



OMS Lighting

CAR SHOWROOM presentation

WHERE TRADITION
MEETS TOMORROW

oms

Lighting Quality Standard

We believe that a high quality lighting solution is about more than meeting standards. For this reason, we developed the Lighting Quality Standard (LQS), which focuses on the provision of optimal illumination that ensures the comfort and wellbeing of users.

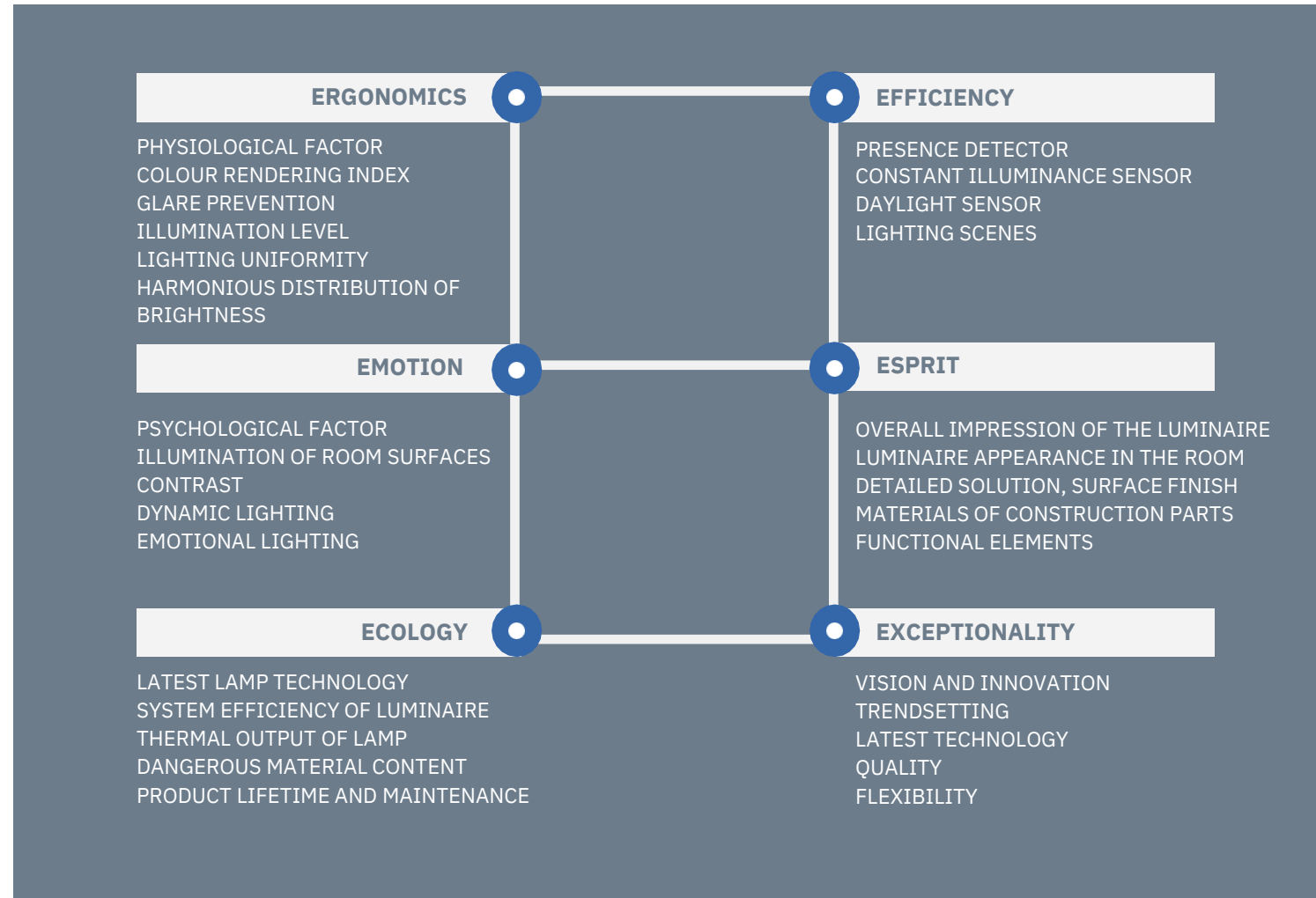
The LQS is a unique assessment methodology based on 20 objectively quantifiable criteria that enables the clear evaluation of a lighting solution's quality.



