

**ELR**<sup>®</sup>  
bright ideas

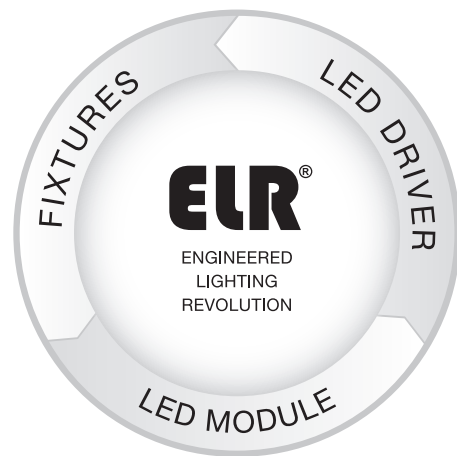
# LIGHTING FOR HOSPITALITY

[www.elr-group.com](http://www.elr-group.com)



PROUDLY DESIGNED  
UNITED KINGDOM





# MODULAR DESIGN CONCEPT

ELR or Engineered Lighting Revolution, is focused on producing premium LED lighting solutions for commercial, retail, residential and industrial. Established in 2008, we have grown substantially reaching out to different parts of the world such as Australasia, Europe, Middle East, China & Hong Kong, India, and South East Asia.

ELR have succeeded in designing LED products with our own key differentiators, innovative thinking and quality materials. As a company that manufactures and assembles our products, ELR have dedicated and spent many hours of R&D to ensure our products are designed for convenience and a purpose. We also ensure that our products go through a wide range of compliance and tests that meets international standards.



# HOSPITALITY EXPERIENCE.

Made to suit most modern and demanding lighting applications, ELR luminaires are designed with multiple innovative features, packed with various technologies and benefits that is most suitable for creating the ultimate hospitality experience.



## Premium Ambience Environment

High colour rendition, balanced and consistent white light.



## Comfortable Light Distribution

High quality optics and excellent glare control.



## Cost Savings and Quick ROI

Low power consumption and energy efficient.



