



CHANGELIGHTS

RENT OUT YOUR LIGHT!

CHANGELIGHTS[®]

SHOW THE BRAND

Patent Pending

THE INNOVATION

CHANGELIGHTS

Don't leave the space above presented goods to the light strips - capitalize on it! Generate advertising revenue with ChangeLights!

ChangeLights - the lettable advertising system with quickly exchangeable films. Perfect for airport-, trade fair- or shop- and showroom-advertising. ChangeLights create a win-win situation: manufacturers can place illuminated advertising directly at the POS; retailers offer orientation to customers by letting out ChangeLights as advertising space at the same time. For the first time, even the ceiling area can thus be used profitably. The simple system allows for exchanging the digitally printed film in just a few quick steps. The technical innovation ChangeLights even ma-

kes quickly changing advertising on the ceiling possible. The conceptual innovation is the first-ever uniform advertising lighting concept and the use of commercial space in the ceiling area for marketing purposes. Up to now, the "sky" above the merchandise presentation had been left up to light strips only. With ChangeLights, this can change in a most profitable way. Unlike 'digital signage', the ChangeLights have provide excellent long-distance effects and 360 degree view as well as permanent presence. Especially in bidirectional passageways, ChangeLights generates optimal attention. The customer is not overwhelmed by moving pictures but cleverly addressed through light-supported emotion. This positive intro is then translated to the advertising information.



TOUCH POINTS

AIRPORT
HIGHWAY
SHOP

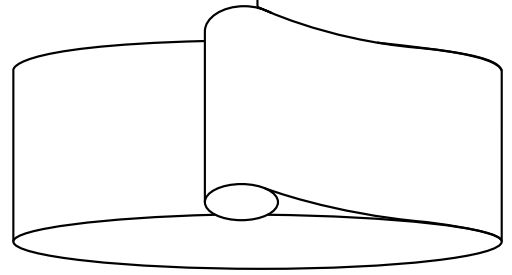
EAT
FAIR
SPORT

THE SYSTEM

NEW CAMPAIGN
– NEW ADVERTISING FILM

Advertising is just like life: fast-paced. However, exactly this is not a problem for ChangeLights. The advertising films of ChangeLights can be exchanged in next to not time.

Translucent films are digitally printed all over, of course in brilliant quality and according to your individual specifications. We exclusively use flame-resistant films that comply with fire protection standard DIN 4102 Part B1 (EN 13501-1). A glued keder seam ensures the compliance with the fire protection standard. For reasons of energy efficiency, only high-end LED-technology (if requested, also dimmable) is used.



HOW TO EXCHANGE THE FILM



1

Thread the film into the opening provided in the guide rail.

2

Push or pull the entire film all the way through.

3

Slide the film ends over each other.

That's all!
Little effort for a completely new design.



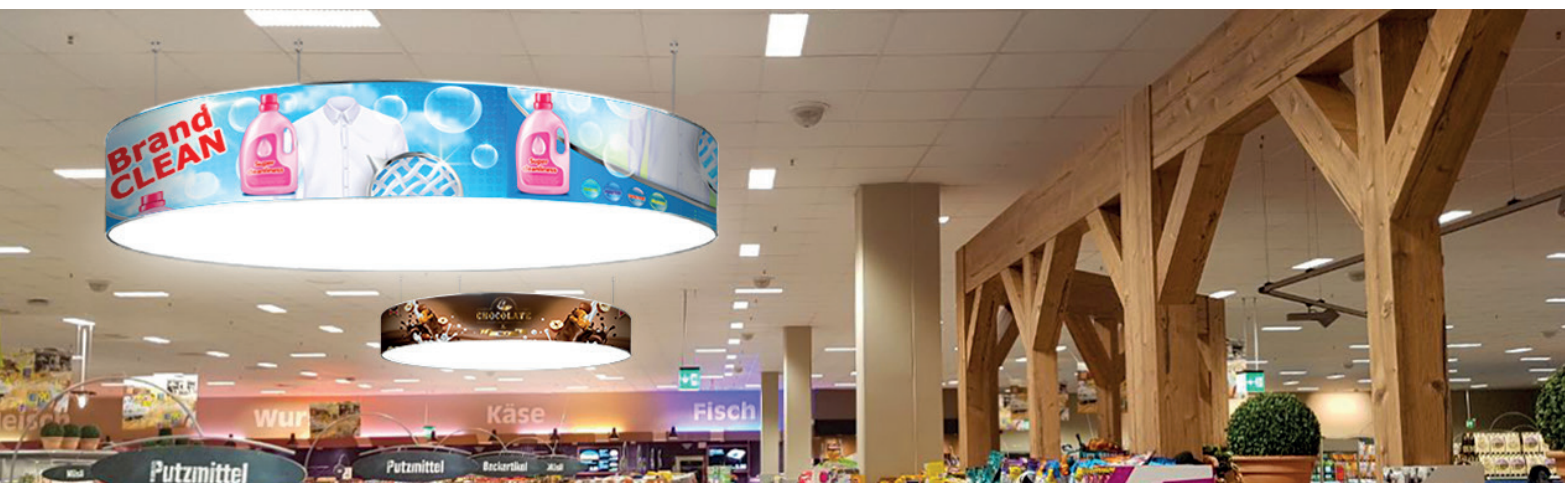
RENT OUT YOUR LIGHT

GENERATE ADDITIONAL INCOME FROM ADVERTISING.

70% OF ALL PURCHASE DECISIONS ARE MADE AT THE POS.

THAT'S WHY CHANGELIGHTS ARE IDEAL FOR INDIVIDUAL BRAND ADVERTISING AND ENSURE A UNIFORM LIGHTING CONCEPT FOR THE RETAILER.

ADVERTISING, LIGHT AND ATMOSPHERE.



**VARIABLE.
INNOVATIVE.
PROFITABLE.**

- high ROI
– quick amortisation
- high attention-
brilliantly illuminated
advertising directly
at the POS
- ChangeLights are
ultimate eye catchers
- pleasant light accents
by interrupting
light strips
- visually improved
commercial space
- more comfortable
atmosphere
for the customer
- effective trading-up
distinction from
competitors
- excellent long-range
and all-round effects
- wide-coverage
advertising space
- guidance
for customers



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