iGuzzini

Wow Clever Light

Light First
Social innovation through lighting

Socially engaged

iGuzzini is an international community at the service of architecture and the development of the culture of lighting, for a better societyand life. It is a centre of excellence for the study of lighting in its various forms. It produces lighting systems in collaboration with leadinglighting designers, architects, designers, universities and research centres all over the world. **Respect for the environment, biological wellbeing, sustainable economies:** these are the factors we need to work on, on a global scale, for the positive development of society. Lighting is first and foremost for people, our commitment being to promote responsible use of energy by public organisations, by the leaders in architecture, industry and commerce, supporting town mayors, for a real improvement in wellbeing and quality of life.

Lighting innovation

Social innovation means responding to emerging needs with new ways of cooperating, in a network, through open networks, producing sustainable ideas and identifying new tools. Lighting changes things. It is at the centre of social changes. It is the expression of **new vital energy** running through the city, building architecture, creating wellbeing for people. Lighting reveals the nature of man, it shows worlds and relationships, communities and mechanisms. iGuzzini works to use lighting to improve the relationship between man and the environment, through research, manufacturing, technology and knowledge.

iGuzzini

www.iguzzini.com/lightfirst

Clever Light.
Intelligent choice.

Compact, minimal design, soft curves. Equipped with a **patented optical system** of unparalleled performance. (OPTI SMART)

Wow is an intelligent urban lighting system with the latest technology: **electronics** that **adapt** to the diverse needs of a project and to different working settings, available with different optics and delivering a fast payback. **Sustainability, energy savings, careful use of resources.** These are the keywords when building a smart city, improving the quality and safety of urban streets, while also achieving **economic savings.**

(OPTI SMART) **110 lm/W** real product efficacy

Aluminium coated with silver deposit.

Wow
One Wow many ways.

A complete system from 18 to 168W, Wow is available in three different sizes.
Installation as single, double or triple pole-top or with single or double arms. The body can also be installed at the mid-point of the pole. The wall-mounted version completes the options.

	Wow 620 x 307 mm	**Wow** 758 x 415 mm	**Wow** 807 x 505 mm
Real luminous flux	from 1700 to 8860 lm	from 3030 to 12410 lm	from 9940 to 17340 lm
Substitutes HID	from 35 to 150 W	from 70 to 150 W	from 150 to 250 W
Class	class II convertible into I	class II convertible into I	class II convertible into I
IP	67	67	67
Spike protection	6/10 kV	10 kV	10 kV
Certification	ENEC / UL*/ CE	ENEC / UL / CE	ENEC / UL / CE
Body / screen	aluminium / glass	aluminium / glass	aluminium / glass
Optics (intensity class)	5 (G4 / G6)	6 (G4 / G6)	6 (G4 / G6)
Colour temperature	3000 K / 4000 K	3000 K / 4000 K	3000 K / 4000 K

The luminous flux values are real and refer to the real working temperature of the LEDs in the product in a 25°C environment.
*UL in progress.

Attachment for poles 46-76mm. Available for 80-102-114-120mm poles with accessory.
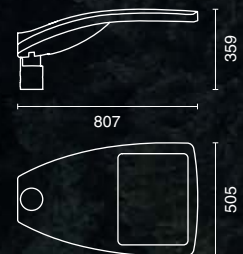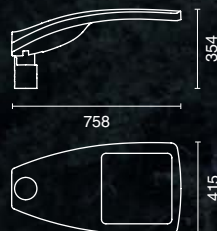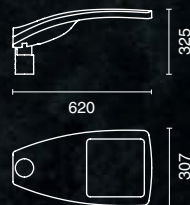
Arms from 900 to 1500mm

Flange for attachment at the mid-point.

Opti Smart.
Comfort and efficacy.

Comfort.
Optics G4 - G6.