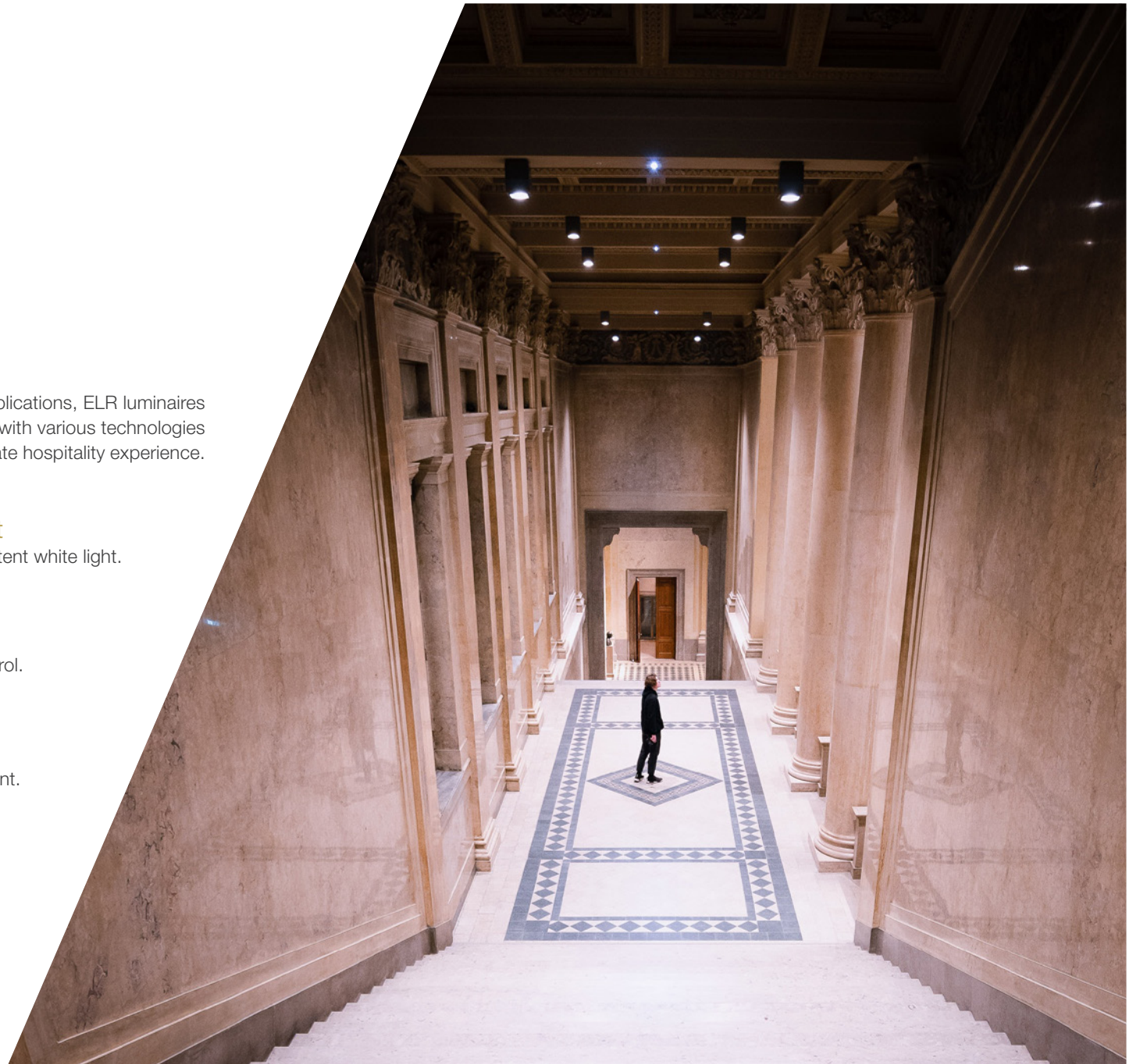
## Technological Performance

Automated thermal protection, high light output ratio, low flicker percentage and smooth eye-response dimming.



## Value for Money







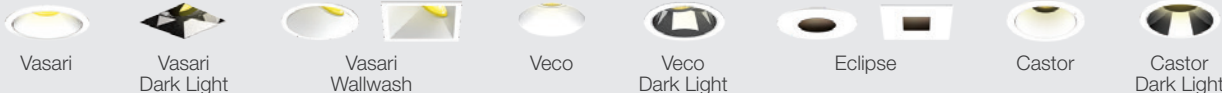







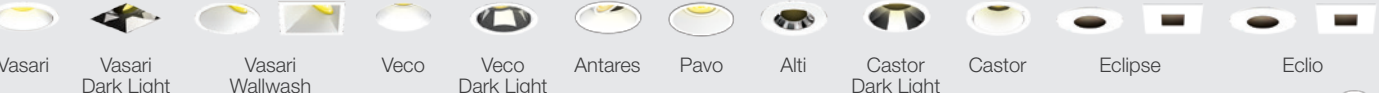





Durable, upgradeable, future proof, flexible and low maintenance.



## FIXTURE SIZE VS CEILING HEIGHT

Applicable Fixtures	Luminous Flux (lm)		▼ CH12 meter
<b>Size-6 Fixtures</b>	Size-6: 1900lm to 8000lm	High ceiling lobby spaces, ballrooms, banquet halls, etc.	
			▼ CH6 meter
<b>Size-4 Fixtures &amp; Linear Series</b>	Size-4: 350lm to 3000lm Linear: 410lm to 2400lm	Public spaces, lobbies, dining areas, facilities, accommodation, back of house, etc.	
			▼ CH3.5 meter
<b>Size-3 &amp; 2 Fixtures, Linear &amp; Miniature Series</b>	Size-2: 410lm to 565lm Size-3: 350lm to 1500lm Linear: 410lm to 2400lm Miniature: 79lm to 349lm	Public spaces, lobbies, dining areas, facilities, accommodation, back of house, etc.	



