

ITZA

*Defying time*



**FAGERHULT**

## A new, sustainable approach to lighting

Efficiency, light quality, longevity, LED technology has cleared many hurdles in a short space of time. If you're going to create something that lasts 80.000 hours the next challenge is an aesthetic which can also last the pace. With Itza we have stripped back all the details that are not directly related to functionality. Defined by its trend-neutral, clean and simple lines, the room can undergo numerous different guises but the luminaire can remain the same.





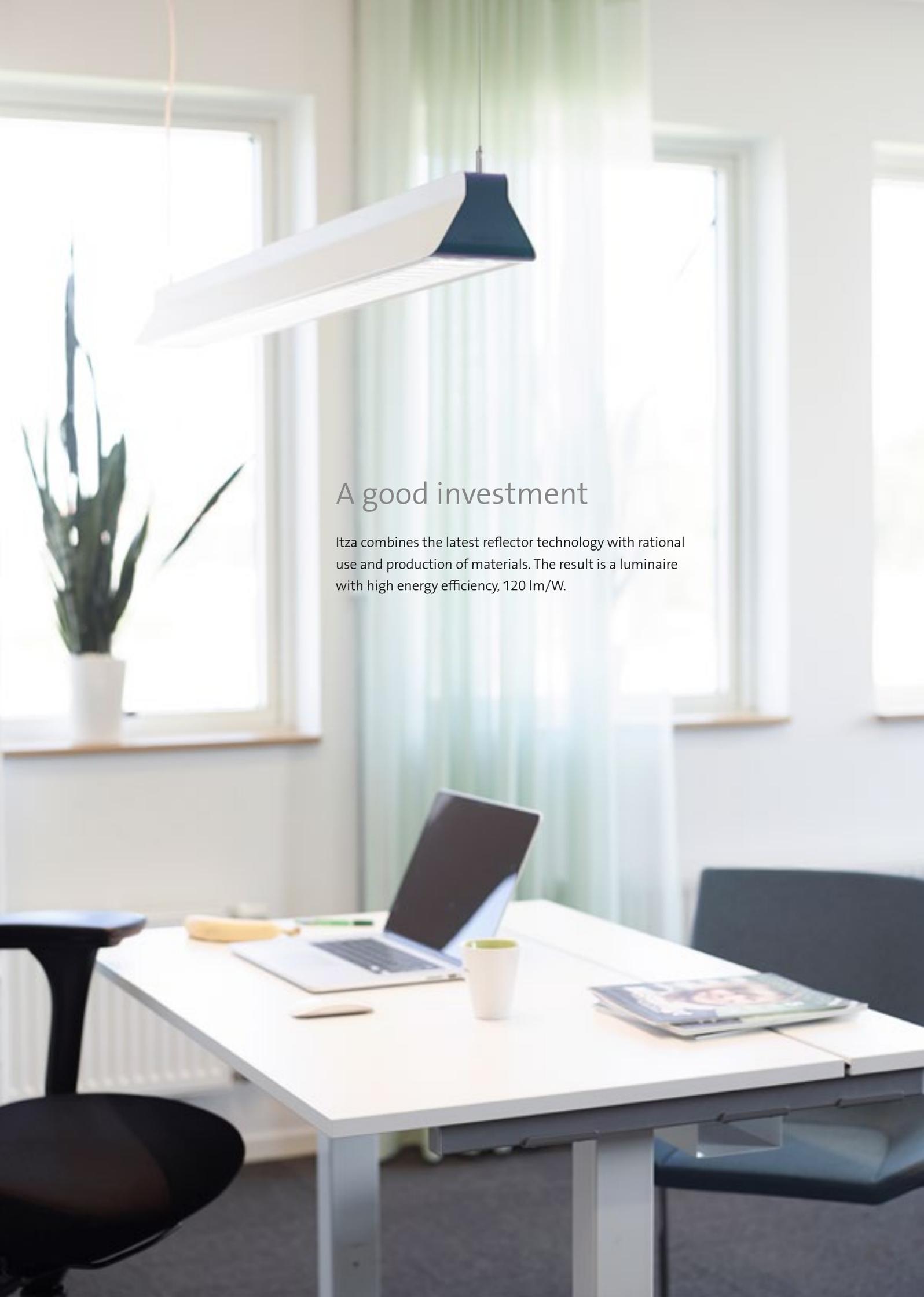
## Optimised for the environment

From a new product development perspective LED has become the new normal but with Itza we have taken a holistic approach to reducing the environmental load. Providing exceptional efficiency packaged within a timeless design that minimises volume and materials usage is our way of conserving resources. Lighting that never needs to be changed for aesthetic reasons but instead can work for a long time.



