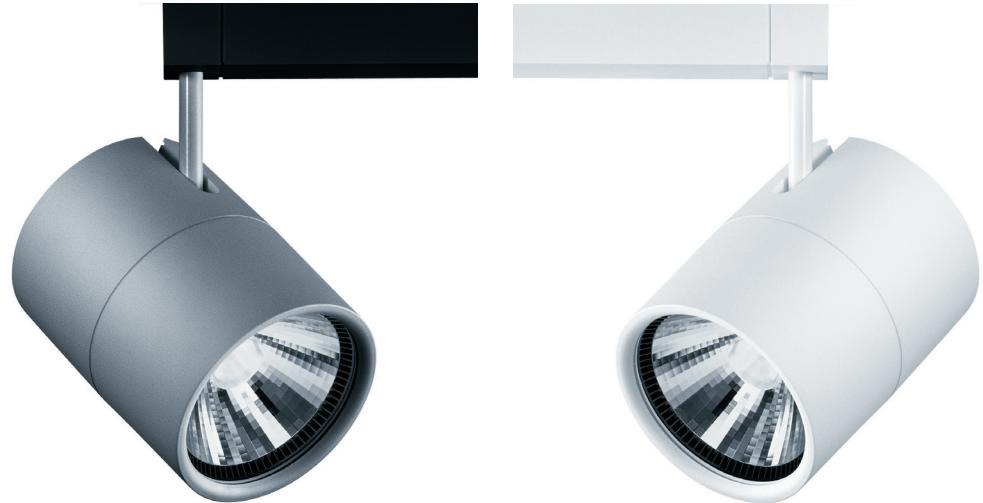


Press release
Dornbirn, February 2011

Vivo Tunable Food whets the appetite Perfect lighting of food by means of programmable colour spectrum



B1 | The new Vivo Tunable Food LED spotlight features a programmable colour spectrum ensuring the perfect colour for fruit, vegetables or meat. With this product, Zumtobel has made a quantum leap, revolutionising complex reflector/filter systems used for lighting food.

Zumtobel has added a special LED spotlight for food departments to its Vivo product range. The Vivo Tunable Food spotlight has been designed especially for lighting fresh products like fruit, vegetables, bread and meat. Innovative technology makes it possible to actuate the colour points pre-programmed on the LED board with high precision. The light colours appropriate for the respective product - meat, fruit or vegetables - can be adjusted directly on the spotlight. The Vivo Tunable Food spotlight by Zumtobel demonstrates the innovative options provided by LED technology: to perfectly illuminate a variety of foodstuffs by means of adjustable colour spectrums, and to reduce the current complexity in terms of conventional lamps, reflector and filter technologies.

Fruit and vegetable departments as well as meat and cheese counters are usually eye-catchers, and are vital for the image of a grocery store. Light colour and distribution specifically matched to the products on display in these retail zones are decisive criteria for good lighting. Artificial lighting is to help present the products

attractively so as to whet customers' appetite, yet without compromise in terms of authenticity.

Vivo Tunable Food, the new LED spotlight by Zumtobel, combines all these features in one luminaire: ten pre-programmed colour points on the LED board can be actuated via a rotary switch on the spotlight or via DALI control. This enables Vivo Tunable Food to adjust the light's colour spectrum precisely to the fresh products on display, meeting the customer's requirements. The new technology is a perfect alternative to the previously complex combinations of reflectors and filters. In order to develop the best possible solution, Zumtobel did not define the various colour points until they had been tested jointly with customers. Thanks to an innovative lens/reflector system, Vivo Tunable Food also achieves perfect uniform light distribution as well as a high colour rendition index of $R_a > 80$. These two factors guarantee an authentic presentation of food. These features allow to design all fresh food departments of a store uniformly using Vivo Tunable Food. As the spot-



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light is extremely easy to handle, installation is also straightforward. Moreover, IR/UV-free light is gentle on food and prevents damage by heat.

With the development of the new Vivo Tunable Food spotlight, Zumtobel has set standards and demonstrated that LED luminaires can be used perfectly also for lighting fresh products - an application area previously dominated by metal halide lamps. LED luminaires with their long service life, high efficiency, dynamic colours and lighting quality have now caught up

with conventional light sources in this area, too. From May 2011, Vivo Tunable Food will be available in white and titanium.

In order to ensure a consistent lighting solution throughout the supermarket, the product range includes another Vivo LED spotlight. Featuring the same design as Vivo Tunable Food, Vivo LED Stable White provides high-power accent lighting for products displayed on shelves. Integral lighting solutions in a consistent design can now be implemented perfectly.



B2 | The Vivo spotlight range provides higher quality for accent lighting in shops and supermarkets.

More information:



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