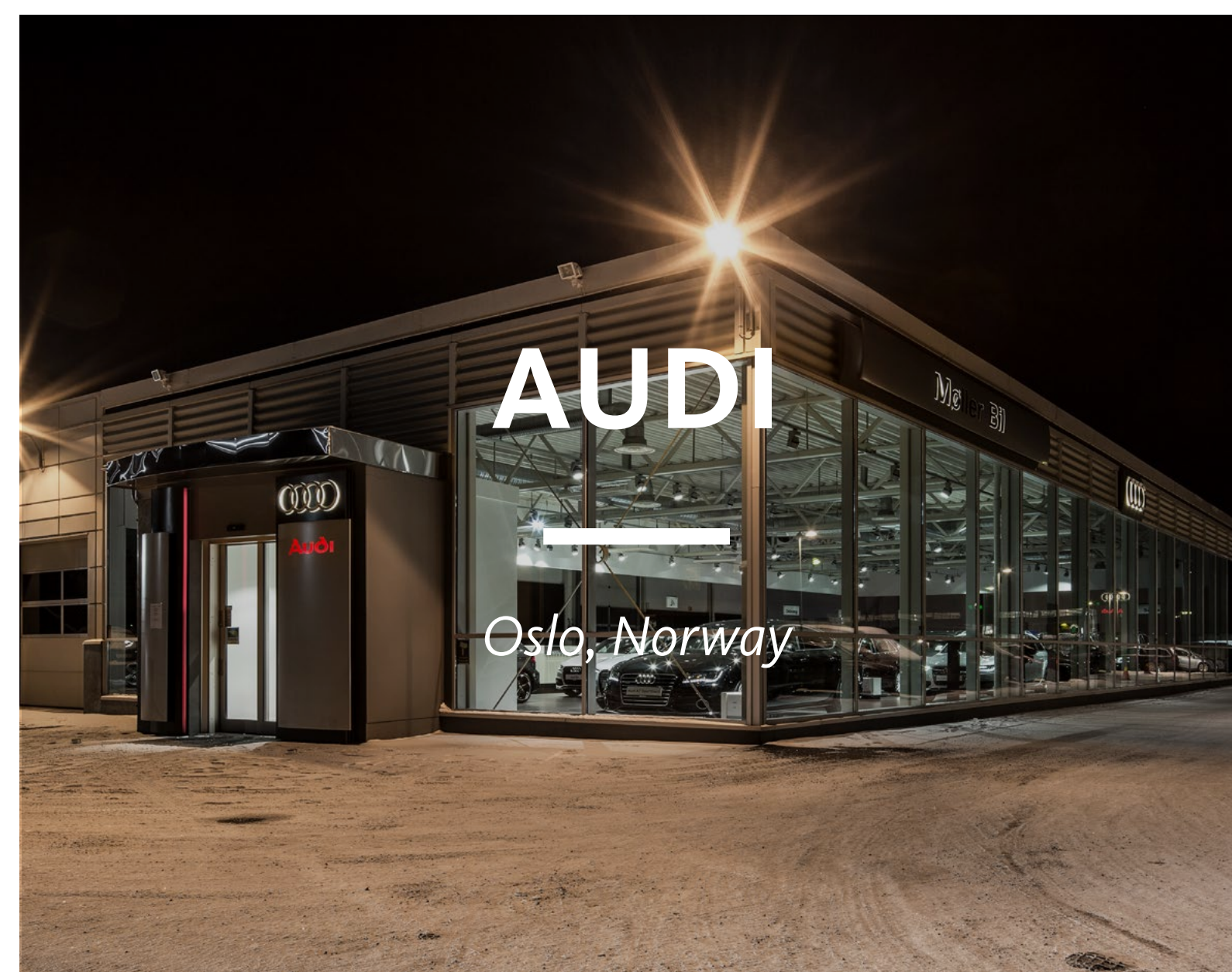








# REFERENCES





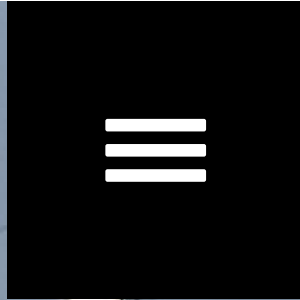


# VOLKSWAGEN

*Tilburg, Netherlands*

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**Van Mossel Tilburg**  
*biedt meer dan u verwacht*