A high G value minimizes the luminous intensity towards pedestrians and automobiles increasing comfort. Most high performance products on the market are G3 and G2. **Wow**, with Opti Smart, offers **G6** for mixed traffic situations and cycle / pedestrian paths and **G4** for roads with vehicular traffic.

Glare					Comfort
G1	G2	G3	G4	G5	G6

G4 - G6 suggested by european document prEN13201-2013   **Wow**

Efficacy.
110 lm/W real value.

A **patented optic** designed to utilize all light emitted onto the silver coated reflector, acheiving 97% reflectance.

Opti Smart efficiently utilizes the luminous flux from the LEDs to guarantee a system with **110 lm/W**, low energy consumption, a long life for the light source and significant CO_2. reduction.
The light is distributed on the road with such uniformity to obtain a **10% interdistance increase** between products when compared to traditional optics.

Optics.
Six distribution types.

The complexity of urban areas requires a wide range of options for light distribution. The Wow system offers 6 different high performing optics of the latest generation, 4 street and 2 asymmetric.

Street Optics

ST 0.8C
Residential streets, pedestrian paths
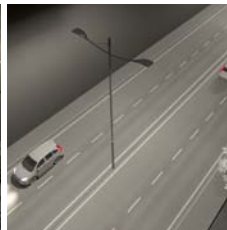
Intensity class: G6

ST 1
Urban streets with vehicular traffic

Intensity class: G4.

ST 1C
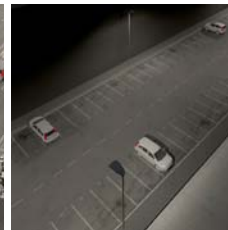Urban streets with vehicular traffic and pedestrian presence

Intensity class: G6.

ST 1.2
Urban and extra-urban streets with multiple lanes, roundabouts
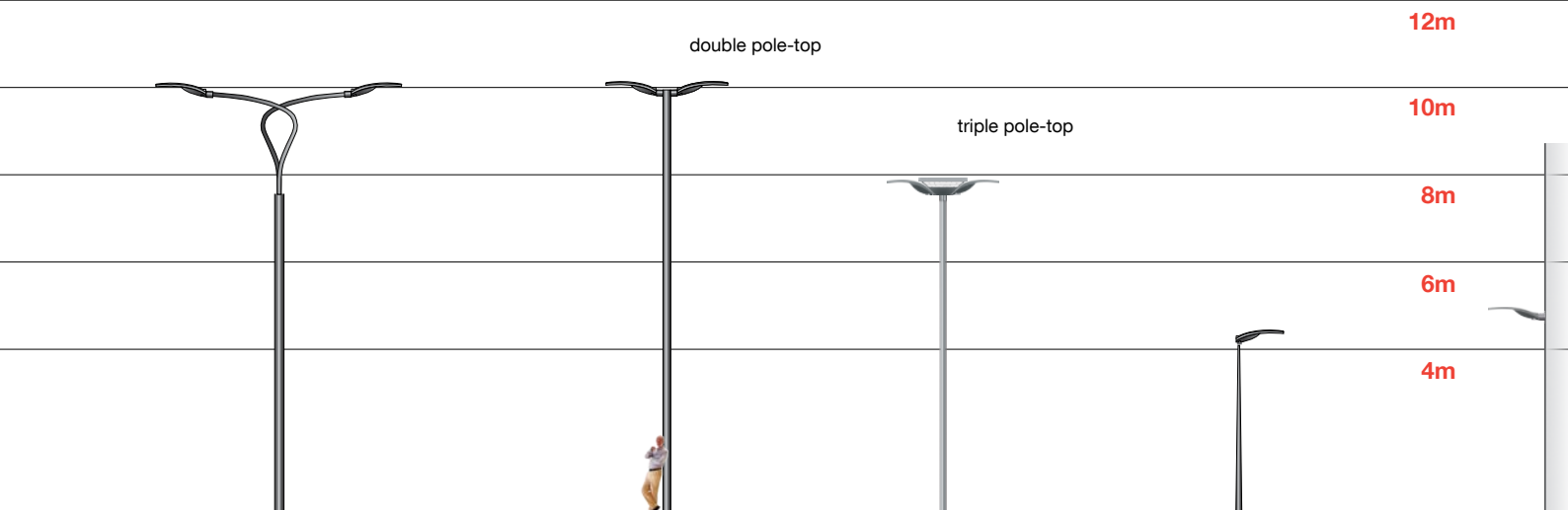
Intensity class: G4

