

HOW TO **SELL YOUR PRODUCTS** WITH DIALUX

Lighting catalogues convey the quality of your products and the essence of your brand.
A printed catalogue is quickly outdated, has high dispersion losses and is not sustainable.

**Join us to help you sell
your products with DIALux
as a marketing tool.**

Integrate your products in the world's leading software for lighting design

DIALux evo



Free of charge for the user
and offered in 25 languages

DIALux is the professional tool for lighting design with real products from renowned luminaire manufacturers. Using DIALux your products will be part of the digital design workflow without any dispersion losses.

750K

active users worldwide

60M

luminaires used per month

How long has DIALux been on the market?

DIALux has been developed since 1994 by DIAL in Lüdenscheid, Germany and is more than just a lighting design software. Renowned manufacturers have been relying on the software for over 25 years.

What are the strengths of DIALux?

DIALux enables luminaire manufacturers the opportunity to present their products the way they want – exactly where their target group is. DIALux supports various data formats like IFC (BIM), STF, DWG, DXF, JPG, PDF, IES and LDT.

What distinguishes DIALux for the user?

DIALux is free of charge and offered in 25 languages. Available as desktop version and app for smartphone and tablets, DIALux Mobile. It is continuously being developed and is up-to-date with current standards.

Who is working with DIALux?

More than 750,000 professional users worldwide plan, calculate, and visualize lighting projects with DIALux – you get connected with engineers, electricians and lighting designers. 2/3 technical orientated and 1/3 design orientated.

**Present your products at the
right time, in the right place,
to the right target group.**



Your products are available 365 days a year and located exactly where professional designers need them. Without dispersion losses and always up-to-date.



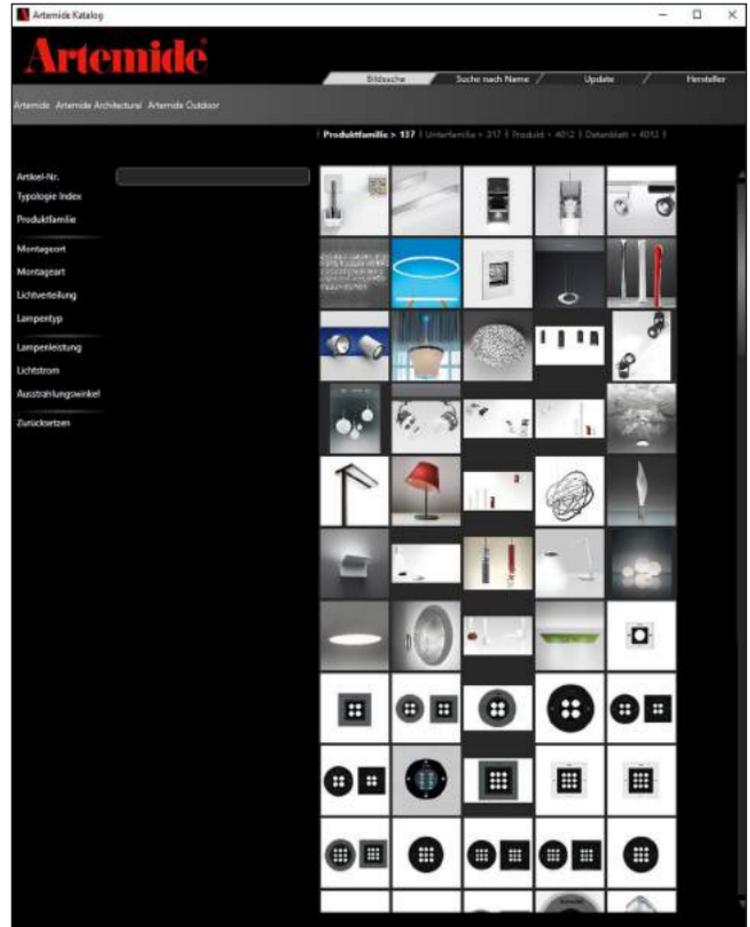
Visualization of products in DIALux



Visualization of products and light scenes in DIALux

Persuade users with your digital product catalogue

Present your entire product portfolio the way you want. Your digital product catalogue is always up-to-date and will be placed on your website. Increase your brand awareness and turnover. Use the opportunity of a comprehensive company profile.



