

Vivid Ansorg lighting under your own control INspire – the lighting control system of the next generation

Unconsciously light guides humans. Imperceptibly it points the way, indicates objectives and influences decisions. Knowing about the power of lighting, retailers attach great importance to the right light for your stores. But what is the right light? Nowadays one of the answers is: it must be adaptable and vivid. Ansorg identified the wish for maximum flexibility and changeability at an early stage. With the lighting control system INspire, brick-and-mortar retailing has the freedom to itself adjust its lighting directly and continuously to changed merchandizing and to create new, attractive realms of experience at short notice.

Right across the rising demands made on modern lighting design, Ansorg continues to develop its lighting control system INspire. The latest version attaches particular importance to a variety of functions that are easy to operate. With it every retailer becomes the director of his own lighting scenarios. Whatever ideas the user has for his store, with INspire the desired scenarios are quickly produced on a tablet PC. The light then follows the redesign of shop windows or highlight areas, adapts the lighting mood in the course of the day to varying groups of customers or awakens chaser lights to moving life.

The software for it is available free-of-charge in the app store. The design of the easy-to-operate user interface combines Ansorg's many years of experience with external expert knowledge. A finger swipe is enough to group luminaires according to the drag-and-drop principle or to allocate them to predefined scenarios. In the library the user finds preset ranges which quickly make the light breathe or run. Everything can be adapted precisely and in a customized manner. Or the customers arrange for Ansorg to produce tailor-made control concepts and control manuals in

Please let us have a checking copy. Thank you very much!
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accordance with their wishes. INspire makes fast intuitive operation possible for first-time users. At the same time, accustomed users have free access to all of the functions and to every detail.

As regards the type and number of light sources there is freedom of choice. Many Ansorg luminaires are also available with a Bluetooth receiver. More than that is not needed. The INspire lighting control system establishes a safely encrypted radio link between all of the luminaires and the tablet PC used for control. The user is then the master of brightness and colour change.

With the INspire lighting control from Ansorg the customer acquires independent flexibility and additionally a lot of efficiency since, regardless of whether finely focused or moved in a lively way, the light can develop its full sales-promoting effect and in that way ensure the desired increase in area profitability only in correct coordination with the goods.

Lighting equipment: LEDs, luminaires with Bluetooth modules

Photo:



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