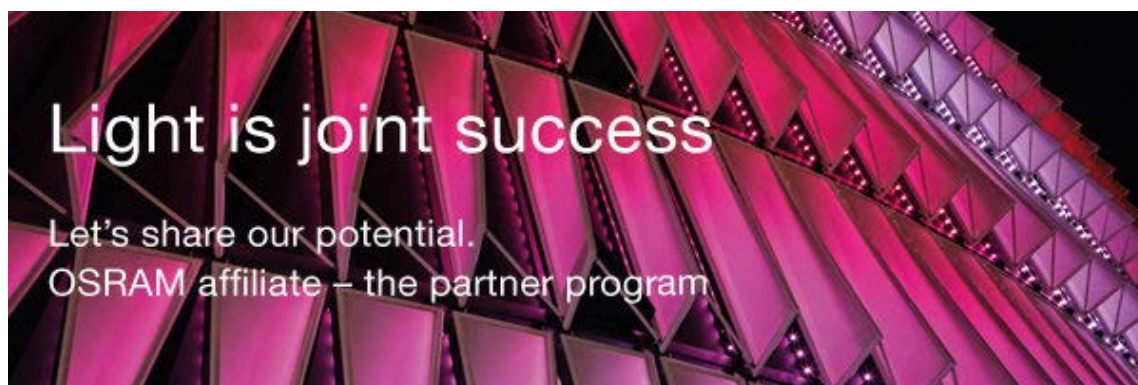


Light is OSRAM

OSRAM

Our Brands

sITECO traxon e:cue



March 2018 Partner news: Light is dynamic

Dear Ms. Unterberger,

Welcome to your March update on the latest activities, news and product updates in your OSRAM Partner Program.

As a Traxon e:cue partner, you have the product portfolio and project expertise to offer a unique and unmatched capability in controls. With a single application providing programming, content creation and control, our open and powerful control system is the foundation for unrivalled bespoke solutions.

In this newsletter, we bring you information about our latest training courses, designed to give you the tools you need to increase your sales of the unique Traxon and e:cue solutions through knowledge. We also bring you a report from a recent training event for a taste of what face-to-face training can involve. New marketing materials are available to inspire your campaigns – and remember we can tailor them to your business. Together, let's bring lighting excellence to the world.

Kind regards,

Your OSRAM Partnership Team

Your light. Our passion.

MyOSRAM Portal News



Training opportunities with the Partner Program

Our latest Training Courses for Partners calendar is now available on MyOSRAM, with dates available throughout 2018. Face-to-face training opportunities include courses for sports lighting, controls and Twilight. Live webinar topics include light planning for outdoor areas, tunnels, and indoor projects using new Mirrortec. Log in to MyOSRAM to view the calendar.

If you're interested in participating in any of our training courses, please advise Frances Ross as soon as possible.

[Log in to MyOSRAM](#)



Middle East training session report

Colleagues from our partners Huda Lighting (Egypt and Saudia Arabia), Jaidah Motors (Qatar), Al-Burkan (Oman) and Al-Sabah (Kuwait) joined Senior Technical Applications Manager Damian Gale for two days of training on products and materials in xx in February. Damian reports:

Day 1 Lighting Applications Solutions Training – We are always trying to provide our partners with the right tools, and in particular a method to demonstrate our products unaided. An important part of this is controlling the product being demonstrated to the customer in a way that sells the project. The basis of the training was to allow the partners to understand the control products, and make simple configurations and programming examples. The training covered the necessary steps and included an example that the partners had to complete with little or no support - once completed this gave increased confidence to use the products.

Day 2 Twilight Technical Sales Training – The aim of this

training was to introduce the Twilight control platform to partners involved in external lighting projects. These partners came from all over the MEA region and in many cases these partners wanted to offer a complete solution to their customers but had limited access or knowledge to such products. The training covered end-to-end planning subjects when considering a project. This included system design, components and environmental surroundings and software use, therefore all the steps to complete a project. In addition the future aspirations of OSRAM for smart city solutions were outlined. Then follow the on-screen directions to enjoy full access to the materials and information available exclusively to our partners.

If you are interested in product and solution training for your business, take a look at the story above.

[Log in to MyOSRAM](#)

Product news



DOT XLQ

We are focusing our development activities for all DOT products on the 2nd generation product portfolio and the launch plan has been accelerated to within FY18. As a consequence, we will make the DOT XLQ product only available for special requests as customized solution, meaning that XLQ-8 will be phased out and XLQ-4 will not launch as standard project.

For both products, XLQ-8 and XLQ-4, we will still support all approved projects where we have orders and we will support projects that have already been delivered. If you are working on any new project specifications based on the new 2nd generation DOT family, please contact your Traxon product manager, Felix Schwarz - f.schwartz@osram.com.

[Log in to read more](#)

Marketing materials



New marketing materials are now available to promote our solutions for dynamic lighting for bridges. Promote your business in this sector with a campaign consisting of a web special, newsletter content and social media posts. We demonstrate what is special about dynamic light for bridges and give examples of our expertise, from choices for heritage sites to modern bridge solutions. Materials are now available in the marketing folder of MyOSRAM.

[Read more here](#)



Logging in to MyOSRAM

MyOSRAM is your portal to OSRAM information. If you haven't received your initial log in details, please sign up at the link below using your email address and the password osram123. Then follow the on-screen directions to enjoy full access to the materials and information available exclusively to our partners. [Log in to MyOSRAM](#)

[Log in to MyOSRAM](#)

Latest marketing campaigns and materials

Remember that we can customise materials to your business by adding your logo. Contact Frances Ross to discuss your requirements.

If you have any questions about the items above, contact your country partnership manager or:

Ana Cantero a.cantero@osram.com Head, LS Partnership Program

Frances Ross frances.ross@osram.com Marketing Coordinator, LS Partnership Program

Visit our website OSRAM Lighting Solutions [OSRAM Lighting Solutions](#).

Follow OSRAM Lighting Solutions on [LinkedIn](#).

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Thank you very much!

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