LED Module	Size-6 Fixtures	Linear Series
300P 500P 700P 	 <p>Vasari    Vasari Dark Light    Vasari Wallwash    Piazza Round</p>	 <p>Lynx 2</p>
100PLE 100CLE 100CLO 	<p><b>Size-4 Fixtures</b></p>	 <p>Lynx 4</p>
100C 100P 	 <p>Vasari    Vasari Dark Light    Vasari Wallwash    Veco    Veco Dark Light    Eclipse    Castor    Castor Dark Light</p>	 <p>Lynx 8</p>
50C 50P 	 <p>Artis Round    Artis Square    Piazza Round    Piazza Square    Snoop Track    Snoop Surface    Artis Surface    Snoop Single Point    Snoop Pendant</p>	 <p>Lynx 12</p>  <p>Lynx 12 IP66</p>
20C 20P 	<p><b>Size-3 &amp; 2 Fixtures</b></p>	<p><b>Miniature Series</b></p>
COIN 	 <p>Vasari    Vasari Dark Light    Vasari Wallwash    Veco    Veco Dark Light    Antares    Pavo    Alti    Castor Dark Light    Castor    Eclipse    Eclio</p>	 <p>Coin</p>
50N 50N ND+ 	 <p>Artis Round    Artis Square    Piazza Round    Piazza Square    Snoop Track    Scope Track    Snoop Surface    Artis Surface    Snoop Single Point    Scope Single Point    Snoop Wall Mount    Snoop Pendant</p>	 <p>Button</p>
35N 35N ND+ 		

# COMPLEMENTING LINEAR LUMINAIRES

Linear Works is accepted with the utmost passion to produce linear luminaires of the finest quality. With the uniqueness of implementing a modularity concept in linear luminaires by cut length basis, we offer full flexibility in terms of linear lighting design and customisations, hence providing complete solutions with linear luminaires.

From design to manufacturing, product quality is well controlled and assured. With constant research and development, Linear Works is ever evolving with the latest technology, continuously innovating and expanding products to serve various requirements.

Linear Works strive for excellence to present the ultimate experience in linear lighting.

[www.linear.works](http://www.linear.works)



**CONSISTENT LIGHT  
COLOUR AND  
CHROMATICITY**

It is commonly difficult to have matching light colour and chromaticity with different types of luminaires as different LED sources are being used. Hence commonly causing imbalanced illumination, subsequently affecting the overall design intent and ambience.

The close collaboration and partnership with Linear Works guarantee that both ELR modular luminaires and linear luminaires by Linear Works have closely matched light colour and chromaticity that resolves the issue.

PARTNERS WITH:

