



**EXPAND
YOUR
IMAGINATION
WITH
DYNAMIC
LIGHTING**

invisua

CAPTURE ATTENTION IN YOUR STORE USING DYNAMIC LIGHTING

invisua

Invisua Lighting produces robust dynamic LED lighting solutions. Invisua Lighting allows for effortless integration into new or existing retail spaces.



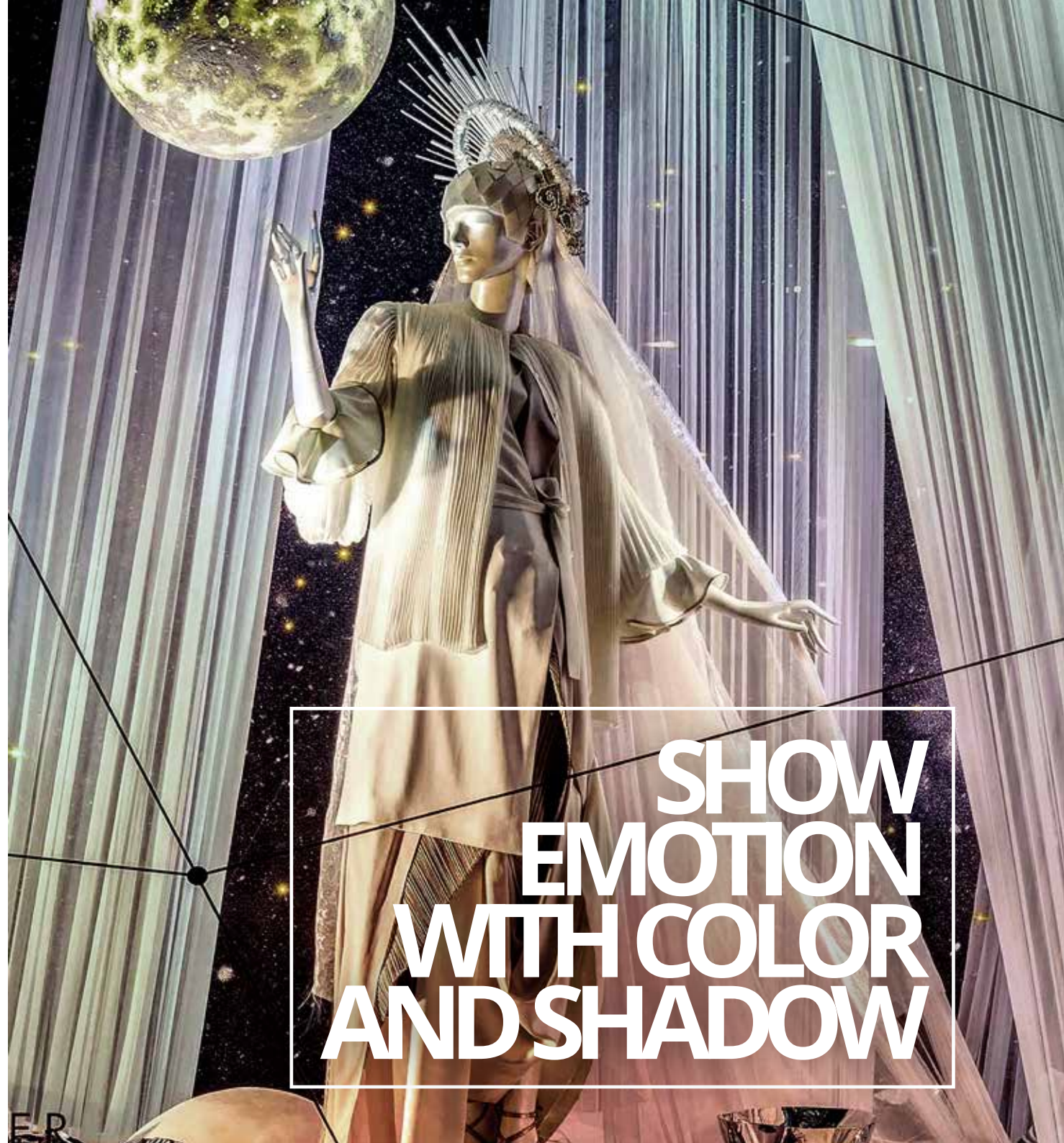
CREATE
POWERFUL
IMAGES WITH
SHADOWS

THE POWER TO CREATE MOOD



Natural light from the sun is dynamic; ever changing. Our experience of our environment shifts constantly due to the time of day, seasons and weather. The color and direction of the sun appears to shift over the course of the day, changing our perception and mood.

Invisua Lighting gives you the tools you need to capture the dynamic qualities of natural light, in your store. Your visual presentation becomes brilliant, animated and expressive when the lighting is optimized for the time of year, seasons or even time of day.



**SHOW
EMOTION
WITH COLOR
AND SHADOW**

ATTRACT MORE CUSTOMERS

CREATE CAPTIVATING WINDOW DISPLAYS

The dynamic lighting solutions provided by Invisua allow visual merchandisers to take advantage of the psychology of light. Color and contrast can be used to create fascination and entice customers.

Did you know that combining warm white light and cool white light together in one display creates visual interest? Using cozy warm white lighting in contrast with bright crisp white lighting can make products pop out against the background.

Invisua's dynamic lighting solutions allow you to create unlimited compelling shop displays using color or contrast. Your display lighting can also modulate over time so each customer will never see the same display twice!

"With the addition of moving colored light effects, the Invisua Lighting system enriches our shop windows in a very special way. Every window campaign can be strengthened individually with matching colors from the collection or the visuals. In this way we create even more attractive shop windows with real stopping power!"

Britta Hall, Hunkemöller Global Retail Marketing & Visual Merchandise Manager



**HIGHLIGHT
SKIN TONES
AND DELICATE
FABRICS**

CREATE BREATH TAKING DISPLAYS