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# BMW MOTORRADZENTRUM

*Munich, Germany*

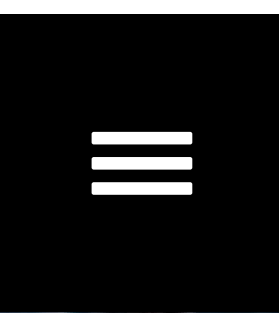
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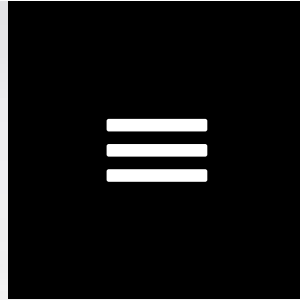
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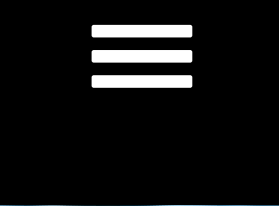
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PEUGEOT



# PEUGEOT

Ansted, Netherlands

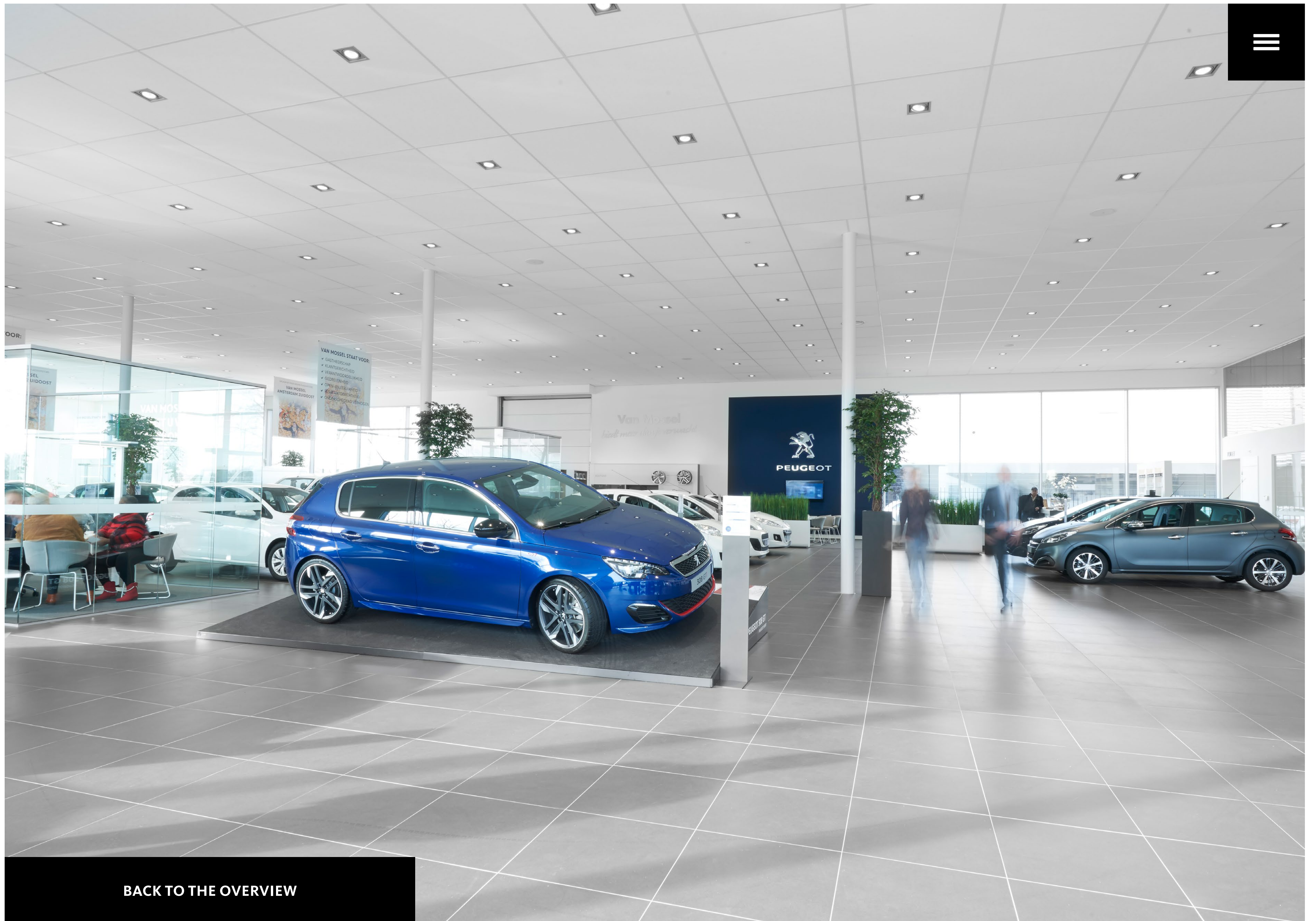
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# VOLKSWAGEN

*Weert, Netherlands*

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# AUDI

Oslo, Norway

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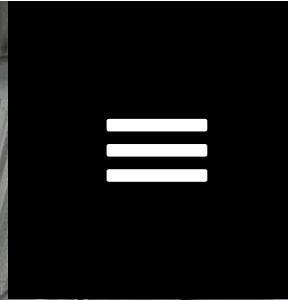
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Erik Arnesen Bryn AS

# VOLKSWAGEN

Oslo, Norway

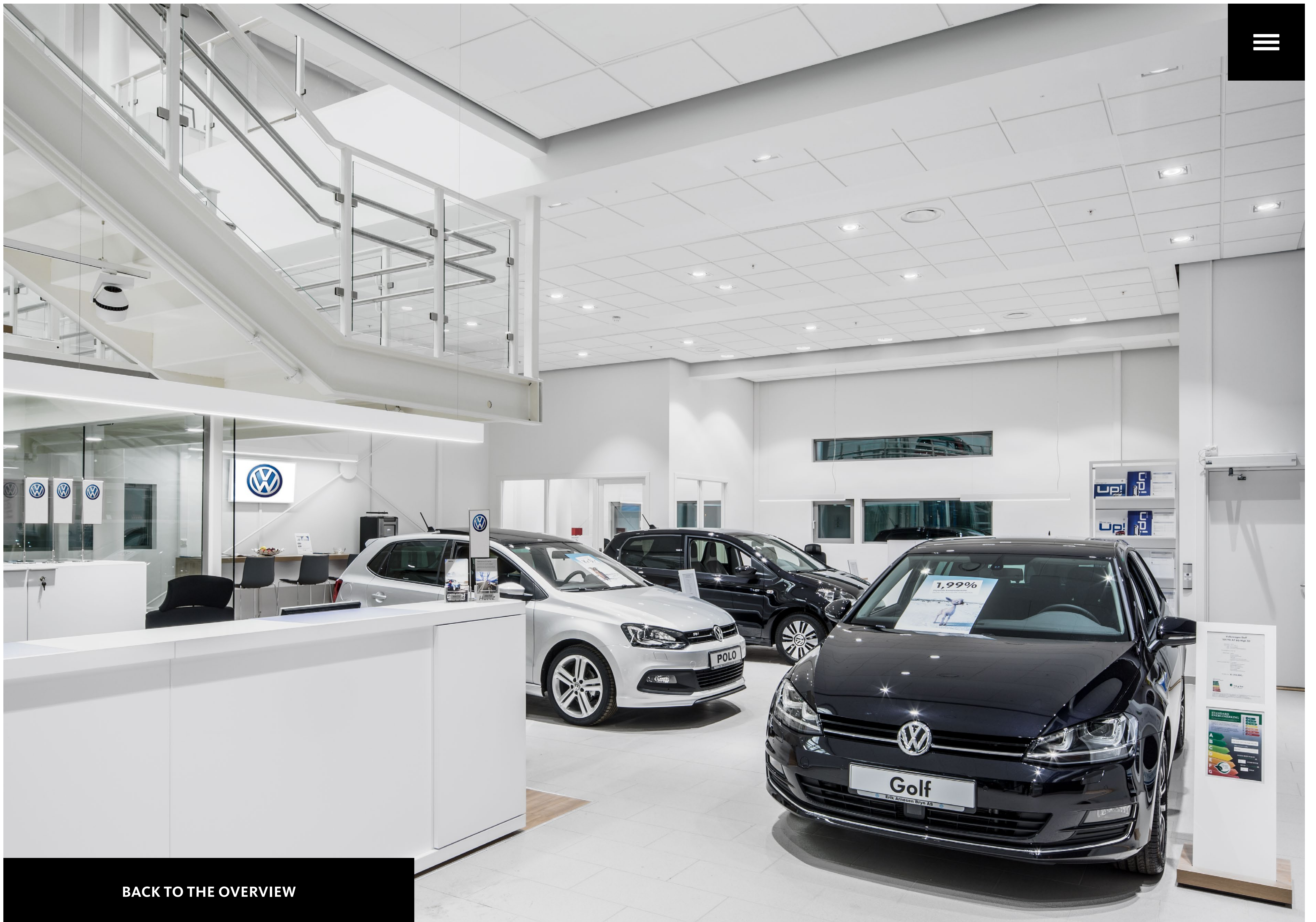
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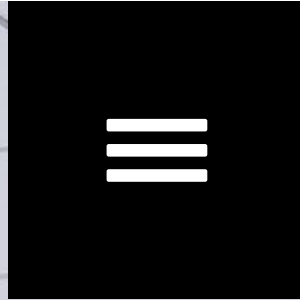
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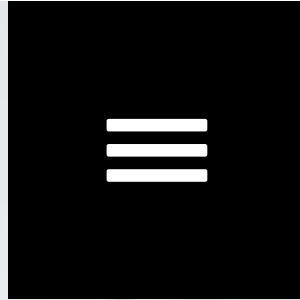
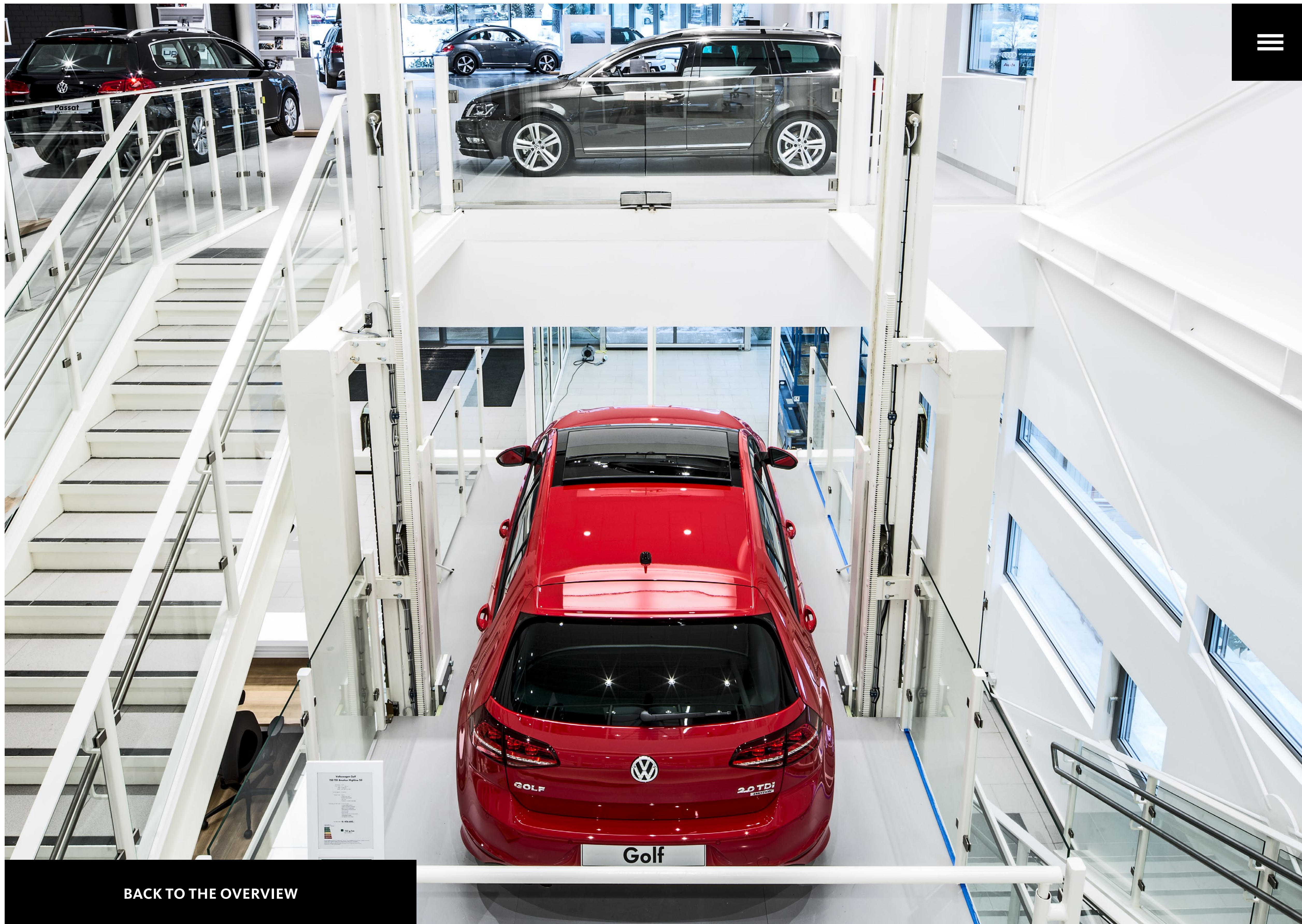
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OKTALITE