**[www.linear.works](http://www.linear.works)**



**ELR**  
*Downlight Luminaire*

Colour Temperature :  
3000K

**Linear Works**  
*Linear Luminaire*

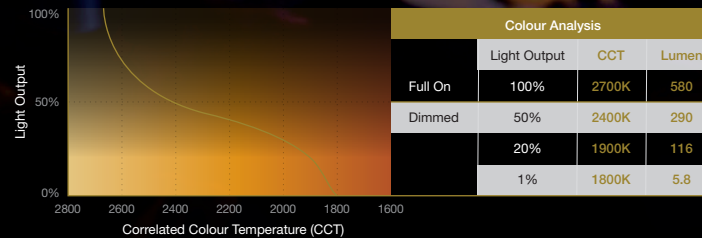
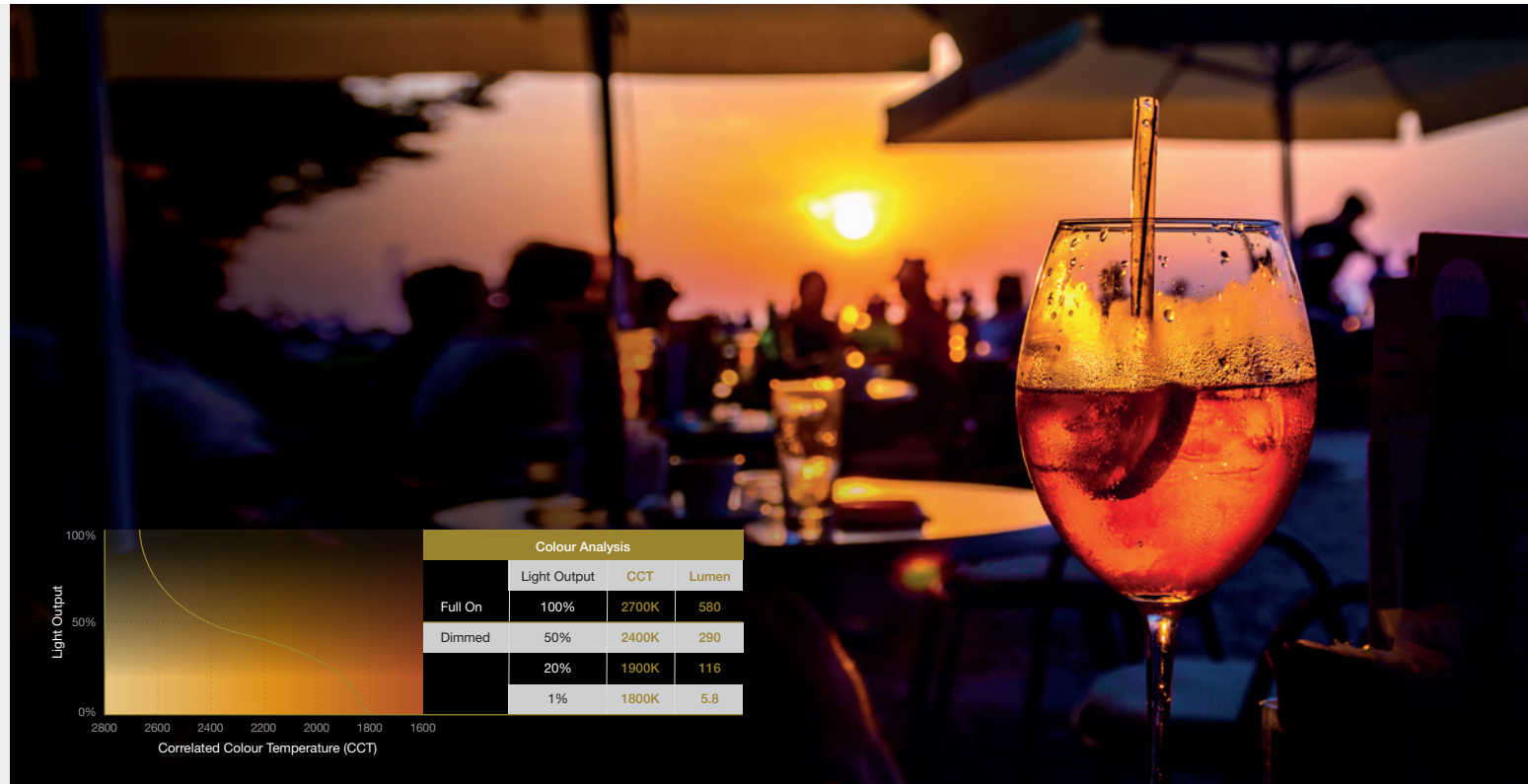
Colour Temperature :  
3000K



RELAXING  
CANDLELIGHT  
EFFECT

Warm white light gradually becomes even warmer as it dims darker, creates transition from a comfortable mood to a more relaxed and cosier or romantic mood.

Matching dimming curve with:



The WARM DIM effect is mainly applied to create a warm relaxed ambience, but without the high energy and maintenance cost incurred by halogen or incandescent lamps that was commonly used to achieve this.

Besides matching light colour and chromaticity, ELR WARM DIM LED modules and Linear Works Dim-to-Warm LED strips have matching dimming curves too. This allows a consistent transition of colour temperature between different types of luminaires to create a seamless dimming effect within the same vicinity.

TECHNOLOGY BENEFITS

- Superior light rendering quality offering balanced white with embedded green and red tone
- Excellent cost savings and quicker ROI
- Quick installation, no costly modification required
- Low maintenance
- Comfort, safety and no glass

APPLICATION

- Lobby Spaces
- Dining Areas
- Facilities
- Accommodation

COLOUR TEMPERATURE







**HUMAN CENTRIC LIGHTING**

Human Centric Lighting (HCL) is defined by LightingEurope as a circadian lighting system that benefits biological, emotional, health and well-being of people. By intelligent dimming of dynamic light sources, natural sunlight conditions can be replicated indoors throughout the day to support human circadian rhythm, which is exactly what the tuneWHITE™ technology delivers.



