



Press release for trade fair light + building 2012

Hall 5.1 Stand D11

Frankfurt, 15.04.2012

Intuitive Light Experience using new LED-Technology

dreipuls – Studio for Light Innovation from Dresden presents a reddot design award 2010 winning illumination concept to the guests of the trade fair. This technique of elegant interaction with flexible lit areas provides the whole business sector with extensive prospects for a new generation of luminaires.

Matthias Pinkert, creative head and designer of dreipuls GmbH is in search of one thing: intuitive operational concepts enabling individuals a sensual interaction with light and space. His vision of continuously drawing individual lit areas like a curtain offered a strong incentive to come to terms with the possibilities of LED technology. Highly passionate about the idea and equipped with profound scientific knowledge, the designer and his team developed the dreipuls illumination concept.

dreipuls luminaires convey an elegant appearance, hiding state-of-the-art LED technology within sleek guidance rail systems. The integrated light emitting diodes are triggered individually by sensors. These sensors detect the position of operating devices or the user's hands and transfer that information to the corresponding LEDs via a built-in controller unit, allowing for individual drawing and moving of lit areas. Besides achieving extremely low energy consumption, this technology permits the use of light just as needed and desired – implementing the absolutely new interaction with light inspired by Matthias Pinkert.

Tangible User Interface is the technical expression for the reasonable cutting point of analog handling and digital effect, at the same time providing the foundation for intuitive, analog usability - the trade mark of dreipuls design-luminaires.

The luminaires are manufactured in first-class quality in Germany and will be obtainable in carefully selected stores.

Contact

Karsten Reichel
dreipuls GmbH
Studio für Lichtinnovation
Königsbrücker Straße 96 / Geb. 32
01099 Dresden
Germany

phone: + 49 351 404 555 10
facsimile: + 49 351 404 555 11
e-mail: reichel@dreipuls.com
web: www.dreipuls.com
www.facebook.com/dreipuls