

Press release

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Thorn creates digital and immersive experience for visitors at this year's Light + Building.

At the beginning of March, Thorn Lighting welcomed visitors to its digital and immersive stand at Frankfurt's Light + Building event. The lighting brand founded in 1928 showcased elements of its extensive portfolio of indoor and outdoor solutions. Surrounding the outside of the stand were areas focused on Thorn's key outdoor applications – road and street, sports and urban and architectural. Moving into the interior space, visitors were invited to explore the indoor application areas of office and education, retail and industry.

Alongside physical products and prototypes, visitors to 2024's Light + Building got a first look at the City of Thorn. This 3D, interactive city has been designed to demonstrate Thorn Lighting's excellence in key application areas and was shown on large screens. In the City of Thorn, users can navigate through spaces that are all illuminated with the precision and innovation Thorn is renowned for and zoom into specific areas to examine the diverse range of products and control systems including dark-sky friendly outdoor luminaires, sustainable panels for office and education, or connected industrial solutions such as high bays. Just as great cities evolve, so too will Thorn's virtual metropolis, growing over time to incorporate a full spectrum of applications. More information to follow later this year.

Other notable innovations include HAP (High Accuracy Positioning) which was displayed in the retail and industry booths. Launching in spring, this technology can be used alongside Thorn luminaires to track people or objects, resulting in a range of benefits. Already installed at Thorn's manufacturing facility in Spennymoor (UK), visitors could view livestream data to see its real life usage. Thorn also previewed the Keyture solution, which is a new connectivity and IoT ecosystem. Launching later in the year, the luminaire compatible sensors amplify lighting control, enhancing energy and cost saving potential alongside asset tracking. Also installed in Spennymoor – the factory has seen cost savings of thousands of pounds since January.

During Light + Building, Thorn's sustainable indoor recessed panel 'Omega Moduline' was shortlisted for Architeller's 'Sustainable Product Award'. Mark Mattimoe, Thorn's indoor Product Management Director outlined the luminaire's features (including replaceable LED modules and driver) to a jury at the fair's Design Plaza.

More success came in the form of Light + Building's first ever 'Sustainable Exhibition Stand' prize - awarded to the Zumtobel Group for the stand concepts of Thorn Lighting, Zumtobel Lighting and Tridonic.

Vice President of Thorn, Saurabh Pandhi said, *“Returning to Light + Building in March exceeded all of our expectations. Visitor numbers were far greater than anticipated, and through the solutions on display and the knowledge of our teams on the stand, we have solidified Thorn’s position as a strong player in the indoor and outdoor lighting market with connectivity and IoT at the core of its solutions. Over the coming months and years, we’ll continue to build on our portfolios, prioritising sustainability, efficiency and connectivity for our customers. Thank you to all who toured the Thorn stand – we look forward to continued collaboration going forward.”*

To find out more, visit: www.thornlighting.com

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(l-r) Alfred Felder – CEO Zumtobel Group, Hugo Rohner – CEO Tridonic, Saurabh Pandhi – Vice President Thorn, Thomas Oelz – Vice President Zumtobel and Claus Diener – Vice President R&D Lighting Brands

About Thorn

With nearly 100 years' experience in manufacturing and supplying efficient, high-quality and connected solutions, Thorn knows lighting, inside out. Our knowledgeable people provide best-in-class support throughout the entire customer journey, while our extensive portfolio of products and technologies can be used for both indoor and outdoor applications including education, health and care, office, retail, urban life, architecture, sport, road, transportation and tunnel. Our unrivalled expertise and easy-to-use products extend further into our ThornEco range which offers economical luminaires for wholesalers. So next time you Think Lighting, Think Thorn, because we make light work for you. To find out more visit www.thornlighting.com

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