LQS for Retail

A correctly designed lighting solution is able to set a desired mood, create a positive atmosphere, aid customer navigation, promote goods and motivate purchasing behaviour.

Therefore, for CAR SALES applications, we place a strong emphasis on the LQS criteria that are most able to support the provision of a high quality lighting solution.



Ergonomics

COLOUR RENDERING INDEX

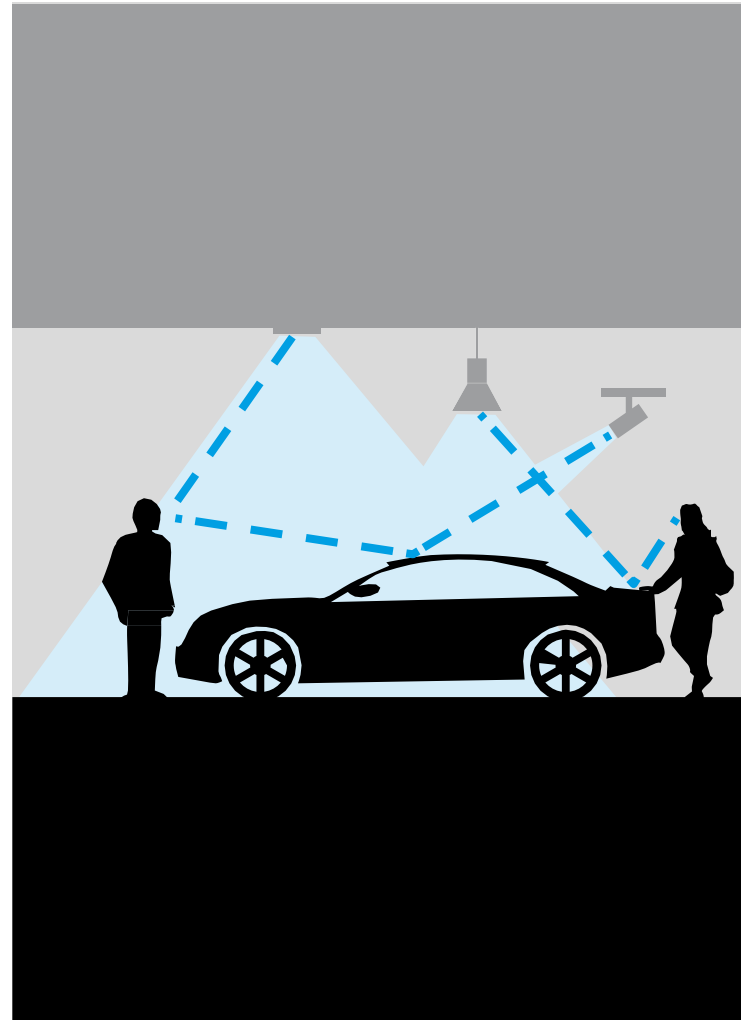
The light sources need to have high color rendering index, not less than 80.



Ergonomics

GLARE PREVENTION

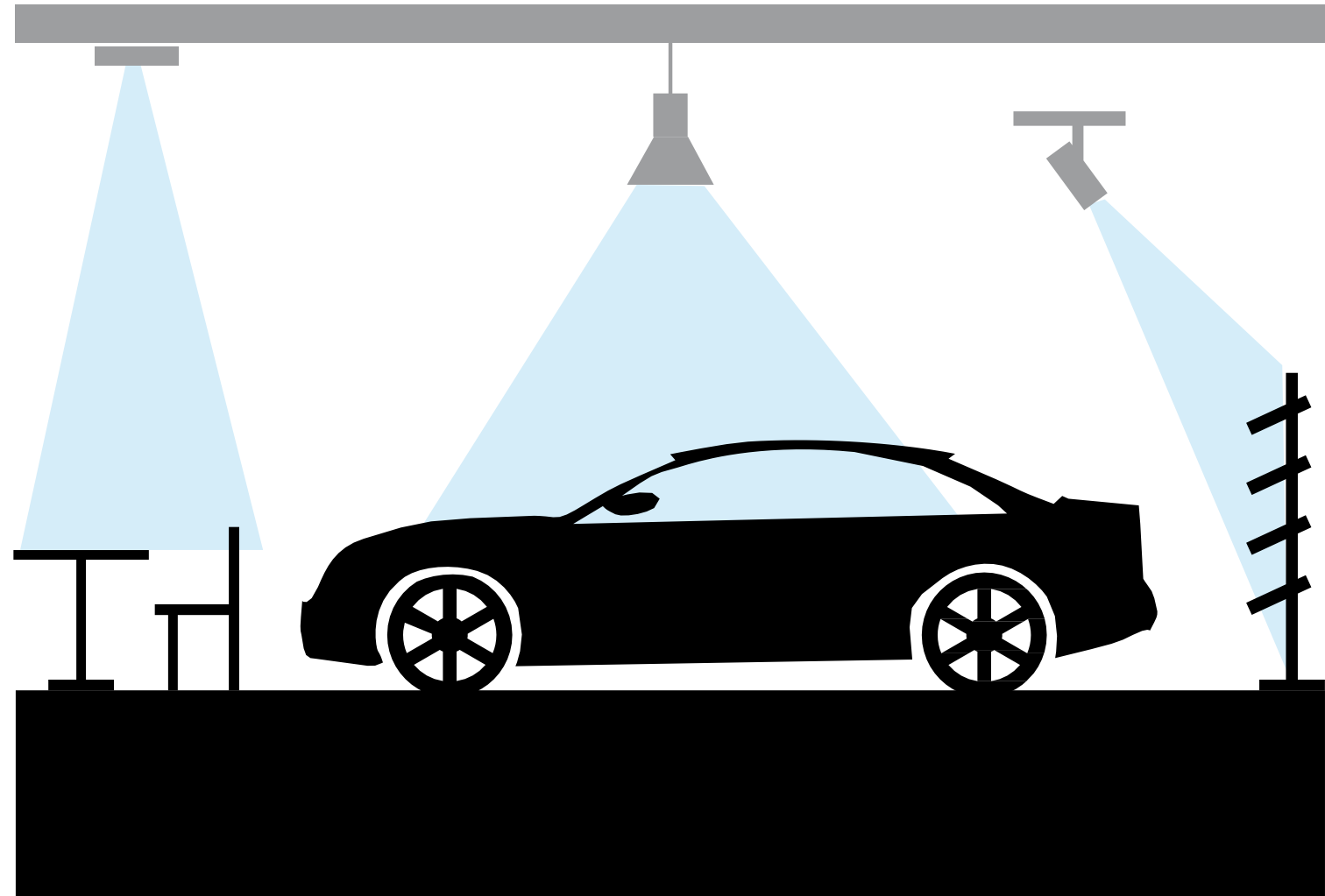
Work-friendly $UGR \leq 19$ is a basic requirement for payment counter lighting. It is vital to minimise the incidence of harmful indirect glare.