Asymmetric optics

A60
Parking areas, roundabouts, irregular areas

Max intensity γ 60°

A45C
Squares, pedestrian zones, parking areas

Max intensity γ 45°

double pole-top

triple pole-top

12m

10m

8m

6m

4m

Smartronic.
Makes the difference.

Exclusive and intelligent electronics, studied and designed by the iGuzzini Innovation Lab, allows Wow to adapt to the requirements of each project and different operating needs. Standard features include step dimming with profiles, compatibility with the most commonly used tele-management systems, constant lumen output and the possibility for future upgrade.

Opti Smart optics.
Innovative, guarantees low energy consumption and long life for the light source. LEDs can be replaced if necessary.

Tele-management ready.
Compatible with power line and radio frequency systems and pre-existing voltage regulators.

Future proof and easy maintenance.
Hinged opening with quick release springs for easy installation, maintenance and updating for future technological upgrades.

Step dimming profiles.
Standard profiles for step dimming vary the power according to an internal timer and can be personalized as needed with the Streetware software and the USB Pen Profiler.

Midnight recognition.
The time profiles can synchronize with midnight for further precision of the settings.
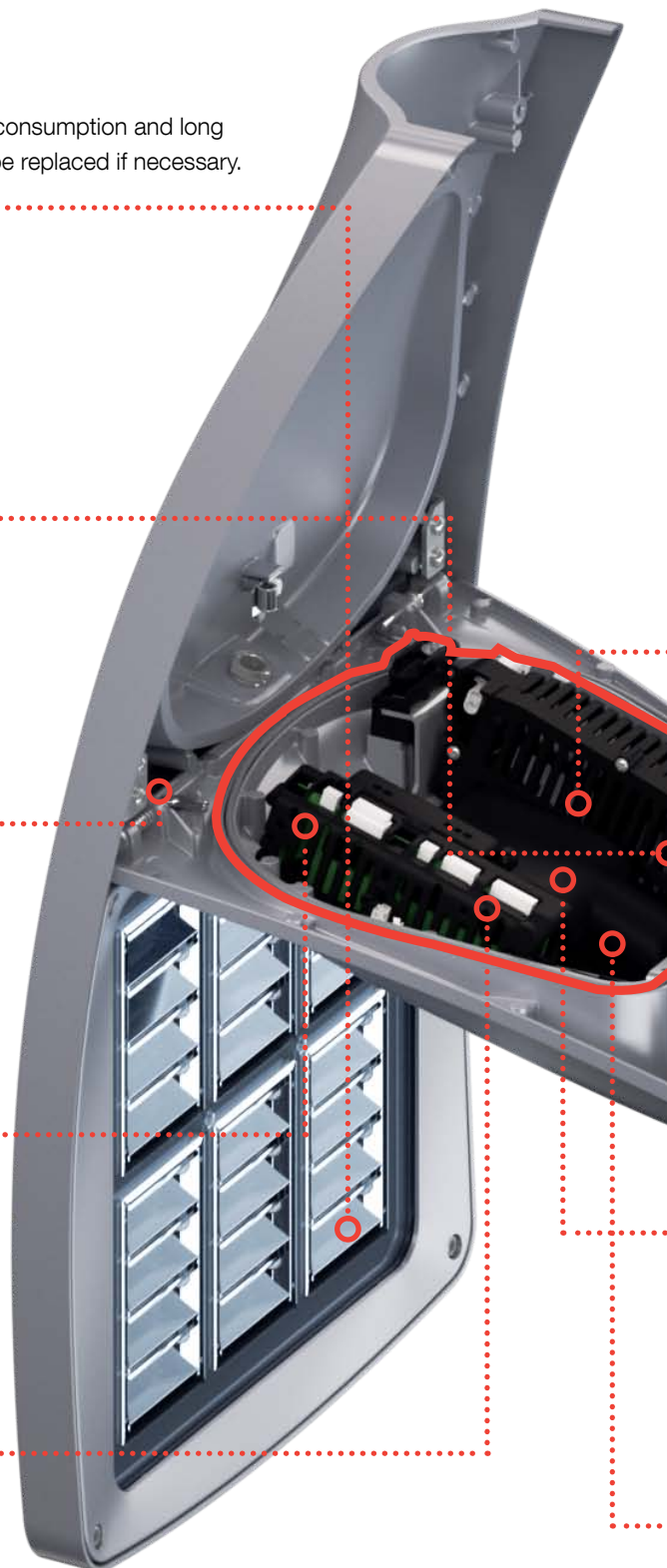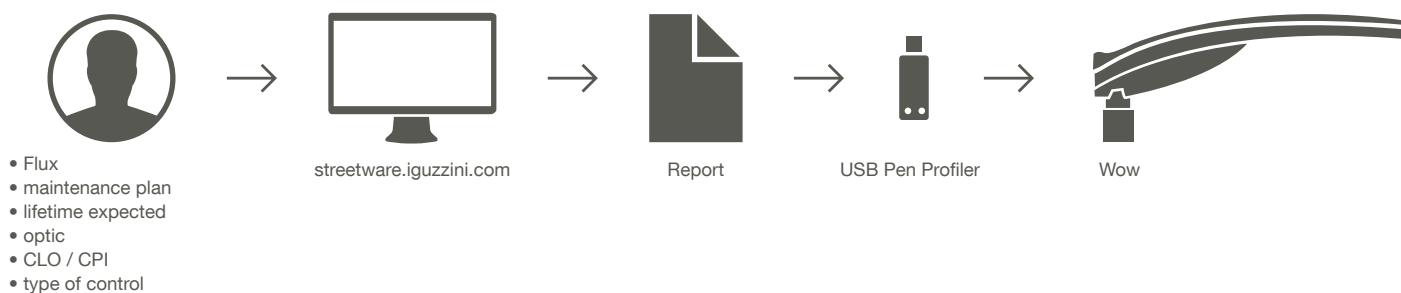
Streetware.
Fits your needs.

Streetware is a revolutionary software developed by iGuzzini to assist light planners and technicians in the choice of the right product based on the specific project needs. **The optimal solution** is presented through a report with data on energy savings and real consumption through the entire product lifetime.

Streetware includes tools **to programme the electronics of Wow** with different profile settings.

- Flux
- maintenance plan
- lifetime expected
- optic
- CLO / CPI
- type of control

→ streetware.iguzzini.com → Report → USB Pen Profiler → Wow

3 power levels.
The product can be operated by choosing between three different levels of current.

CLO Constant Light.
Maintain constant flux for the entire lifetime of the product.

CPI Constant Power.
Maintain constant power consumption for the entire lifetime of the product.

Bi-power with cable.
In installations with pre-existing cables, the product can operate on two power levels.

Plug and program.
USB Pen Profiler.

The file generated by Streetware is transferred onto an accessory, the USB Pen Profiler, used to transfer the chosen configuration directly to the product.

Changing profile settings and operating specifics is extremely easy, for example passing from profile mode to tele-management.

Energy savings.
The right choice.

Quality LED lighting systems. The combination of Wow's optics and electronics guarantee **high energy savings** for **significant cost reductions.** Precise light, distributed efficiently on the road, with no light pollution.

