traxon e:cue
AN OSRAM BUSINESS

SHOWCASE
Shanghai Tower – Shanghai, China

In Shanghai, one thing that never escapes from your eyes is Shanghai Tower, the iconic landmark of the city. Located in Lujiazui of Pudong, the 632- meter and 121- level tower is China's tallest and world's second tallest skyscraper, rises high above the skyline with curved façade and spirals up like a cluster of ivy stretching to reach the sky, symbolizing the dynamic emergence of modern China. To match the great momentum of the tower, Traxon & e:cue provides full lighting solutions to the green tower.

Over 22,000 sets of LEDs are used as façade lightings, including 500 Nano Liner Allegro AC XB, Washer Allegro AC XB and In-Ground XTRA AC. Further, 7,200 customized Crown dots serve there as a LED panel for video playback. 15,000 customized Media Tube RGBAW with 5 colours in pixel pitch were installed to enable it as the longest LED screen ever on earth. The gorgeous façade lighting effects are operated by e:cue control system, which includes LCE-fx, Butler S2 and Butler PRO, and ensures well synchronization with other systems to deliver festival lightings, for instance, during Chinese New Year. As a green tower, 6,500 OSRAM downlights with natural lights illuminate the atrium. The brightness is adjustable via e:cue system, including Butler S2, to create comfortable atmosphere.

With the dynamic change of versatile lighting solutions provided by Traxon & e:cue, Shanghai Tower is standing out in Shanghai, brimming with flourish vitality, appealing to visitors and residents.

FEATURED PRODUCTS		METHOD OF CONTROL		PROJECT DETAILS
Nano Liner Allegro AC XB	Washer Allegro AC XB	Butler PRO	Butler S2	**Category:** Architectural **Location:** Shanghai, China **Client:** Shanghai Municipal Investment (Group) Corporation **Lighting Designer:** Teddy Lo Studio, PHA, BPI **Architect:** Gensler **Installer:** Panasign **Completion Date:** October 2015
		LCE-fx		

FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES