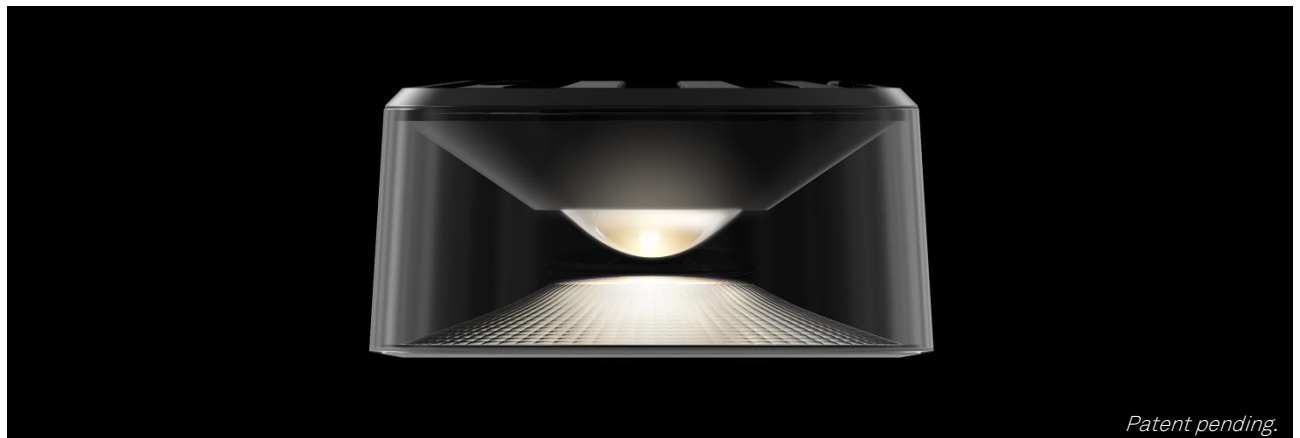


## Press release: Product innovation VIOR – Pure Light Experience.

*Planners, developers, and designers at RIBAG take two years of intensive development time to realise their vision. The vision of uniting two different lighting moods with one single LED and precise light control: brilliant direct light and space-creating indirect light. This can be experienced in one product emerging discreetly, timelessly, and with style. The result, VIOR, provides a surprisingly unique lighting and spacial effect.*



VIOR is a universal lighting solution. With only a point light source, it combines brilliant, narrow-beam direct light with soft, ceiling-illuminating indirect light. The brilliant direct light creates clear accents. Surfaces appear particularly colourful and brilliant. Indirect ceiling lighting opens the room, creating a particularly pleasant and unique atmosphere.

The microfacet reflector was developed in close cooperation with the Bartenbach Lichtlabor. Its complex surface geometry distributes the indirect percentage of light (10%) shadow-free, perfectly homogeneous and even across the ceiling. The percentage of direct light is guided through calculated lenses, glare-free – in selectable beam angles of 40°, 50°, or 60°.

The compact, sensual form can be integrated into any interior design. The transparent materialisation is characterised by lightness, supports the architecture, and emphasizes specific, conservative features.

As ambient or as mood lighting, privately or in the object area – VIOR allows new interaction with light as a medium and provides spaces for experience.

**Available from September 2018 as a mounted lamp, black or white, also in a version for direct voltage connection. High functionality and precise craftsmanship allow for simple mounting and maintenance-free operation of the lamp.**