



RETAIL LIGHTING SOLUTION

DYNAMIC SHOP WINDOW

SLE[®]
smart lighting engineering



BENEFITS
CONCEPT
FUNCTIONALITY
DSW SYSTEM
USER INTERFACE
DSW IN USE

DYNAMIC SHOP WINDOW

RETAIL LIGHTING SOLUTION FOR SHOP WINDOWS

Our designers created a responsive lighting concept specifically for shop windows to increase interaction with customers and to highlight the true value of the products on display. The combination of a customised user interface, RGB lighting and tunable white technology allows the re-design of the shop window lighting as needed, with just a few touches.

“ *The creation of a unique environment has become a necessity for developing a good relationship with customers and gaining their loyalty. Consumers are no longer seen as solely „a buyer of products“, they are also seen as „consumers with personalities, feelings, and longings“. This perspective requires different approaches and new retail concepts with more attention to the designed environment.* ”

Use lighting effects to guide the customer’s perception to present a story, and focus attention on exclusive product details.

Welcome to **Dynamic Shop Window by SLE.**

BENEFITS

UNDERSTAND LIGHT & PSYCHOLOGY TO INCREASE SALES

Light and the use of lighting effects fundamentally affect our perception of a space. Smart, dynamic and imaginative lighting is a key tool in modern retail design. Shopping behaviour became emotive and more and more impulsive. Create a stimulating, vivid and captivating shopping experience for every customer to increase sales.

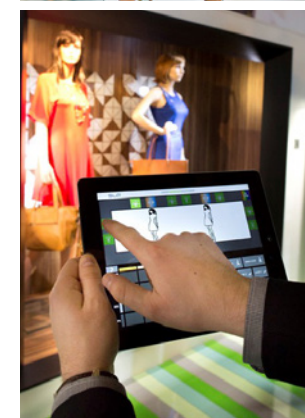
TOP-QUALITY LIGHT FOR SHOWING REAL COLOURS

Impress with real colours! Elys luminaires by SLE have enhanced colour stability and colour rendering Index ranging from 90 to 98 – this shows colours almost as you would see them in natural daylight. All colour tones look natural, even white stays white.

BE CREATIVE WITH DSW DESIGNER

Stores continually update their merchandise and displays, meaning that shop window lighting must be highly flexible and adaptable. Design new lighting scenes every time your window display changes, directing attention to different products and details, and modify light colour according to seasons and trends. Simply stand in front of your shop window, experiment, see lighting effects in real time and combine them as you wish to create the perfect solution for every occasion.

100%
ATTRACTION



“ Interactive lighting for maximum attraction

CONCEPT

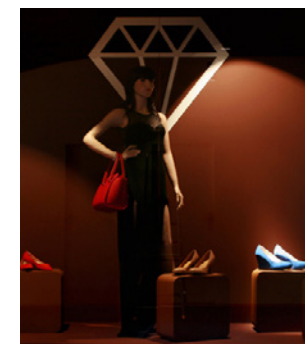
100%
EXPERTISE

PAY ATTENTION TO THE DETAILS AND AROUSE GREATER INTEREST

The details of a product often pique the most interest. Take full advantage of all aspects of your shop window displays by clever use of focused narrow beam angle ACCENT LIGHTING. Light direction can be simply divided into five areas: light from above, from below, from the side, from the front and from the back with narrow beam angles of 8° and 23°. With careful design of these effects the illumination of an object can show it with great visual depth and detail. Make your display uniquely eye-catching by combining these elements in DSW Designer.

SHOW PRODUCTS VIBRANTLY

Dynamic lighting includes changes in BRIGHTNESS and COLOUR TEMPERATURE, thus it is highly effective in drawing the attention of customers to the store and stimulating their imagination, which has a positive impact on purchasing behaviour. In order to show the truest and best look of the goods to consumers, colours must be rendered perfectly. Light needs to be adapted to the merchandise displayed, for example using warm white light for leather and wooden goods, and cool white light for metallic items. To achieve this it is recommended to use light sources with at least CRI ≥ 90 , which is very close to the colour rendering of daylight for the human eye. LED TECHNOLOGY is ideal for illuminating fashion items and accessories thanks to its incredible flexibility. With LED technology it is possible to achieve various colour temperatures with the same lighting fixture, therefore it can be easily adapted to individual products and displays, with all colour temperatures achieving CRI ≥ 90 .



CRI 70














CRI 90



“ The success of luring customers inside

FUNCTIONALITY

connection with shop luminaires

-  TRACK RAIL
-  TRACK LUMINAIRE ELYS TW
-  AEDI LINE PARVUS RGB
-  POWER SUPPLY
-  INPUT UNIT
-  RADAR MOVEMENT SENSOR
-  230V
-  DALI
-  ETHERNET
-  WIFI
-  INTERNET





“ What is behind the magic?

DSW SYSTEM

TUNABLE WHITE TECHNOLOGY

Using this technology allows retailers to adapt the intensity and colour temperature of the light according to the season and the colour of goods displayed in the shop window.

CHANGE COLOURS WITH RGB

To increase visual interest of consumers passing by colour-changing RGB luminaires are added to the dynamic shop window lighting. The different background colours help to create the perfect window lighting experience.

MOTION RADAR SENSOR

In addition to the professional lighting design, motion sensors are built-in to provide real-time response. The motion radar, with 2 metres range, activates the system when detecting movement. Then pre-programmed lighting scenes alter responsively, providing a high level of interaction with customers passing by.

GUI CONTROLLER

Proven scalability and flexible functionality of the Router System makes it a versatile solution for the application. Its Ethernet (TCP/IP) backbone allows the control of the luminaires. Programming of the graphic user interface can be customised during the installation according to wishes and needs of the customer.

CONTROL UNIT

The control unit supports two-way interaction with serial and networked devices. It communicates with the user interface.

100%
COMPATIBILITY



“ Your brand, your requirements
your customised user interface

USER INTERFACE

GRAPHIC USER INTERFACE

The LMS is controlled through the Graphic User Interface (GUI) that is customised according to the design of the shop window. The GUI can be used a smart phone or on iPad. The main features: adjust light intensity, change the colours of the background lighting (RGB), select which luminaire is on in each scene - giving focus to different details of the display. With the options of different CCT it is possible to choose to have warm or cold white light in the window. Harmonise the lighting with the display: set up different scenes and select the option of saving the settings for easy interchangeability.

100%
UP TO DATE

View of shop window layout

Luminaire marker

Save dynamic scenes

Save static scenes

Back to manual control

Switch between shop windows

Illuminance scale

Selection of value

TunableWhite scale

Selection of moving scenes

System compatible with





“ Make the best first impression

DSW IN USE

SHOP WINDOW DESIGNER

With Dynamic Shop Window your store will utilise the most effective and comfortable technology available for retail. Create different scenes focusing attention on various details and achieve the perfect ambience with lighting to make the best first impression. And you can do it all by yourself!

100%
FLEXIBILITY





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