

High tech 'green' lighting - that's sustainable entertainment

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PALME Middle East to showcase latest technologies in audio visual, lighting, & systems' integration

The Middle East's professional lighting sector is expected to follow the European lead in environmentally-responsible, sustainable solutions, according to industry experts.

"Companies are competing fiercely in the lighting sector to deliver power savings with a variety of new technologies, including micro-plasma lights, high-intensity discharge lighting ballast systems and organic light-emitting diodes, among others," said Alex Heuff, show director for PALME Middle East.

PALME, organised by **IIR Middle East**, is the region's largest dedicated trade show for professional audio, lighting, music, entertainment, audio visual and systems integration and takes place from 26-28 April 2009 at the Dubai International Exhibition and Convention Centre.

With 800 brands covering 20,000 square metres of exhibition space and more than 8,000 visitors, PALME Middle East provides a unique opportunity for key decision makers to get an update on the latest technologies.

"Visitors to PALME Middle East are involved in entertainment, events, shopping malls, commercial and residential developments, and leisure and hotel facilities.

They are now more environmentally conscious than ever and mindful not only of the impending green building standards, but their own corporate social responsibility," commented Heuff.

To prove the point, Barco a world leader in display solutions unveiled the world's first environmentally friendly outdoor display with sustainable components using minimal power consumption. According to Wim De Geest, Managing Director, Barco-Middle East, they decided to launch at PALME Middle East in April this year, because "it's the largest gathering of industry professionals throughout the region and the Middle East is one of the fastest growing markets in the world."

"Today, the Gulf region is probably one of few growth markets worldwide," stated Heuff.

With a global lighting market worth around \$75 billion, lighting consumes about a fifth of all power generated. Since its invention over 100 years ago, the incandescent light bulb has dominated lighting though it converts only about 15% of electricity into light. Compact fluorescent light bulbs are a more efficient but their light is less pleasing to the eye and they contain mercury, a toxin that makes disposal and recycling problematic.

"Around the world, the industry is turning to light-emitting diodes as an environmentally friendly alternative combining the pleasant quality of incandescent light with the energy efficiency of fluorescent LED technology is well developed for uses like billboards but a recent study showed that its use for indoor lighting in the US would lead to power savings equal to the output from 27 one-gigawatt power plants," Heuff remarked.

Right now, LEDs are primarily made by lighting subsidiaries of companies like Philips but companies that make computer chips may enter lighting.

Even more efficient and environmentally friendly organic LED systems are also on the horizon, Heuff added. "They can not only be used in television screens and computer displays but as light sources for general space illumination and large-area light-emitting elements. A significant benefit of OLED displays is that they draw far less power and, when powered from a battery, can operate longer on the same charge."

"Indeed a host of exciting projects are ear-marked for the UAE such as Tamweer's 100 metre LED Media Facade. The Podium's LED screen consists of a series of LED fixtures arranged on individual panels, which are mounted section by section on to the contour of a building's facade. To achieve the highest visual quality, Dactronics will utilise concealed fasteners that will allow for a translucent effect, while the water-tight connectors resist corrosive water penetration," added Heuff.

Now in its seventh year, PALME Middle East promises to have more exhibitors and visitors than ever next year. The 2009 show, which will consist of four key show segments: PALME, professional audio and lighting; Install, systems integration; Event 360, for event organisers and suppliers for the Middle East's event industry; Musac, professional DJ and musical instruments exhibition.

In addition there are the Middle East Event Industry Awards and Middle East Lighting Design Awards (MELDA) - galas which recognise outstanding achievement in the event and lighting sectors in the Gulf Co-operation Council countries. MELDA, a unique celebration of innovation and design excellence, will host over 250 of the world's leading lighting designers and architects.

A series of seminars will also focus on system integration solutions; acoustic engineering; sound reinforcement; live events; green LED technologies and smart home applications.

Revealing details of exhibitors already signed up, Heuff said the 2009 event is already more than 60% sold out. Exhibitors include major manufacturers and solution providers such as Philips, Mindstec, TMB, AMX, Extron, Audipack, BARCO, Sanyo, Pioneer, Prolite/Doughty, Lifter Systems, Columbus McKinnon, LOBO, ProelGroup, EVI Audio, Dynacord, Robe, Clay Paky, Taiden, Lighthouse, Meyer Sound, SES Entertainment, DIS Danish, LED Factory, Laseronics, Projection Designs, Lagotek and Module Decor.

PALME has also received industry backing from Philips and Mindstec who are Platinum and Gold sponsors respectively.

{Zawya}