Ergonomics

ILLUMINATION LEVEL

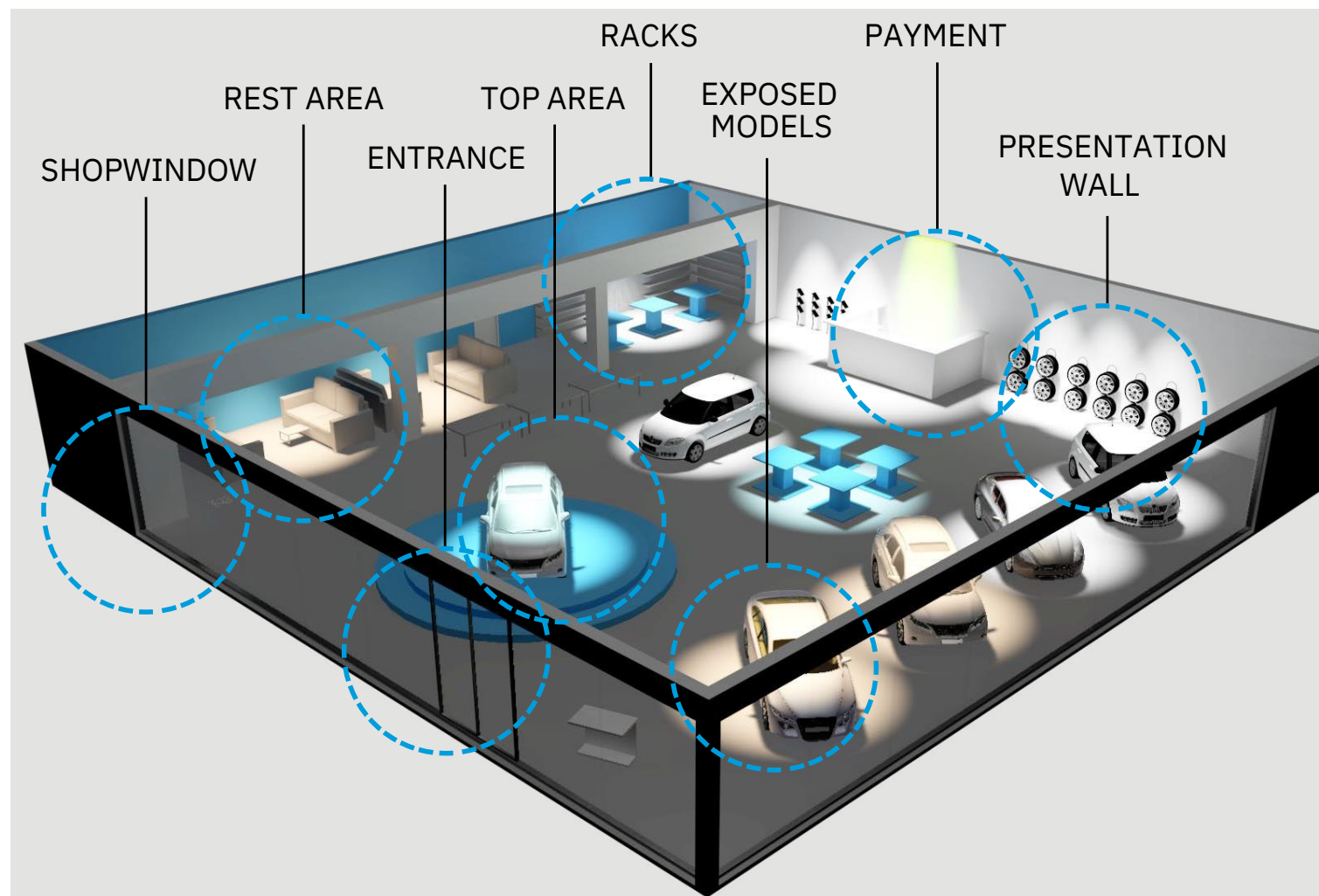
Smart lighting design is key in determining the right level of illumination for each part of a space.



Ergonomics

CREATING ZONES WITH LIGHT

Light can be used to create various zones within the same space. Brightness is a key tool in determining the route customers take through a space.



