

## Press release

### **Tridonic looks back on a positive time at Light+Building**

Dornbirn, April 23, 2012. Tridonic successfully presented its innovations at Light+Building 2012 under the slogan and claim of “**DRIVING INTELLIGENT LIGHTING**”. This claim was backed by LED components and system solutions for creating an eco-friendly atmosphere with outstanding economy, by digital control gear with numerous new functions for convenient and efficient operation and by many other fascinating innovations.

After the fair, Harald Sommerer, CEO of Zumtobel and interim CEO of Tridonic could look back on a positive time: “We can see that differentiation at the product level alone is becoming more and more difficult. The main factors for success are know-how about the specific application of light and the networks to our customers and partners in the project and component business. These are precisely the strengths of our brands. We were pleased with the very high number of customers who visited us and with the in-depth discussions we had with those customers. Energy efficiency remains an important growth driver for our industry”.

At Light+Building, Tridonic presented around 350 articles covering electronic ballasts and LEDs. With two new platforms for dimmable and non-dimmable electronic control gear Tridonic offers a comprehensive and competitive range that will be launched in stages throughout 2012. Tridonic also showcased an extensive LED portfolio for general illumination, consisting of LED modules and appropriate LED control gear.

“We are very pleased with the way the fair went. Our customers have signalled a high level of acceptance for our innovation offensive and see Tridonic as a reliable and competent partner for both conventional and LED lighting components. Overall we sensed a positive mood among our customers, so we

can assume that the market will see stable development", said Peter Novak, Sales Manager at Tridonic.

Tridonic was also delighted to receive a DALI Award which was presented during the fair. The award related to a complex lighting solution for the Zayed University in Abu Dhabi. Improved control, significant cost savings and simple configuration were the key requirements for the entire light management system.

These requirements were met by the winDIM@net light management system from Tridonic. The system was ranked third in the 2012 DALI Awards.

**Press contact**

Markus Rademacher  
Tridonic GmbH & Co KG  
Phone: +43 5572 395 – 45236  
[markus.rademacher@tridonic.com](mailto:markus.rademacher@tridonic.com)

Evelyn Fritsch  
Tridonic GmbH & Co KG  
Phone: +43 5572 395 – 4301  
[evelyn.fritsch@tridonic.com](mailto:evelyn.fritsch@tridonic.com)

**About Tridonic**

Tridonic, headquartered in Dornbirn/Austria, develops, manufactures and markets equipment for a wide range of light sources, lighting management systems, LED solutions and connectors. Through its active partnership, outstanding service competence and technical expertise Tridonic enables its customers to implement lighting solutions of superior functionality and economy.

In the 2010/11 fiscal year, 2300 employees in 30 locations achieved sales of 437 million euros. More than 250 development engineers create intelligent lighting concepts based on sophisticated systems and products. More than 570 inventions and over 2000 patents are ample evidence of the powers of innovation of Tridonic. Customers include luminaire manufacturers, manufacturers of products that incorporate lighting, architects, electrical system designers, lighting planners, electrical contractors and wholesalers.

The history of Tridonic stretches back more than 60 years and is a success story with many highs. Today, true to its slogan "enlightening your ideas", Tridonic is synonymous with outstanding products and services related to the fascinating subject of light.

For more information go to [www.tridonic.com](http://www.tridonic.com)