55%
Average energy savings vs. Sodium

Wow Opti Smart LED	Sodium / HIT fitting
18 W	35 W (**40 W**)
30 W	70 W (**83 W**)
54 W	100 W (**120 W**)
81 W	150 W (**178 W**)
137 W	250 W (**287 W**)

real consumption in parentheses

Additional savings.
Energy savings with dimming profiles vs. Sodium.

55%
Wow
100% power

71%
Wow
profile 4

75%
Wow
profile 4 + CLO

Wow profile 4 standard with product
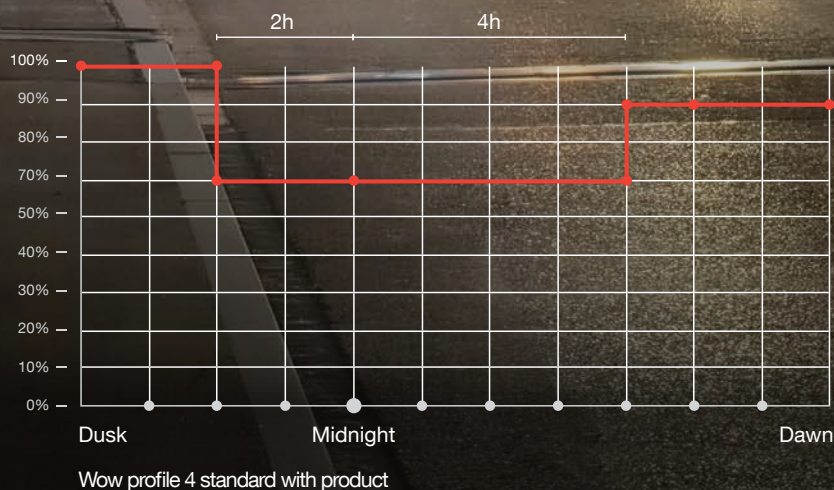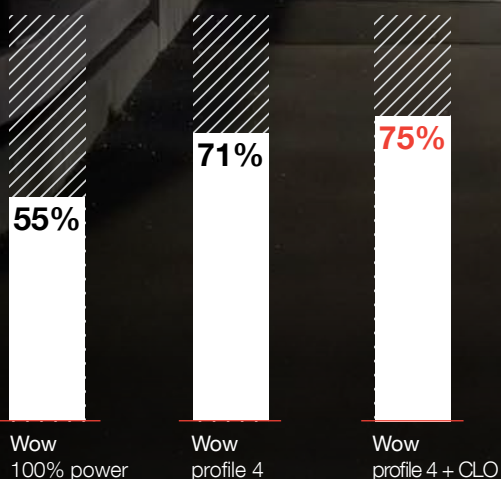
Maintenance savings.
Easy to manage.

Maintenance.
Ordinary.

Wow is designed to avoid replacing the LED module and the power supply for the entire product lifetime. Significant savings of maintenance costs compared with traditional fittings. Less cleaning required as well.

80%
savings from lamp replacement and cleaning vs. Sodium

Wow no lamp replacement

>20

| 0 | 4 years | 8 years | 12 years | 16 years | 20 years |

Product with discharge technology 5 lamp replacements
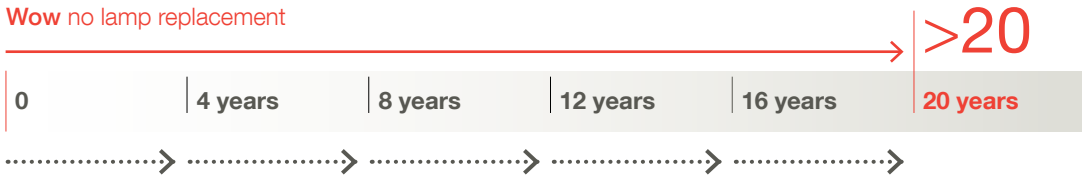
Maintenance.
Extra ordinary.

Less time. In case of a problem, Wow is exceptionally easy to repair. Removing the optics block or power supply is quick and smooth. When used with tele-management systems, the need for repair is communicated in real time.

