

## **Introducing Similo: The slim, seamlessly integrated outdoor wall light**

*Thorn's brand new wall-mounted fitting is designed to bring new life to exterior spaces.*

Dornbirn, Austria / November 2019 – Thorn is pleased to announce the launch of the new Similo wall-mounted luminaire, the ideal lighting solution for rejuvenating outdoor spaces.

Similo is designed to breathe new life into areas such as building surrounds, promenades, pathways and pedestrian bridges.

### **Elegant wayfinding**

With an extremely thin profile and integrated driver, Similo – while being surface mounted – looks as flat as a recessed luminaire, giving it the flexibility to blend in with a variety of types of wall surfaces and surroundings.

The slim and sleek Similo discretely defines and accentuates outdoor architecture, providing clear guidance – without glare. Similo's uniform light distribution provides a pleasant ambience offering comfort and assurance.

The high colour-rendering index of 90 ensures high quality light, and there is a choice of colour temperatures ranging from a warm 2700K to a cooler 4000K, enabling users to match light perfectly to the particular application.

### **Choice of designs**

Similo is available in round, square and rectangular versions, so it is able to accommodate wide-ranging aesthetic design needs. With its sharp contours and high-quality finish in textured anthracite grey, it is an attractive addition to any outdoor area. Other colours are also available on request.

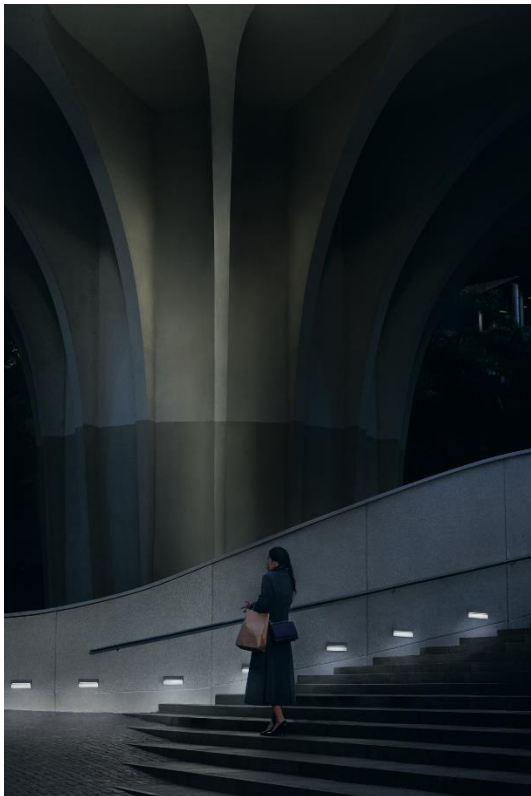
Sebastian Schade, Global Product Category Manager, said: "Our goal is to make it easier to create great outdoor spaces. Similo has been designed to bring new life to these areas – complementing architecture, enhancing ambience and improving safety at the same time."

## Images

(Photo credits Thorn)



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## Information

This press release and high-resolution images can be downloaded from:  
[www.thornlighting.com/en/about-us/press](http://www.thornlighting.com/en/about-us/press)

### **About Thorn**

Thorn develops and manufactures efficient, dependable, high-quality lighting solutions. Our extensive portfolio of indoor and outdoor lighting products is designed to address the needs of wholesalers, contractors, planners as well as end users and covers an extremely wide range of applications. Around the world, the Thorn name is synonymous with quality, reliability and ease of use. With over 90 years of lighting solutions experience, we are proud of the reputation we have earned as a trusted partner that provides customers with valuable insights and support that go beyond the product. As a Smart City specialist, we help to improve the safety and wellbeing of communities through connectivity and intelligence. Our innovative indoor lighting solutions provide comfortable, efficient light for diverse applications. Thorn is proud to be a member of the Zumtobel Group. Find out more at [www.thornlighting.com](http://www.thornlighting.com)

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