## Adapted for people

Itza creates a harmonious and stimulating lighting environment; providing a comfortable combination of direct light and space-creating indirect light against walls and ceilings. Both of the two louvre options provide a high level of lighting comfort and eliminate glare. Choose between the microprismatic Delta louvre or the new Beta Opti. With two luminous flux's, 5500 lm and 4700 lm, and two colour temperatures, 3000 K and 4000 K, you have the flexibility to plan the lit environment aligned to the tasks being undertaken. Itza can be equipped with Tunable White for controlling colour temperatures between 2700 K and 6500 K. With e-Sense Tune, the light is easily controlled via an app on a tablet or phone.



## A good investment

Itza combines the latest reflector technology with rational use and production of materials. The result is a luminaire with high energy efficiency, 120 lm/W.



## Beta Opti

Ever since LED's were introduced, the lighting industry has struggled with a difficult equation; how to optimise the efficiency while still providing fantastic lighting comfort. Through a bottom up re-design of a traditional approach, Fagerhult have developed Beta Opti, embracing all the benefits of LED without compromising on comfort.

The solution is based on a classic, "batwing" shaped wide beamed light distribution that spreads the light out the sides. The advantages are simpler light planning and

better uniformity where the light fills out between the luminaire rows without creating a luminance that is too high directly underneath the luminaire.

Our ambition has been to create a sustainable and future-proof louvre technology that places people and the environment at the centre. No compromises, no excuses. Just technical perfection.

## Optimal control

Beta Opti provides complete control of the luminous flux. The reflectors control the light with precision so that it is distributed downwards and out of the luminaire. All the light is put to use without producing glare.

## Optimal efficiency

Beta Opti takes efficiency to a new level. The optical efficiency ranges from the traditional 70 lm/W (T5) to 120 lm/W. Luminaires equipped with Beta Opti offer a very attractive pay-back time.

## Optimal comfort

Beta Opti meets peoples' need for a glare-free and contrast-rich light in pleasant and productive work environments. By distributing the luminance from the LED modules, we have created world-class light comfort.



*Beta Opti concentrates its efforts on the louvre's side reflectors to create a controlled light pattern with optimal efficiency and light comfort.*



*By distributing the luminance from the LED modules, we have created a luminous surface that is comfortable to the eye and eliminates glare.*



*Beta Opti is a new generation of louvre based on our existing T5 R5 louvre technology. The cross blades work in tandem with efficient side reflectors. The patent pending solution is supplemented with a unique film which provides extra precision in the light control.*



## e-Sense Tune

e-Sense Tune is a control system for situations where a person owns the lighting environment and wants to be able to adapt it according to their personal preferences and work tasks. An innovative, decentralised plug & play system that is controlled intuitively by the user using an app. The app makes it possible to set personal lighting scenes

or a daylight imitating function. Once the settings are made, the system detects the user as soon as they enter the room and adapts accordingly. e-Sense Tune is primarily intended for cellular offices, conference rooms or activity areas and can be combined with other control systems for larger, open plan offices.



*e-Sense Tune allows environments with different colour temperatures to be created. First office 4000 K, second office 6500 K and third office 3000 K.*



Fagerhult develops, manufactures and markets professional lighting systems for public environments. Our operations are run with a constant focus on design, function, flexibility and energy saving solutions.

Fagerhult is part of the Fagerhult Group, one of Europe's leading lighting groups with operations in more than 15 different countries. AB Fagerhult is listed on the NASDAQ OMX Nordic Exchange in Stockholm.

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