# LIGHTING MANAGEMENT



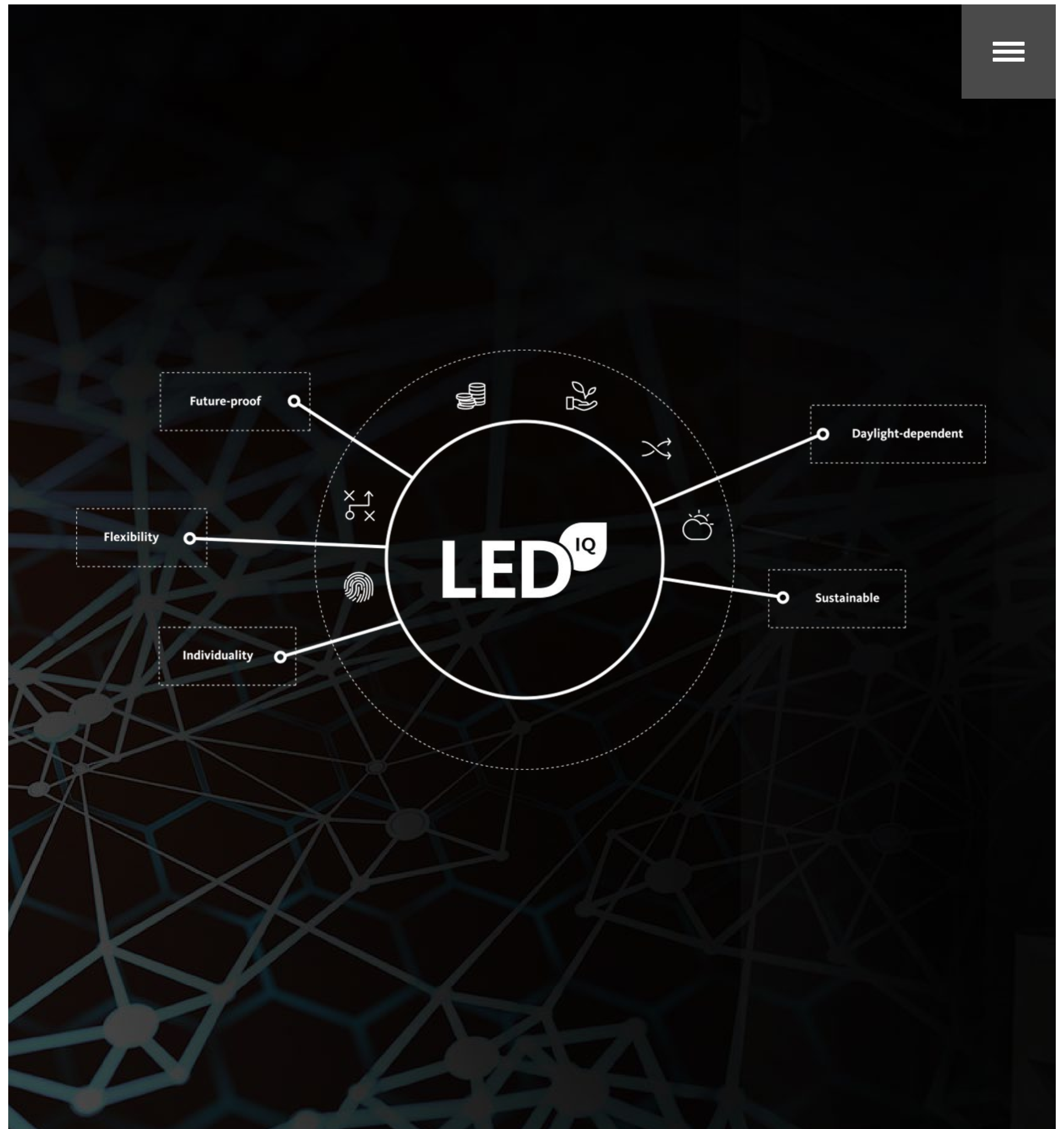
# YOUR LIGHTING BECOMES SMARTER WITH LED<sup>IQ</sup>