ZUMTOBEL
 PRODUKTE | PROJEKTE | ANWENDUNGSBEISPIELE | MEDIEN | SERVICE | HILFETEXT

FAKTOR
 LED-Cheneliere

FAKTOR CONICAL

FAKTOR CYLINDRIC

FAKTOR CO LED (FOOD)

Technische FACTOR CONICAL

- Energieeffizient: abgestimmte LED-Technologie, optimales Lichtmanagement (LMF), 100% Lichtausbeute
- Sparsam in der Leuchte abgebaut
- 10 Jahre oder 100.000 Stunden oder 100.000 Betriebsstunden von standard-LED-Technologie
- Faktor: abwärts- und wärme-ableitend
- Spiegelfläche aus PC, anwendungsspezifisch, beschichtet, mattiert, weiß, und 30 Jahre LED
- Netzspannung: 220-240 V ± 10% AC
- Top: Passivkühlung von 20°C bis 40°C
- 100% Dimmbar mit 0-10V
- Dimmbar: DALI (DALI 2) oder für special oder bei Bestellung mit Fader und Dimmschalter
- Lichtstrom: 3000 lm bei 7% W-Verlust
- Farbtemperatur: 3000K oder 3000K (abhängig auf Farbtemperatur)
- Farbtemperatur: 3000K oder 3000K (abhängig auf Farbtemperatur)
- Lichtausbeute: 120 lm/W
- Lichtausbeute: 120 lm/W
- Lichtausbeute: 120 lm/W

Typ	Leuchtdichte	Wirkungsgrad	Watt	Watt/W	Watt/W
FAKTOR CONICAL 1000x1000x1000	1000	100%	100	1,0	1000
FAKTOR CONICAL 1500x1500x1500	1500	100%	150	1,0	1500
FAKTOR CONICAL 2000x2000x2000	2000	100%	200	1,0	2000
FAKTOR CONICAL 2500x2500x2500	2500	100%	250	1,0	2500
FAKTOR CONICAL 3000x3000x3000	3000	100%	300	1,0	3000
FAKTOR CONICAL 3500x3500x3500	3500	100%	350	1,0	3500
FAKTOR CONICAL 4000x4000x4000	4000	100%	400	1,0	4000
FAKTOR CONICAL 4500x4500x4500	4500	100%	450	1,0	4500
FAKTOR CONICAL 5000x5000x5000	5000	100%	500	1,0	5000
FAKTOR CONICAL 5500x5500x5500	5500	100%	550	1,0	5500
FAKTOR CONICAL 6000x6000x6000	6000	100%	600	1,0	6000
FAKTOR CONICAL 6500x6500x6500	6500	100%	650	1,0	6500
FAKTOR CONICAL 7000x7000x7000	7000	100%	700	1,0	7000
FAKTOR CONICAL 7500x7500x7500	7500	100%	750	1,0	7500
FAKTOR CONICAL 8000x8000x8000	8000	100%	800	1,0	8000
FAKTOR CONICAL 8500x8500x8500	8500	100%	850	1,0	8500
FAKTOR CONICAL 9000x9000x9000	9000	100%	900	1,0	9000
FAKTOR CONICAL 9500x9500x9500	9500	100%	950	1,0	9500
FAKTOR CONICAL 10000x10000x10000	10000	100%	1000	1,0	10000

Provide your customers with product information, product data sheets, photometric data (IES, LDT) or other data formats like BIM/IFC, ULD DWG, GAEB and 3D models. While laying out a lighting plan, your products can be accessed and downloaded for use offline and online. Additional features are available.

✉ **Interface for customer inquiries**

📄 **Link to your website**

🏢 **Your contact details**

📄 **About your company**

💡 **Your products**

📄 **Your data**

★ **Brand presence**

Check your benefits and see why DIALux is made for you

✓ **Global reach**

Present your products where more than 750,000 professional users worldwide create their lighting plans.

✓ **Right timing**

Market your products with up-to-date product data during the user's digital design workflow, without any maintenance.

✓ **365 days presence**

365 days a year, all dialux partners will always be present when the designer is looking for the right product.

✓ **B2B focus**

DIALux offers you highly efficient target group marketing. Get connected with engineers, electricians and designers.

✓ **Exclusive only**

Be part of the exclusive manufacturers who sell their products with the world's leading software, DIALux.

✓ **Sales increase**

Increase your brand awareness. Present your company and your entire product portfolio the way you want.

More than 190 lighting manufacturers find that DIALux makes target group-oriented product marketing more effective.



Want to sell your products with DIALux? Simply export your data from existing database systems (PIM) to integrate them.

Don't have one yet? We will provide you with one.
If you want, we will take over the data entry for
you. Our services range from manual data entry
and creation of 3D models to automated interfaces
to existing PIM systems or other database systems.



Choose the membership package that works best for you

Function	Premium	Standard + 3D	Standard
Digital product catalogue »Standard«		x	x
Digital product catalogue »Premium«	x		
Permanent advertising page in DIALux	x	x	x
Company presence on www.dialux.com	x	x	x
Products in LUMsearch & DIALux Mobile	x	x	x
3D luminaire models	x	x	
ULD files	x		
Data import interface via XML, EXCEL, ACCESS	x	x	x
Data Management System (DMS)	x	x	x

With our membership packages we offer you highly efficient target group-marketing and a professional company presentation.

We look forward to your requests.

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