Emotion

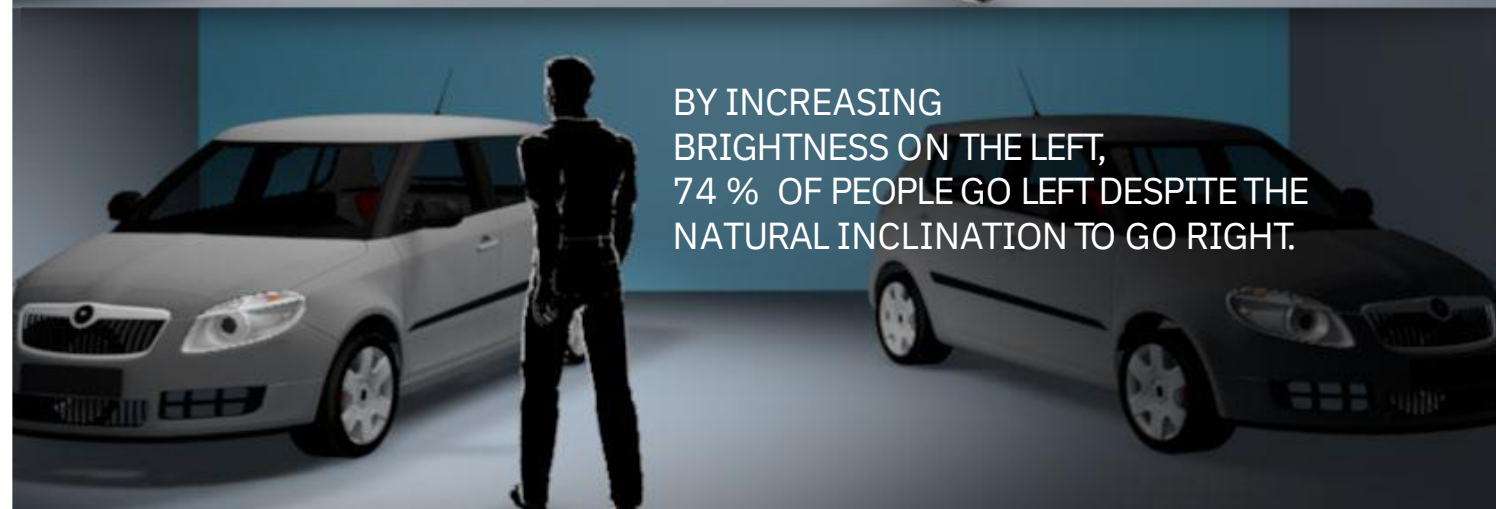
Emotion is crucial to our understanding of retail and the creation of the right atmosphere. The decision to buy is 80 % emotional and only 20 % objective.



Emotion

BRIGHTNESS

We can take advantage of our natural inclination to go towards brightness to guide perception and movement.



Emotion

CONTRAST

The play of light and shadow is essential to our perception of Depth, shape and texture. Extreme contrasts causes objects to be lost in the light and must be avoided.

SPOTLIGHTING



AREA LIGHTING



Emotion

DYNAMIC LIGHTING

Each colour finish looks best under a different spectrum of light.