Invisua's lighting solutions give you complete flexibility to adjust the color, contrast or timing of your visual presentation environment. Tune the lighting to bring out subtle colors and textures in a delicate fabric. Add emotion and drama to your window display, to enchant or seduce those who pass by. Connect to your customers with the theatrical power of dynamic lighting.



PUT THE FOCUS ON YOUR PRODUCTS

Invisua's versatile control capabilities, along with clean optical design, make it easy for you to put the focus on your products. Invisua's dynamic LED lighting solutions give you all the tools you need to design an appealing atmosphere that draws the customer's eye right where you want it.



LIGHTING THAT ENTICES

GRAB THE ATTENTION OF YOUR CUSTOMERS

Lighting is a powerful device that can be used to attract and focus customer's attention. Invisua Lighting allows you to employ the dynamic lighting techniques of the theater in your shop window or merchandizing display.

Dynamic lighting can contribute significantly to attracting and influencing the attention of your customers, by changing color, contrast or dimming based on time of year, seasons or even time of day. The Invisua Masterspot can produce bright, saturated colors; however even subtle variations in color or contrast can bring people's attention to products on display. Imagine what you can do with the endless color and controls options that are available. The possibilities of the Invisua lighting system are limited only by your imagination!

"The magnificent lighting opportunities afforded by the Invisua Masterspot fixtures have already brought our Christmaswindow displays to life."

James Barnett, Selfridges & Co Production Manager for Creative Presentation



**MAKE
YOUR
SHOP
WINDOW
COME
ALIVE**

MAKE YOUR PRESENTATION **LIVELY AND FRESH**

Dynamic lighting can connect to customers by triggering emotions. Use Invisua Create for versatile control capabilities, to modulate the color, contrast and timing of your shop window or visual display. The highly controllable lighting can entice customers and bring the products to life.



HIGHLIGHT THE FEATURES OF YOUR DISPLAY

Standard display lighting can make a visual display look flat. Invisua's dynamic LED lighting solutions offer high quality custom optics, powerful and saturated LED lighting and a high level of controllability to help make textures and colors pop, and to intensify the focus on your products.