Application of HCL in guest rooms can provide better resting environments to improve the occupant's emotional and physical well-being. Furthermore, tuneWHITE™ allows light colour temperature to be adjusted on-demand, guests can select the lighting ambience to their preference, thus creating a better stay experience.

HCL can also be applied in other areas such as the main reception lobby to replicate the sunlight indoors throughout the day, creating a natural outdoor ambience indoors in conjunction with human circadian rhythm, which also improves the productivity of hotel staff in the premises.

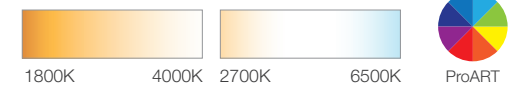
**TECHNOLOGY BENEFITS**

- Superior light rendering quality offering balanced white with embedded green and red tone
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**APPLICATION**

- Lobby Spaces
- Dining Areas
- Facilities
- Accommodation

**COLOUR TEMPERATURE**



**flexiK**

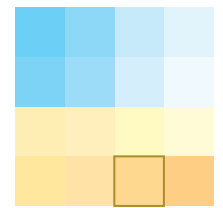
**CONVENIENCE & FLEXIBILITY**

An expansion from ELR's technology breakthrough, flexiK LED modules are pre-set at preferred colour temperatures by increments of 100K, ranging from very warm white of 1800K up to very cool white of 6500K. With flexiK, preferred colour temperatures can be fulfilled to obtain the desired ambience.

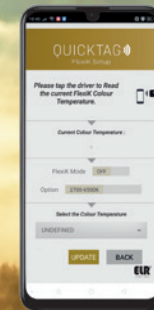


Pick your preferred Colour Temperature

FK2600



Preferred CCT ranging from 1800K to 6500K by increment of 100K.



For particular design intents that require specific odd colour temperatures to illuminate certain artwork, for example a small quantity of 2100K spotlights to enhance a bronze sculpture, the probability of acquiring these luminaires is relatively low due to MOQ or cost restrictions.

However, this can be easily achieved with ELR flexiK LED modules that are not bound to these MOQ or cost restrictions. Furthermore, the desired colour temperature can be user-defined flexibly with the QuickTag app on an NFC equipped mobile device.

**TECHNOLOGY BENEFITS**

- Superior light rendering quality offering balanced white with embedded green and red tone
- Excellent cost savings and quicker ROI
- Quick installation, no costly modification required
- Low maintenance
- Comfort, safety and no glass

**APPLICATION**

- Lobby Spaces
- Dining Areas
- Facilities
- Accommodation

**COLOUR TEMPERATURE**





RGBW



RGBA

FUN COLOUR LIGHTING

Create variable colourful lights from a mix of vibrant red, green, blue with white or amber for lively occasions with the RGBW or RGBA LED modules that fits into down lights.



ELR's modular concept allows the RGBW / RGBA LED modules to be fitted into downlights, which can easily blend in with single colour temperature downlights within the same vicinity to have multi-purpose lighting functions. Commonly used in ballrooms, banquet halls, etc., having the same aesthetic looks as per other downlights can also achieve a consistent minimalist approach without complicating the design intent.

TECHNOLOGY BENEFITS

- Superior light rendering quality with vibrant colour
- Low maintenance
- Comfort, safety and no glass

APPLICATION

- Ballroom
- Multi-purpose Hall
- Dining Areas
- Facilities

COLOUR TEMPERATURE



DRIVER:

**DALI**

DIMMABLE

(DA)

**DMX**

(DMX)



**ADVANCED THERMAL  
PROTECTION  
SYSTEM**

Automated protection against overheating damage due to external and environmental factors, guaranteeing customers' investment and giving customers a peace of mind.



Unforeseen circumstances such as objects covering and suffocating the LED module above ceiling can be undetected and will damage the LED module due to overheating. The primary function of ATePS™ is to detect abnormally high operating temperatures and automatically regulates to lower driver power, preventing the LED module from burning out. If any luminaires are seen to be at lower brightness than usual, maintenance personnel can then investigate and rectify the cause of the fault, hence avoiding additional costs incurred for replacement of damaged luminaires.