6000 K



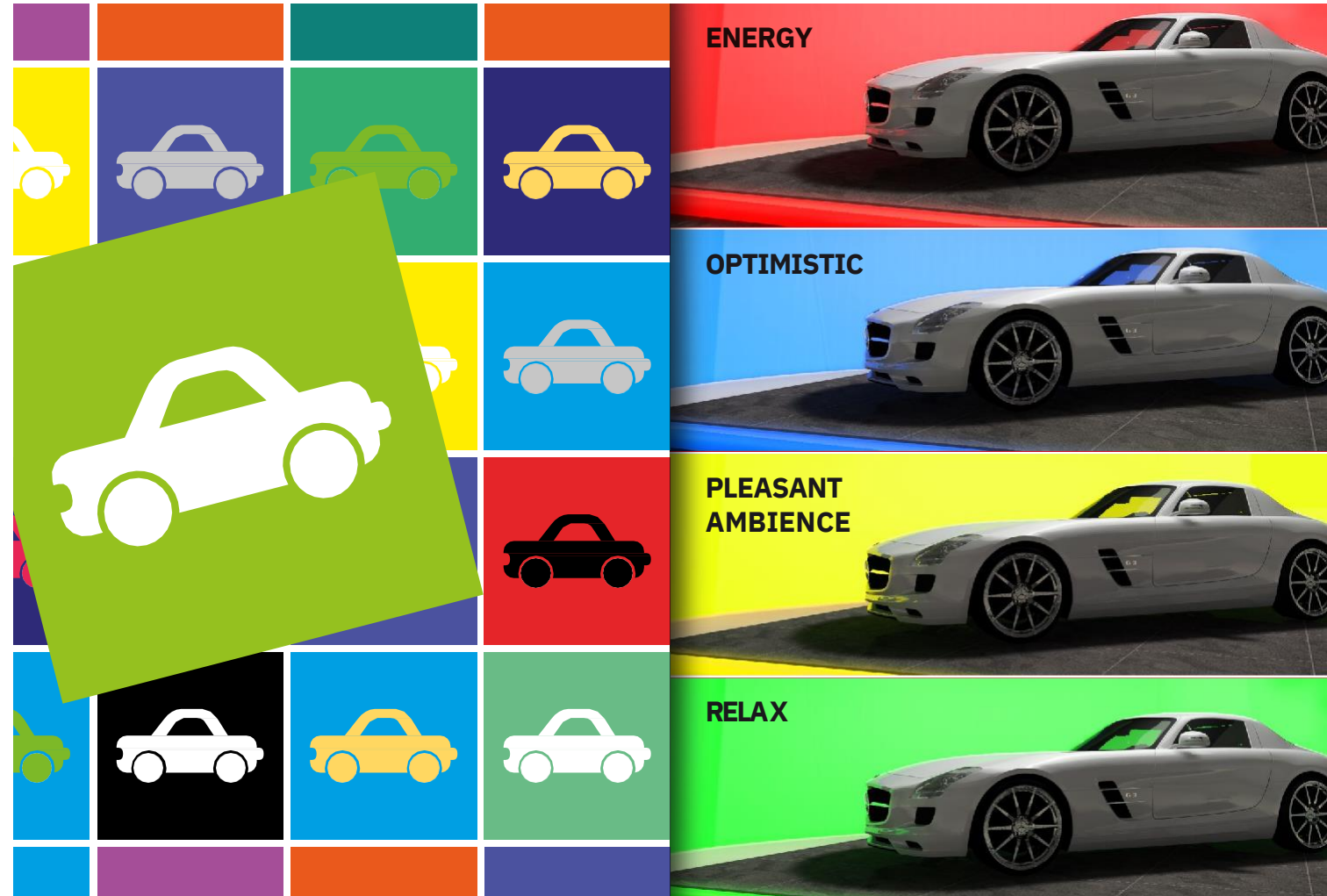
3000 K



Emotion

COLOUR AMBIENT LIGHTING

Colour has a profoundly transformative effect on the mood and behavior of customers.



Ecology

LATEST LAMP TECHNOLOGY

Conventional light sources emit large amounts of IR radiation, or heat, with commonly used metal-halide lamps emitting approximately 50 % of their used electrical energy as heat.



Calling of lighting scenes

Smart control allows us to highlight the items and areas we want with exactly specified illumination.