**INTENSIFY
THE SHOP
WINDOW
EXPERIENCE**



INVISUA MASTERSPOT

The Invisua Masterspot 2 Track fits into every shop interior thanks to its slim, industrial look. With its high intensity and its remarkable light quality makes it a real must-have for every retailer. It's adjustable to every color imaginable, whether it's clear white light or lively saturated colors. The track compatible adapter makes installation a breeze.



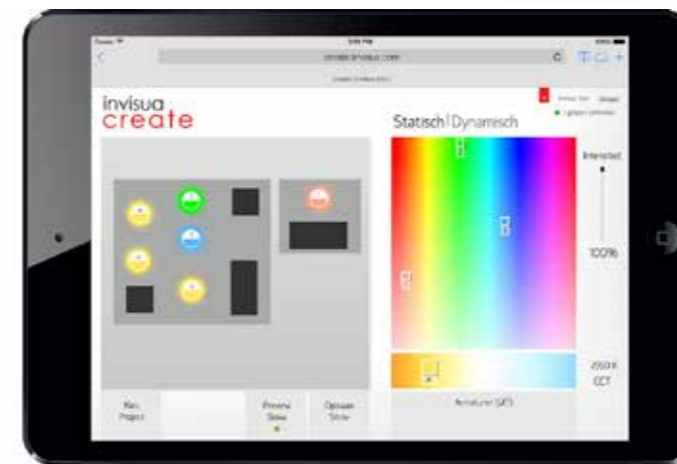
THE INVISUA CREATE WEB-APP

Plug and Play

In combination with the Invisua Create web-app, the Invisua Lightport assures an intuitive step by step configuration process. The Invisua Masterspot fixtures are discovered, identified and positioned on the right position of the floorplan. After that, with the Invisua Create web-app, amazing static or dynamic lighting scenes can be designed with your tablet or pc, without installing any software!

Invisua Create

The first time you use the Invisua Create web-app, the web-app tutorial will step-by-step guide you through the process of designing your first light scene. This will only take a few minutes and then you are ready to go! Not only static lighting scenes can be created easily, also dynamic lighting scenes are designed in a few minutes. Dynamic lighting can be extremely beneficial for those looking for extra attention.



Week scheduler

To make the use of dynamic lighting even easier, the Invisua Create web-app was recently extended with the Week Scheduler page. Just drag and drop your lighting scenes to a specific day of the week and adjust the start and end time. Copy this day schedule easily to other days of the week, and your lighting installation will automatically activate the right lighting scene at the right time! Using dynamic lighting was never this easy!

INVISUA LIGHTPORT

The Invisua Lightport is the heart of the Invisua Lighting system. It enables full control of the Invisua Masterspot fixtures with your smartphone, tablet or pc. It is connected to your local network and connects wirelessly to the Invisua Masterspot fixtures.



THE SPECIFICATION LIST

Light technical

Light output 3000 lm / 35.000 cd at 3000K CCT

CRI 95, R9 90 TM30-Rf 93 TM30-Rg 103
Initial color consistency <2 SDCM

Color temperature 1000K - 14.000K
Beam angle adjustable 12-24 deg

Dimming range 0.1-100%

Color gamut (CIEx; CIEy) R(0.670, 0.320),
G(0.240, 0.675), B(0.160, 0.035)

Low glare, visual comfort UGR <13

Lifetime 50,000 hr / 5 years Warranty (conditions apply)

Electrical and Mechanical

Typical lamp power 85W
System input voltage 90-240V AC, 50-60 Hz

Wireless controlled

GlobalTrack Mount (3 phase)
Halo track
Lightolier track
Juno track

Aluminum Housing Material
355° rotation 120° tilt
Color white, black, other colors on request

Typical specifications,
subject to change

LIGHT WILL NEVER BE THE SAME

invisua

www.invisua.com