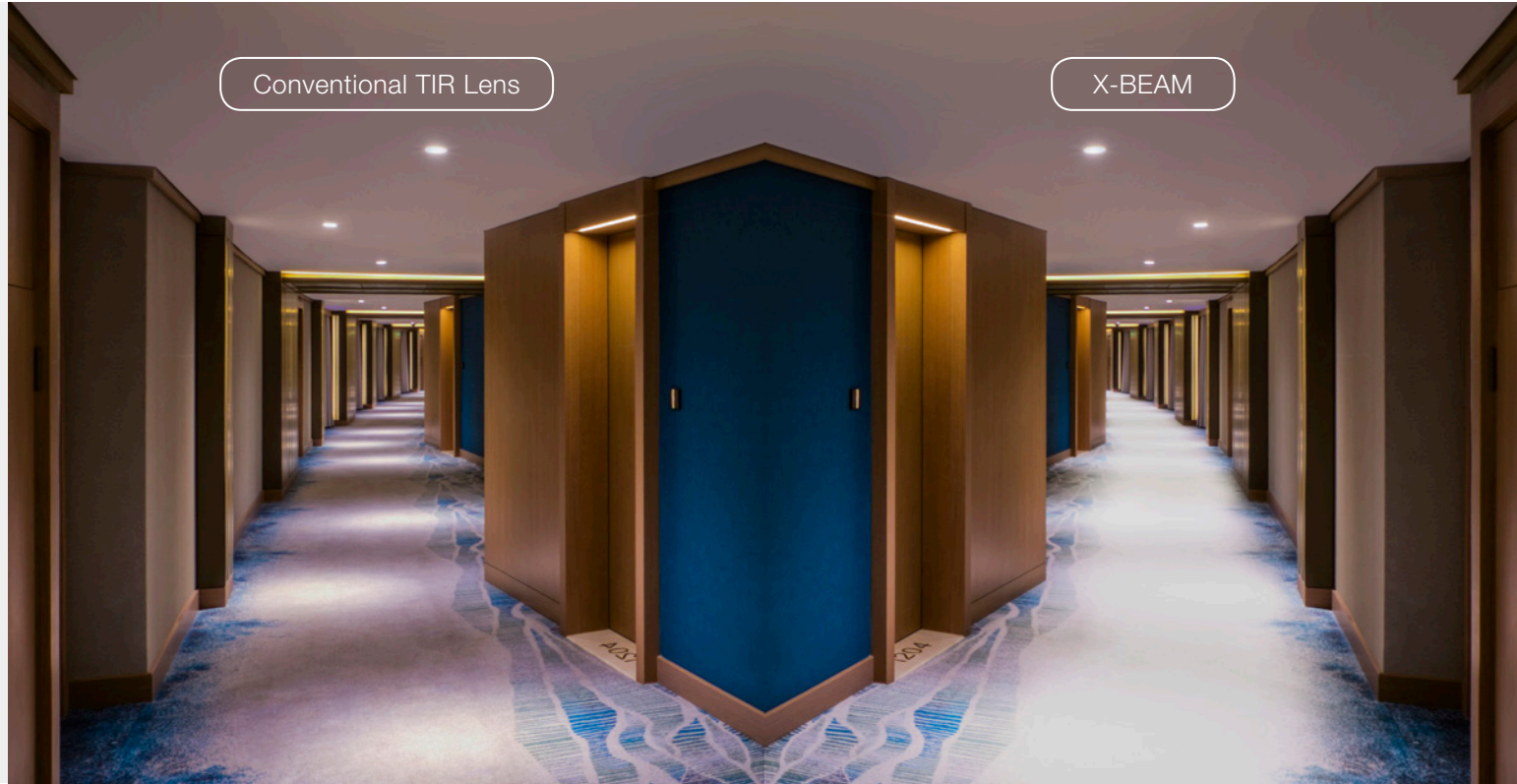


**CONVERGING  
OPTICAL LENS  
MAXIMISING LOR**

Converging optics that reduces internal light loss, conversely maximising light output ratio and efficiency. Hence less luminaires are required to illuminate the vicinity, subsequently resulting lower electricity consumption and higher cost savings.

