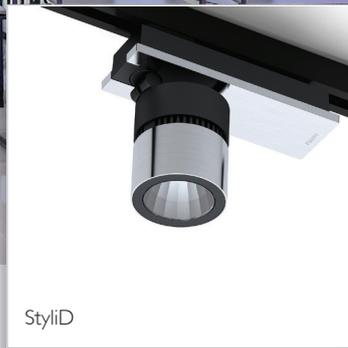




Lux Space Compact



ColorGraze Powercore



StyliD

# Case study

## Planmeca Ltd.

Location  
Philips Lighting

Planmeca Ltd. exhibition space, Helsinki, Finland  
eW Graze Powercore, ColorGraze Powercore, LuxSpace Compact,  
StyliD Compact, Pentura TL5

**PHILIPS**  
sense and simplicity



“We chose a modern solution with which we are able to maintain a stylish and fashionable space for several years.”

Jussi Ylisaari, After Sales Manager, Planmeca Ltd.



# High end dental equipment lit up with LED lights



## Project information:

### Client

Planmeca Ltd.

### Location

Planmeca exhibition space, Asentajankatu 6, Helsinki

### Lights used

eW Graze Powercore, ColorGraze Powercore, LuxSpace Compact, StyliD Compact, Pentura TL5

### Lighting design

Philips Lighting

### Lighting solution

Flexible lighting. The lights have been installed behind a surface that is permeable to light.

### Orderer information

Planmeca Ltd., a Finnish company, is the third largest dental equipment manufacturer in the world, and the largest family-owned company in the business.

## Background

Planmeca Ltd. designs, manufactures and markets high-technology dental equipment: dental treatment devices, X-ray machines and digital imaging software. Its customers include dental clinics and universities. 98 per cent of the company's production is exported abroad.

Planmeca's large exhibition space, spanning approximately 300 square meters, was renovated on a tight schedule during the summer holidays. Project was completed in just five weeks.

## The challenge

Barrisol, a light-permeable material, has been used for the exhibition space roof and walls. The Phillips lighting solution has been "hidden" behind the material. The spectator can only see the lit surface, not the light source itself. The flexible lighting is controlled with a Phillips touch screen. The exhibition space has three of those, one by each entrance and one in the lectern. These pre-programmed themes make lighting control easier. With the push of a button the lighting can be altered to something that fits the situation better. The general lighting can be dimmed during lectures so that detailed X-rays can be inspected, and it can be enhanced with strong colours and spotlights when product presentations are given. "This flexibility was a major factor when we were choosing a lighting solution. Planmeca's products are colourful and they are always customised to fit the customer's premises. It means that within a few months the products in our exhibition space

might have a very different colouring from the one that the products currently on display have. The lighting must be able to adapt to the situation", Jussi Ylisaari, Planmeca's After Sales Manager, says. "We chose a modern solution with which we are able to maintain a stylish and fashionable space for several years."

## The solution

The LEDs also bring Planmeca economic benefits. Even though the current exhibition space has considerably more light sources than the old one, energy consumption has decreased considerably. The ability to dim the lights also helps with energy savings. "At night the lighting is dimmed to 20 per cent of what it is during the daytime. We want the exhibition space to be visible to the people passing by, but the lighting does not have to be as flamboyant as during the daytime. We also save energy", Ylisaari continues.

## Benefits

Single products are highlighted with LED spotlights which can be directed to each new product in a desired way. The exhibition space lighted ceiling has been realised with TL5 lights. Dimmable TL5 lights have been utilized to light the exhibition space. Additional LED lights have been installed in the auditorium ceiling and into the ceiling of the general premises. Ylisaari is pleased with the new exhibition space. It is a pleasure to invite customers to premises that have been suitably lit.



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