Visit our youtube channel to see a maintenance video.

60"

30"

10'

60 sec
Removing the power supply on pole-top

30 sec
Removing the optics block on pole-top

10 min
Replacing the single LEDs (in a maintenance office)

Fast payback.
Wow vs. Sodio.*

Energy savings, low maintenance: payback is quick and assured, even when compared with the most efficient sodium technology.

Wow 81W vs. Sodium 150W	
-55%	Energy cost / year
-80%	Relamping and cleaning cost / year
-60%	**SAVINGS / YEAR**

* Wow vs. Mercury 78% savings.
From 2015 the mercury lamp phase-out will begin.

60%
total savings

Visit our youtube channel to see a video about the city of Ostfildern experience.

Reliability.
Made to last in extreme conditions.

Resistance against thermal extremes -40°C +45°C.
LED Lifetime >20 years.

A microprocessor constantly controls the atmoshpheric temperature and automatically acts on the product's current to guarantee vital parameters are respected.

Surge protection.
Electronics protected.

The electronics are protected against potentially damaging voltage surges up to 10kV.

Electronics lifetime.
>100.000 h
>20 years

Corrosion resistance.
Nanostructured film.

Wow's aluminium body is coated with a nanotechnological surface pre-treatment for maximum resistance to corrosion. Tests are conducted according to the international standard ISO 9227.

IP67
Water resistance

Unique in its kind. With an IP67 rating Wow resists against water and humidity infiltration, potentially dangerous for any device with electronics.

Future proof.
The best is yet to come.

Wow's body never dies. The optical block can be replaced at the end of life with an up-to-date technology. Even the rectangular LED optic modules can be easily replaced on already installed products. With the USB Pen Profiler the current and power of the new LED group adapt by simply updating the driver firmware.
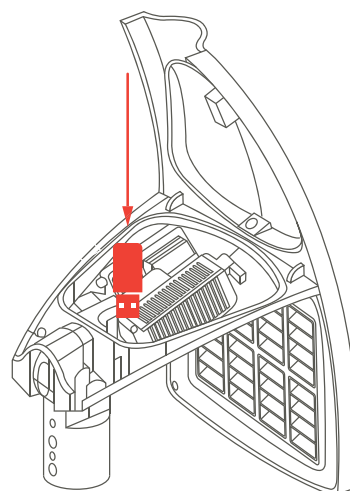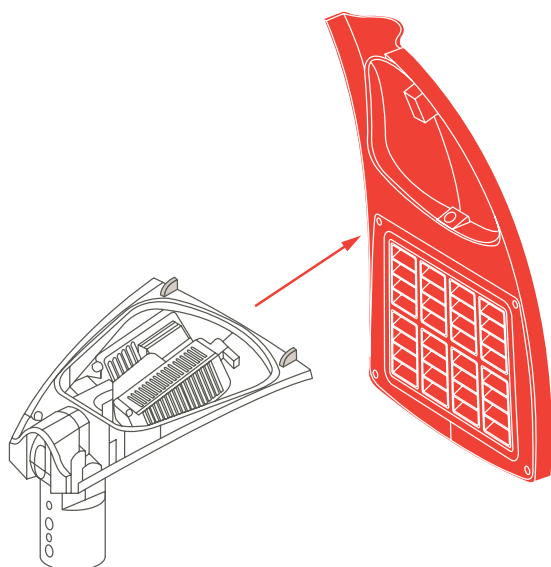
Discover more.
iGuzzini on YouTube.