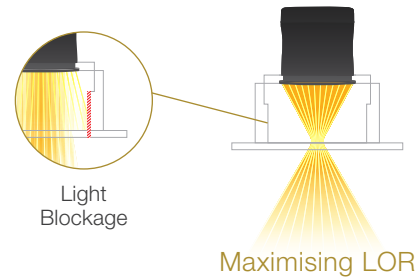
Conventional TIR Lens

X-BEAM



X-BEAM eliminates light loss due to blockage within luminaires with small aperture by crossing the light beam path itself, creating an offset before spreading out to allow more light output from the luminaire.

Pinhole type luminaires are widely preferred to be used along corridors with lower ceiling height for better glare control, but the disadvantage is only having a narrow light coverage of less than 30 degrees beam angles due to blockage within the luminaire. X-BEAM eliminates the disadvantage by allowing a wider light coverage of up to 60 degrees beam angle, thus less luminaires are required to illuminate the entire corridor, reducing cost and energy consumption.





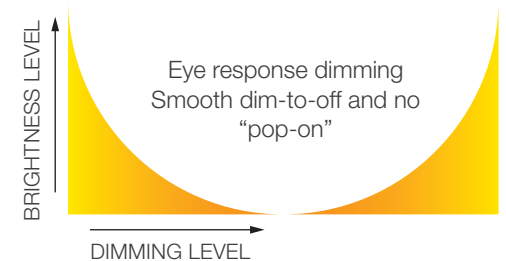
REDUCED FLICKER PERCENTAGE.

Comfortable light with low flicker percentage, eliminates stroboscopic effect that stresses our eyes and distortions that can be captured on high definition cameras.



COMFORTABLE AND DEEP DIMMING

With smooth dim-to-off and no “pop-on” effect, the lights brighten up slowly when turned on and dims darker gradually without intervals for a comfortable experience in conjunction with our eyes’ perception of light brightness transition. As dimming of lights will influence the stay-in experience of guests, the renown dim-to-off dimming performance (100% to 0%) is ideal to create a luxurious stay-in feeling.



# PERFORMANCE LED DRIVER

## MULTIPLE DIMMING PROTOCOLS



(ND)



(PH)



(AN)



(DA)



