



For immediate publication

## **MEDIA RELEASE**

### **Dynalite automates cinema lights**

<Sydney, **date of issue**>: Lighting control and automation group, Dynalite, has provided leading custom installation group, Totalec, with an innovative automated lighting solution as part of a new lighting installation at the Beverly Hills cinema complex in Sydney. Installed and online, the lighting system has enabled the cinema to slash its lighting electricity consumption by a staggering 80 per cent, and saw Totalec awarded the *Environment and Energy Efficiency Award* at the recent *National Electrical and Communications Association (NECA) NSW Excellence Awards*.

The new lighting installation was a key element of a total building upgrade that saw the Beverly Hills cinema complex expanded from a twin theatre to a six-theatre multiplex.

According to Totalec site supervisor, Nick Sais, the Beverly Hills six-cinema complex is one of the world's first commercial buildings to be entirely illuminated using LED and optic fibre lighting technology. "The combination of LED lighting and Dynalite's automated lighting system makes this lighting installation extremely energy efficient," he said. "LEDs are inherently more energy efficient than conventional incandescent and gaseous-discharge luminaires. Furthermore, automating the lighting system means lights are only activated when and where they are required, and only at the required levels of illumination."

Dynalite collaborated with Totalec to design a state-of-the-art automated lighting control system tailored to the cinema's operational requirements. The system comprises a range of Dynalite ballast and relay controllers, motion detectors, switches and a number of control and monitoring interfaces, all linked via Dynalite's sophisticated peer-to-peer communications serial bus network, DyNet. A range of luminaires, including high-powered LED fittings, strip lighting, wall washers and aisle lighting was provided by architectural lighting specialist, Optic Fibre and LED Lighting Solutions.

"The cinema operators required a simple, easy-to-use automated lighting system," said Sais. "This would not have been possible without Dynalite's expertise. The new lighting system is essentially a 'single-button' solution. Once the system is activated, all lighting manipulations across the entire cinema complex are carried out automatically, freeing up cinema staff to focus on their duties."

Here, integration was the key, according to Dyalite NSW sales engineer, Frank Corrao. “The Dyalite system was integrated with the movie projector control system, and took many of its cues to modify lighting schemes based on on-screen programming,” he explained. “Also, by automating the lighting system, the enormous switch banks usually required in manually operated complexes were avoided. However, operator interface panels located in each projection room and main control office can be used to manually override the system in the case of an emergency or exceptional circumstances. This level of integration and operational flexibility is inherent across the Dyalite solution-set.”

Dyalite also provided ongoing support throughout the project, from design through to installation and commissioning. “The Dyalite team provided valuable troubleshooting assistance,” said Sais. “This was partially evident when we were implementing a solution to dim the LEDs--dimming LEDs can be challenging with fluctuations and loss of lamp light difficult to remedy. Dyalite had the technical knowhow and hardware to achieve consistent and reliable LED dimming.”

With the Beverly Hills cinema complex happily reaping the benefits of its new energy-efficient lighting solution, the team of lighting experts is looking to the future. “We’re confident the Totalec/Dyalite/Optic Fibre and LED Lighting Solutions team will have the opportunity to deliver such energy saving solutions to many more commercial installations,” said Corrao. “It’s these kinds of sophisticated and easy-to-operate automated lighting solutions that enable businesses to make significant energy savings.”

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#### **[IMAGE CAPTIONS]:**

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#### **Company background**

Dyalite designs and manufactures cutting-edge lighting control and building automation technologies, providing easily-integrated solutions for the architectural lighting control, home automation and energy management industry sectors.

A world leader in premium-quality lighting management systems, Dyalite offers scalable and flexible solutions, equally suited to large projects or smaller installations. This award-winning solution set is backed by Dyalite’s comprehensive technical support offering, comprising system design, project support, commissioning and systems maintenance.

Dyalite is a global enterprise, and is represented by over 40 authorised distributors and company subsidiaries across the world. The company has a world-wide matrix of technical support and sales centres. These are located in Australasia, the UK, continental Europe, the Middle-East, South-East Asia, North Asia, Africa and South America.

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