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## ARCHITECTURAL COLOR CHANGERS

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### CITY COLOR 300™ CYM Outdoor/Indoor Color Changer



The CITYCOLOR 300™ is among the world's first state-of-the-art square projection medium power floodlights with full field color changing. The main purpose which led to the creation of the CITYCOLOR 300™ has been the idea of creating light shades and colors on the external walls of buildings. Furthermore, its indoor use for places like theaters, stages and concerts as well retail and display establishments, will be also highly appreciated by architects and designers.

The CITYCOLOR 300™ medium power floodlight features full field color changing, crossfades, dimming, preset programs and digital programming capabilities. The innovative CYM (Cyan, Yellow, Magenta) color changing system has true color dichroic filters to produce smooth color crossfades throughout the entire color spectrum. CITYCOLOR 300™'s unique coloring capabilities open up a lot of creative opportunities limited only by one's imagination.

The only condition for CITYCOLOR 300™'s best chromatic performance is the projection onto preferably white or light colored walls, facades and surfaces. When in use, its sequence of colors, which goes from pastel shades to bright colors, creates a chromatic atmosphere around the building and gives it an elegant or glamorous look. The CITYCOLOR 300™ enables the designer to paint a subtle pastel wash or to create a constellation of vivid colors. The greatest beauty of the CITYCOLOR 300™ is the creative power it puts in your hand. The CITYCOLOR 300™'s programmed color changing floodlighting to mark various holidays - red, white and blue for the Fourth of July; red and green for Christmas; yellow, orange and white for Thanksgiving; different shades of green for St. Patrick's Day and various hues of pink for Valentine's Day - just to name a few - can surely create a positive reference of belonging and will invoke a warm feeling toward the lighted object and its surroundings.

TECHNICAL DATA

Lamp		2x Discharge MasterColor CDM-T 150W/830	2x CDM-T 150W/942 (PHILIPS)
	Color temperature	3,000° K	4,200° K
	Average lamp life	10,000 hours	10,000 hours
	Luminous flux	2 x 12,700 lumens totaling 25,400 lumens	2 x 12,700 lumens totaling 25,400 lumens
	Burning position	90Universal	>85>90UniversalUniversal
Color Changing System	Full CYM color mixing, unlimited variety of colors and shades High resolution stepper motors		
Beam Angle	Beam angle (50%): 45°; Effective Projection Distance: up to 15 meters (50 ft)		
IP Rate	IP 66		
Control Input	Standard interface: RS-485; opto-couplet input Protocol: USITT DMX 512		
Auto Mode	Stand-alone control: auto mode function master/slave (synchro mode) 28Programs		
Power Supply	Rated voltage: 230V/50Hz-230V/60Hz Rated power: 500Va Rated current: 2.42A (230V)		
Fuses	Lamp fuse: 5.0A/250V (delay time) Electronic fuse: 2.0A/250V (delay time)		
Dimension	480x490x740 mm (WxDxH max) 18.90x19.29x29.13 inches		
Weight	31 kgs. (68.2 lbs)		

CHANNEL	FUNCTIONS
1	MOTOR SPEED
2	CYAN
3	YELLOW
4	MAGENTA
5	NOT USED
6	BASIC COLORS/RAINBOW
7	REMOTE RESET

### CREATIVE IDEAS

Companies the world over are realizing the promotional benefits of exterior lighting. Architectural lighting helps create dreamlike atmosphere through an ever changing flow of light and color. Multiple fixtures may be linked together and synchronized for truly unique effects. Just imagine the possibilities.

a special event - whether a company illuminates a subtle company logo or projects a total wash across the front of a building - outdoor color changing projectors will soon be everywhere. And with the quality of the CITYCOLOR 300™ we lead the way.

Imagine a casino turning gold every time a lucky gambler hits the jackpot; arena lighting pulsating when the home team scores; an outdoor concert where the lighting fades in and out to the music; a company headquarters awashed in color for the arrival of an important client - architectural lighting applications are virtually endless. Imagine houses of worship, federal, state, county and municipal buildings as well as historical buildings, landscapes and natural sites showered with ever changing light and colors making them special and the pride and joy of their communities. Imagine shopping malls, retail outlets, entertainment and leisure venues. Imagine even power stations, bridges, museums and factories! Imagine all this and much more. Again the possibilities are limitless.

A store's evening image is most productive when illumination from within the building and outdoor lighting work in tandem to advertise its presence. A combination of facade illumination, signage, landscape lighting and in malls and shopping centers, parking lot lighting identify the store and its exterior environment. Clear messages can be sent to shoppers by controlling the relative brightness and color of these elements. Adapting from our theatrical and entertainment lighting technology, designers and architects can develop customized illumination systems that boost a store's contemporary image and reinforce its retail concept. Major stores in shopping centers can use the night sky as a background for nighttime illumination. Programmed levels of colored light add to the store's personality and the consumers level of expectation. A central rotunda, for example, can glow dramatically at night to silhouette a panorama of customers and merchandise displays. Evening shoppers will have an invitingly color changing wash illuminated top-to-bottom view of the interior activity. Retail architecture requires bright self-illuminated signs which should be calibrated so that they can hold their own against powerful pole-mounted parking lot lights or street lights. Potential customers become lost customers when they cannot find their way or read signage because of glare from overhead flood lighting. Personal security plays a major role in deciding where to shop. Customers are sensitive to visual cues that effect their perceptions of safety and well-being. Contrast ratios influence outdoor security. If the ratio is too low, customers feel uncomfortable and will avoid the area.

Enter the CITYCOLOR 300™. It will solve this problem very easily since it's bright, colorful and features a variety of motion possibilities. It gives the feeling that something is always happening, like an Architectural Happening with its dynamic sequences to choreographed settings. It could save a programmed cycle of colors which play across a curtain wall and masonry facing. Or inside at the atrium projecting at the vertical surfaces. Clearly CITYCOLOR 300™'s storefront illumination communicates merchandise appeal, produces a dynamic light show after sunset and delivers safety for after dark shoppers.

Corporate identity can be dramatically enhanced by projecting the company's colors on its headquarters building. Entertainment and hospitality venues i.e. movie theaters, casinos, bowling centers and restaurants as well as retail establishments such as shopping malls and specialty stores can perfectly stand out in the highly crowded and extremely competitive scene of urban and suburban buildings by using the CITYCOLOR 300™ as an effective attention getter and visual reminder. It reminds the passerby that those buildings not only exist but have become a focal point landmark. The CITYCOLOR 300™ is an important component in the branding process in that it enables the use of colors and motion to become a strong element of recognition of that particular site. By using the already stored programs (the use of a controller is not necessary), one can obtain shades of two or more colors by passing, quickly or slowly, through all the intermediate positions.