Product
Maintenance

Project
Ostfildern's choice

Application area
Urban lighting

Wow
Piano design

LED

Light source	W	lm	Optic	Code	Colour
Neutral white					
	30W	3180	ST1	**BU60**	15
	54W	5700	ST1	**BU63**	15
	39W	4120	ST1.2	**BU64**	15
	38W	3780	ST1C	**BU59**	15
	30W	3190	A60	**BU65**	15
	30W	2690	A45C	**BU66**	15
Neutral white bi-power					
	18W	1700	ST1	**BU58**	15
	33W	3410	ST1	**BU62**	15
Neutral white DALI					
	18W	1700	ST1	**BU57**	15
	33W	3410	ST1	**BU61**	15
	18W	1590	ST0.8C	**BU56**	15
Warm white					
	30W	2320	ST1	**BU71**	15
	54W	4160	ST1	**BU74**	15
	38W	3000	ST1.2	**BU75**	15
	37W	2760	ST1C	**BU70**	15
	30W	2320	A60	**BU76**	15
	30W	2160	A45C	**BU77**	15
Warm white bi-power					
	18W	1250	ST1	**BU69**	15
	33W	2500	ST1	**BU73**	15
Warm white DALI					
	18W	1250	ST1	**BU68**	15
	33W	2500	ST1	**BU72**	15
	18W	1160	ST0.8C	**BU67**	15

325
620
307

The output lumen and power value of the systems refer to the Profiles with the greatest light efficiency (Profile 1 and 4). The values of other profiles can be consulted in the online catalogue: "products.iguzzini.com"

The fittings can be fitted, on request, with a twilight photocell which switches the lighting on or off based on changes to the natural light.

LED

Light source	W	lm	Optic	Code	Colour
Neutral white					
	30W	3180	ST1	**BH33**	15
	54W	5700	ST1	**BH36**	15
	69W	7410	ST1	**BH38**	15
	81W	8860	ST1	**BH40**	15
	39W	4120	ST1.2	**BH34**	15
	61W	6590	ST1.2	**BH37**	15
	81W	8860	ST1.2	**BH41**	15
	31W	3030	ST0.8C	**BH61**	15
	38W	3780	ST1C	**BH62**	15
	60W	6050	ST1C	**BH63**	15
	81W	8320	ST1C	**BH64**	15
	60W	6370	A60	**BH35**	15
	88W	9550	A60	**BH39**	15
	60W	5730	A45C	**BI41**	15
	88W	8600	A45C	**BI42**	15
Warm white					
	30W	2360	ST1	**BN51**	15
	54W	4210	ST1	**BN52**	15
	69W	5470	ST1	**BN53**	15
	81W	6510	ST1	**BN54**	15
	39W	3050	ST1.2	**BN55**	15
	62W	4860	ST1.2	**BN56**	15
	81W	6510	ST1.2	**BN57**	15
	31W	2250	ST0.8C	**BN60**	15
	38W	2810	ST1C	**BN61**	15
	60W	4480	ST1C	**BN62**	15
	81W	6140	ST1C	**BN63**	15
	60W	4690	A60	**BN58**	15
	88W	6970	A60	**BN59**	15
	60W	4360	A45C	**BN64**	15
	88W	6480	A45C	**BN65**	15

354
758
415

LED

Light source	W	lm	Optic	Code	Colour
Neutral white					
	99W	10700	ST1	**BH42**	15
	119W	13030	ST1	**BH59**	15
	96W	10470	ST1.2	**BH43**	15
	117W	12880	ST1.2	**BH60**	15
	98W	9940	ST1C	**BH65**	15
	103W	11150	A60	**BH58**	15
	103W	10030	A45C	**BK35**	15
Warm white					
	99W	7890	ST1	**BN66**	15
	119W	9580	ST1	**BN67**	15
	96W	7710	ST1.2	**BN68**	15
	117W	9470	ST1.2	**BN69**	15
	98W	7350	ST1C	**BN71**	15
	103W	8210	A60	**BN70**	15
	103W	7640	A45C	**BN72**	15

359
807
505

The output lumen and power value of the systems refer to the Profiles with the greatest light efficiency (Profile 1 and 4). The values of other profiles can be consulted in the online catalogue: "products.iguzzini.com"

accessories

	Code	Colour
USB pen profiler Complete with cable and battery	**BZX1**	04

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