

PRESS RELEASE

Ahrensburg, Germany, 15 February 2018

A new look for intelligent automation and lighting solutions: ESYLUX website relaunch

At the start of this year, manufacturer ESYLUX unveiled a newly designed website featuring the latest images, a clear, concise structure and improved usability (user-friendliness)

Short loading times, user-friendly navigation and a clear presentation on all end devices — these are just a few of the prerequisites for a successful presence in the online world. To ensure that its digital presence lives up to the expectations and demands of its users, manufacturer ESYLUX has completely redesigned its website.

Large images and easy navigation

Visitors are welcomed to a new homepage featuring large images to immediately communicate that demand-driven automation and intelligent lighting play a central role at ESYLUX. Corresponding teaser elements enable fast, direct access to the solutions and innovations so that users can learn more. "Alongside a vastly improved level of user-friendliness, the synergy of automation and light was a major focus of the project", says Anne Spielberg, Head of International Marketing at ESYLUX.

In the "Innovations" section, users can see which concepts ESYLUX offers for improving quality of life and energy efficiency in office buildings, educational institutions and health facilities. These concepts range from the use of sensors for demand-driven automation and networkable lighting systems to energy-efficient

human-centric lighting with SymbiLogic technology. Under "Solutions", users can find actual application and planning examples for automation and lighting solutions in specific room types — such as open plan offices, meeting rooms or sanitary facilities.

Optimised product filters for an improved overview

When it comes to navigating the site, user benefit from simple menu navigation via the horizontal drop-down menu at the top of the page. Those users who already know which product or product feature they need for a specific item will appreciate the new product filter. For especially extensive ranges like presence and motion detectors, lighting systems and panel lights, targeted filtering for the required features allows the relevant products to be identified quickly.

Once the relevant products have been found, the process is made even easier thanks to a subsequent search for an installer or dealer. The ESYLOCATOR tool provides a real-time search function via a Google Maps plugin, or the user can enter a postcode to quickly find a supplier in their area. This tool also works on mobile devices: As with the old website, the new ESYLUX website adjusts automatically to suit all popular output devices.

About ESYLUX - Performance for Simplicity

ESYLUX develops, manufactures and distributes intelligent automation and lighting solutions that ensure better quality of life and energy efficiency in office buildings, educational institutions and health facilities. People's requirements and needs are central to the company's activities. ESYLUX places particular value on the simple application of its product solutions. ESYLUX customers and partners include wholesalers, installation companies, electrical and lighting planners and architects who trust in the company's 50 years of market experience and the personal, specialist advice provided by ESYLUX experts. Furthermore, ESYLUX meets the highest quality standards in research, development and production at its German site in Ahrensburg. The sales organisation is global: ESYLUX operates on five continents in collaboration with experienced trading partners and is represented by numerous subsidiaries in Europe, Asia and Oceania.

Find more information at www.esylux.com

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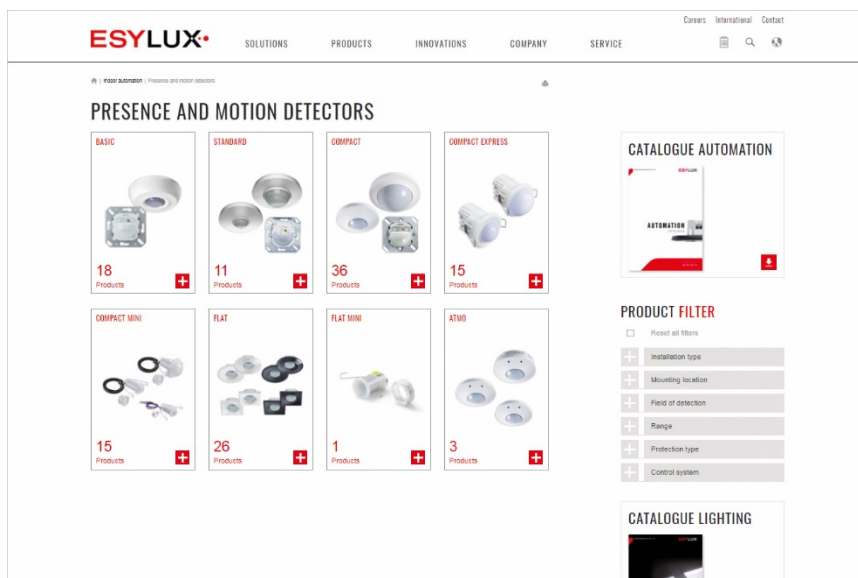
E christian.schoeps@esylux.com

Photos and captions (all photos: ESYLUX GmbH)



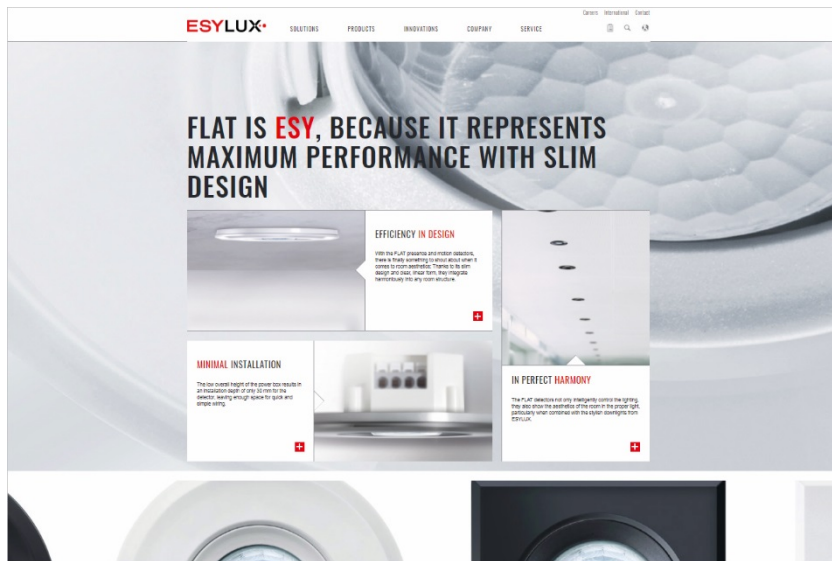
Homepage

Large images characterises the new website design from ESYLUX



Product filter

A new product filter quickly finds suitable automation and lighting solutions



Landing page

Clearly structured landing pages present new products and their benefits at a glance