*Added value through lighting management.*

Lighting makes the salesroom the stage for your products. Different needs can be intelligently supported thanks to customized lighting solutions.

At the same time the balance between automated interventions in the lighting situation as compared with the individual freedoms is often decisive. Light that can change its colour temperature or intensity can hence produce different lighting effects and increase the attention of your customers.

Luminaires with LED<sup>IQ</sup> can, effective immediately, be quite simply integrated into your intelligent building control system and hence become a smart building block of your sales strategy.





# 6 REASONS FOR LED<sup>IQ</sup>

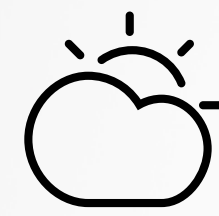
6 good reasons for making lighting more intelligent:  
intended for the future from the Oktalite portfolio.

[LEARN MORE ABOUT LED-IQ ONLINE](#)



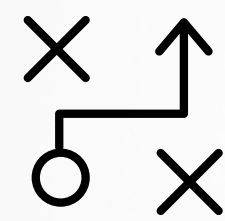
## **CUSTOMIZED LIGHTING - CONTROL AS REQUIRED.**

People and architecture live on light. The search for an optimum light quality for their needs ends in perfect coordination of all the components.



## **THE BEST LIGHTING IS FREE OF CHARGE.**

Daylight-dependent the light can now be controlled inside your store. In that way you can save energy on bright days and on darker days automatically set lighting scenes perfectly.



## **YOUR BUSINESS IS ON THE MOVE? YOUR LIGHTING ADJUSTS ITSELF.**

Every day demands made on the lighting can change. Without intervening in the existing installation complex adjustments are also easily possible.



## **SAVING ENERGY BECOMES THE DAILY ROUTINE.**

With a smart system in the background it is easy to save energy. Luminaires with LED IQ open up a wide range of energy-saving possibilities for you.



## **INDIVIDUALITY THAT IS PROFITABLE IN THE LONG RUN.**

Adapt the salesroom to your needs. The dynamic setting of scenes for your goods generates greater attention and increases sales in the long term.



## **SIMPLY PLANNED FUTURE-PROOF.**

With our luminaires you rely on internationally recognized system standards. We equip you future-proof with the best lighting.





## CONTACT

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