

PRESS RELEASE

Tridonic expands into North America

New office in Highland, New York for smart lighting solutions and IoT applications

DORNBIRN, Austria, January 24, 2017-- Tridonic, a leading global provider of smart and efficient lighting solutions, is opening a new office in Highland, New York to serve the North American market with smart solutions also for IoT applications.

The company headquartered in Dornbirn, Austria is bringing new products designed specifically for North America onto the market, including its high-quality solid-state lighting (SSL) modules, electronic LED Drivers and controls. Tridonic will also be launching its new digital technology for connected light in North America. This will give the company, part of the Zumtobel Group, a share in the growing market for smart lighting networks and IoT-driven applications in the smart building environment, such as space management and indoor navigation.

"We are very excited to be engaging with the North American market, one of the most dynamic in the SSL and connected lighting spaces," said Guido van Tartwijk, Tridonic's chief executive officer. "Tridonic's heritage is deeply rooted in professional lighting, an industry we have helped shape for more than 60 years. Our global market strategy is based on building close relationships with luminaire manufacturers and other partners. Now, with the rapid growth of connected lighting, we are ready to enable IoT-based services and solutions by merging outstanding lighting components with the application capability from our software experts in California."

Tridonic USA has set up a new direct sales team to support customers.

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About Tridonic

As a leading international supplier of intelligent and efficient lighting solutions, Tridonic supports its customers and business partners on their journey to greater success with intelligent, impressive and sustainable lighting. The company's components and lighting systems offer the highest quality, absolute reliability and considerable energy savings, giving their lighting OEM customers a distinct competitive advantage. Tridonic constantly brings innovations and state-of-the-art lighting systems to market. Tridonic focuses on vertical lighting applications in retail outlets, offices, educational establishments, industrial warehouses and outdoor installations. With over 40 million light points installed per year, Tridonic is ideally placed to position lighting as a key element and important infrastructure for networking more than just light (the internet of things). Tridonic is part of the Zumtobel Group and has its headquarters in Dornbirn, Austria. For more information, please visit www.tridonic.com.