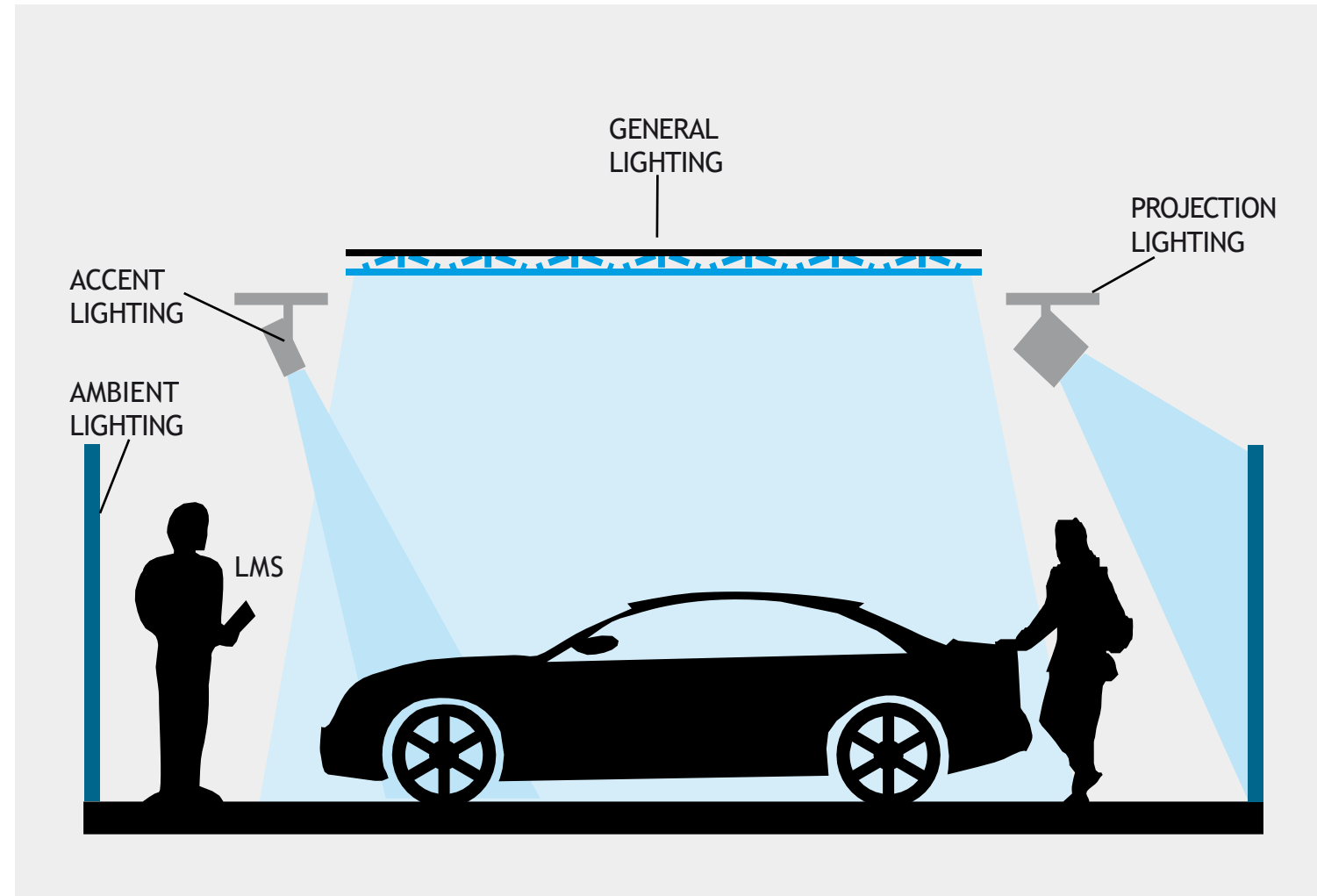


LIGHTING
MANAGEMENT
SYSTEM



Prospective lighting solution

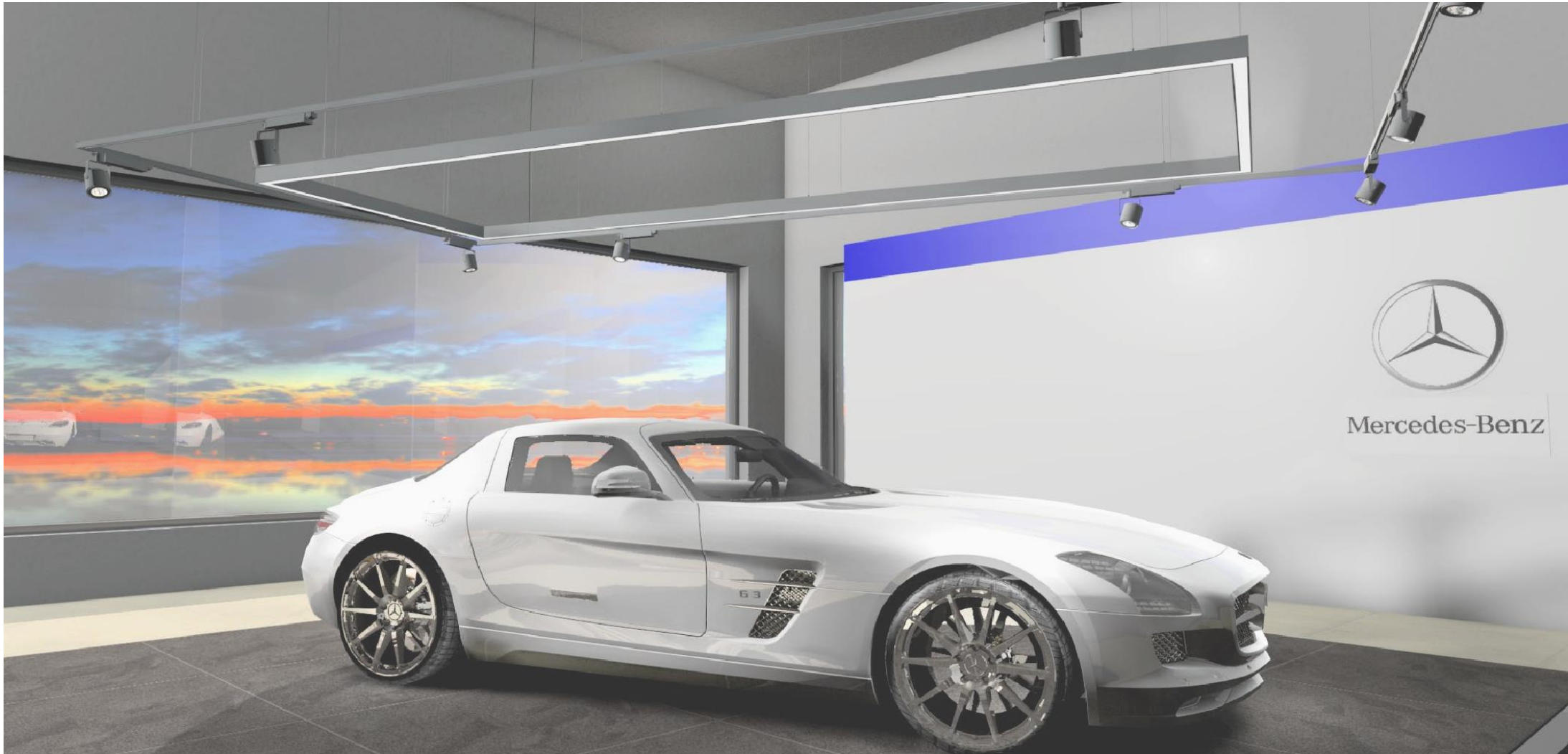
Lighting solutions for car showrooms and sales centres.



General lighting



Accent lighting



02/2024

**Thanks for
your attention**

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WHERE TRADITION**

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