## COMPATIBLE DIMMING PERFORMANCE AND SUCCESSFUL DEPLOYMENT WITH RENOWN LIGHTING CONTROL SYSTEMS





# HOTEL LIGHTING

- LOBBY SPACES
- PUBLIC SPACES
- DINING AREAS
- ACCOMMODATION
- FACILITIES
- BACK OF HOUSE



APPLICABLE PRODUCTS



VASARI SERIES



ARTIS SERIES



LYNX SERIES



SNOOP SERIES

TECHNOLOGY



WARM DIM



ATePS™



BEAM



ComfyEYE



APPLICABLE PRODUCTS



VASARI SERIES



CASTOR SERIES



ARTIS SERIES



ALTI SERIES



ECLIPSE SERIES

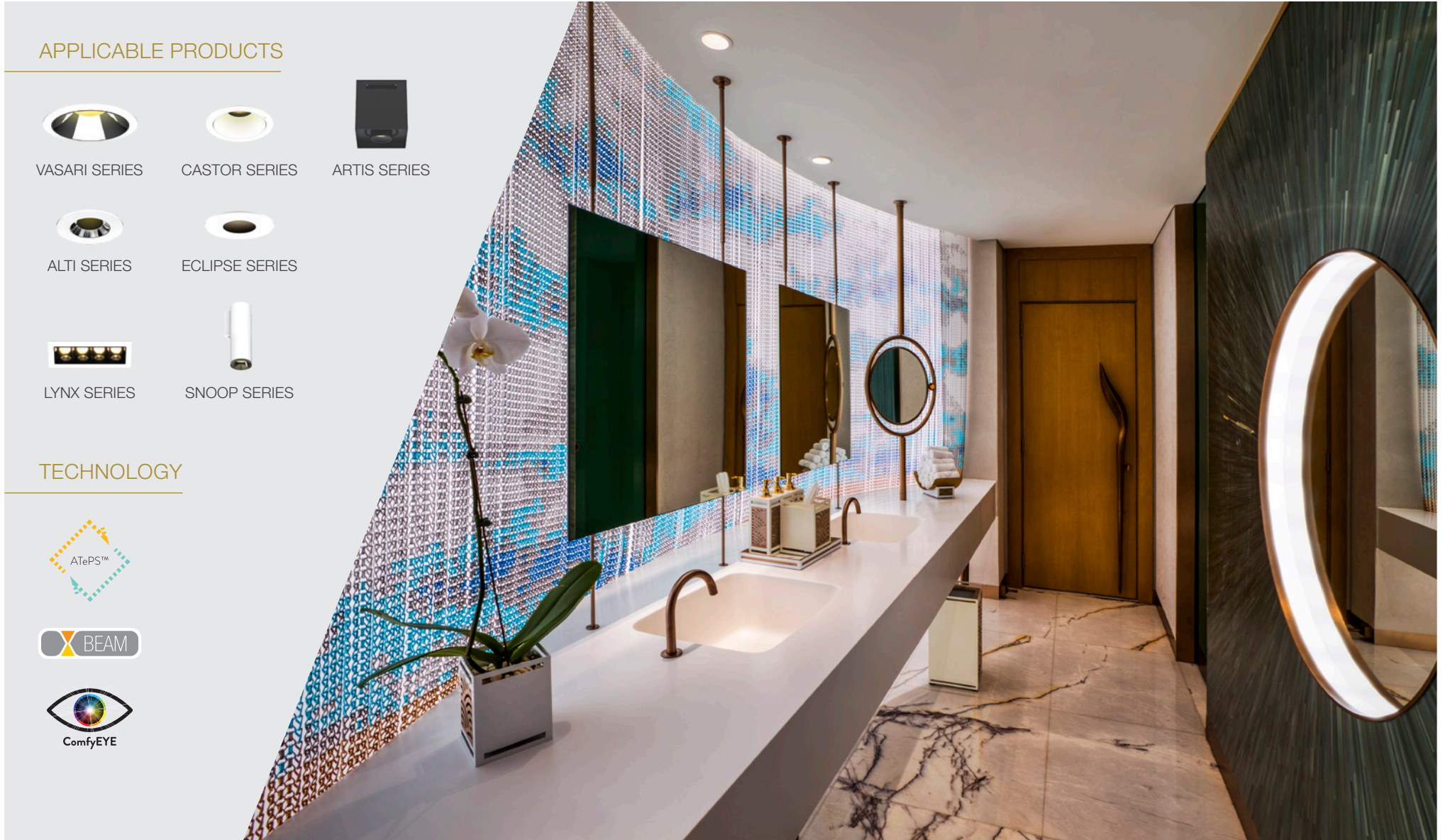


LYNX SERIES



SNOOP SERIES

TECHNOLOGY



APPLICABLE PRODUCTS



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APPLICABLE PRODUCTS



VASARI SERIES



CASTOR SERIES



SNOOP SERIES



ALTI SERIES



ECLIPSE SERIES



COIN SERIES



BUTTON SERIES

TECHNOLOGY



WARM DIM



ATePS™



BEAM



ComfyEYE



APPLICABLE PRODUCTS



VASARI SERIES



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ARTIS SERIES



ALTI SERIES



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ECLIPSE SERIES



LYNX SERIES

TECHNOLOGY



WARM DIM



ATePS™



BEAM



ComfyEYE



APPLICABLE PRODUCTS



VECO SERIES



ECLIO SERIES



PAVO SERIES

TECHNOLOGY



# CLIENTELE



HOIANA



BANYAN TREE





UNITED KINGDOM

AUSTRIA

SWEDEN

UAE

ISRAEL

SOUTH AFRICA

AUSTRALIA

CHINA

HONG KONG & MACAO

INDIA

MALAYSIA

SINGAPORE

SOUTH KOREA

Contact us at [info@elr-group.com](mailto:info@elr-group.com)



UNITED KINGDOM

Sony Technology Centre  
Pencoed Technology Park,  
Wales, UK, CF35 5HZ.

[www.elr-group.com](http://www.elr-group.com)



PARTNERS WITH:

[www.linear.works](http://www.linear.works)

