

Light is OSRAM

OSRAM

Our Brands

sitEco traxon e:cue

Light is joint success

Let's share our potential.
Osram affiliate – the partner program

Light is OSRAM



January 2018 Partner news: Light is evolving

Dear Mr Lisch from SK,

Welcome to our first newsletter of 2018 and your monthly update on activities and product news.

MyOSRAM is your portal to our world of light, and today we announce valuable new features and resources. If you haven't received a log-in, read on for more details of how to activate your account. We include instructions on how to find vital information such as training, product documents and marketing materials.

Our team of product managers strives to keep our portfolio at the forefront of luminaire development – so you can present your customers with the very latest in design and efficiency. Today we have news on our award winning indoor and outdoor fittings.

We look forward to working closely with you for a successful and profitable year for all. Together, let's make the world brighter.

Kind regards,

Your OSRAM Partnership Team

MyOSRAM Portal News



New features in the MyOSRAM portal

Vital new features have been released in the MyOsram portal. By logging in, you can now access stock level figures, allowing you to check the availability of products. Plus, product and marketing information is accessible and available in the Knowledge Center. Log in to the portal and follow the steps below to find the details you need:

- Find stock information: navigate your pointer to 'Information' in the top bar, and select 'erpStock' from the drop-down menu
- Find product information, training and marketing materials: navigate your pointer to 'Knowledge Center' in the top bar, and select 'Lighting Solutions Partner Program', which leads to a selection of folders

[Log in to MyOSRAM](#)



Logging in to MyOSRAM

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](#)



Upcoming marketing campaigns

This quarter, we're running four campaigns on the following topics:

- Essentials or Soft Spec
- Smart City
- Industry
- Dynamic lighting

We will provide resources including brochures, videos, website features, sales presenters, flyers, email footers, advertising materials. A presentation explaining the

materials for each campaign is available to view in the marketing folder of MyOSRAM.

[Log in to read more](#)

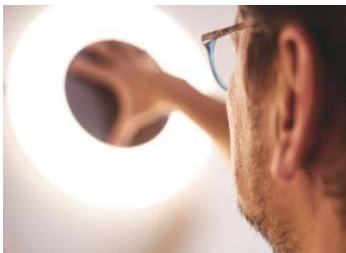
LUMINAIRE PRODUCT NEWS



ARKTIKA now with greater efficiency

ARKTIKA is a stylish, award-winning luminaire suitable for offices, meeting rooms and reception areas. The efficiency of the DALI type of the luminaire has been increased by a significant 10%, taking the output from up to 100 lm/w to 130 lm/w. The lighting technology for On/Off types remains unchanged.

[Learn more](#)



RONDEL flat – first marketing materials available

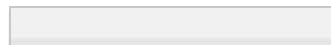
With a super-flat design and modular concept, RONDEL flat is suitable for a wide variety of applications in public buildings. Additional components, such as emergency light accessories, can be quickly integrated into the luminaire's central element. The luminaire is also available with wireless control and Tunable White. Log in to your MyOSRAM account for the first marketing materials on this adaptable luminaire.

[Log in to MyOSRAM](#)



Amenity lighting update

Litepole 1 is a simple, neat column luminaire which joins our range of amenity luminaires. It's suitable for full height and low level applications, as well as refurbishment. Module 540, the versatile LED module designed to work with all nine different types of our amenity luminaires is now available in grey as standard, as well as white.



[Learn more](#)

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

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

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