

Wow Clever Light



Light First

Social innovation through lighting

Socially engaged

iGuzzini is an international community at the service of architecture and the development of the culture of lighting, for a better society and life. It is a centre of excellence for the study of lighting in its various forms. It produces lighting systems in collaboration with leading lighting designers, architects, designers, universities and research centres all over the world. **Respect for the environment, biological wellbeing, sustainable economies:** these are the factors we need to work on, on a global scale, for the positive development of society. Lighting is first and foremost for people, our commitment being to promote responsible use of energy by public organisations, by the leaders in architecture, industry and commerce, supporting town mayors, for a real improvement in wellbeing and quality of life.

Lighting innovation

Social innovation means responding to emerging needs with new ways of cooperating, in a network, through open networks, producing sustainable ideas and identifying new tools. Lighting changes things. It is at the centre of social changes. It is the expression of **new vital energy** running through the city, building architecture, creating wellbeing for people. Lighting reveals the nature of man, it shows worlds and relationships, communities and mechanisms. iGuzzini works to use lighting to improve the relationship between man and the environment, through research, manufacturing, technology and knowledge.

iGuzzini



www.iguzzini.com/lightfirst




Wow



Clever Light.

Intelligent choice.

Compact, minimal design, soft curves. Equipped with a **patented optical system** of unparalleled performance. 

Wow is an intelligent urban lighting system with the latest technology: **electronics** that **adapt** to the diverse needs of a project and to different working settings, available with different

optics and delivering a fast payback. **Sustainability, energy savings, careful use of resources.** These are the keywords when building a smart city, improving the quality and safety of urban streets, while also achieving **economic savings**.



 **110 lm/W** real product efficacy



Aluminium coated with silver deposit.

Wow

One Wow many ways.

A complete system from 18 to 168W, Wow is available in three different sizes.

Installation as single, double or triple pole-top or with single or

double arms. The body can also be installed at the mid-point of the pole. The wall-mounted version completes the options.

Wow 620 x 307 mm

Wow 758 x 415 mm

Wow 807 x 505 mm

Real luminous flux

Substitutes HID

Class

IP

Spike protection

Certification

Body / screen

Optics (intensity class)

Colour temperature

from 1700 to 8860 lm
from 35 to 150 W
class II convertible into I
67
6/10 kV
ENEC / UL* / CE
aluminium / glass
5 (G4 / G6)
3000 K / 4000 K

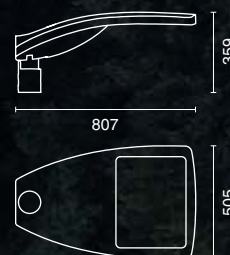
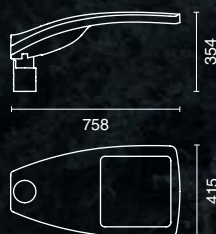
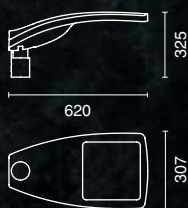
from 3030 to 12410 lm
from 70 to 150 W
class II convertible into I
67
10 kV
ENEC / UL / CE
aluminium / glass
6 (G4 / G6)
3000 K / 4000 K

from 9940 to 17340 lm
from 150 to 250 W
class II convertible into I
67
10 kV
ENEC / UL / CE
aluminium / glass
6 (G4 / G6)
3000 K / 4000 K

The luminous flux values are real and refer to the real working temperature of the LEDs in the product in a 25°C environment.

**UL in progress.*

Attachment for poles
46-76mm. Available for
80-102-114-120mm poles
with accessory.



12m

10m

8m

6m

4m

Arms from 900 to 1500mm

Flange for attachment at the mid-point.

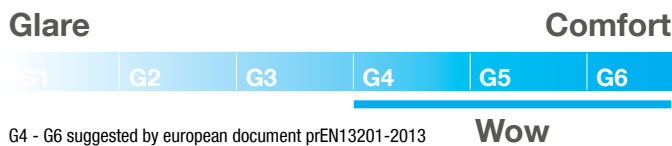
Opti Smart.

Comfort and efficacy.

Comfort.

Optics G4 - G6.

A high G value minimizes the luminous intensity towards pedestrians and automobiles increasing comfort. Most high performance products on the market are G3 and G2. **Wow**, with Opti Smart, offers **G6** for mixed traffic situations and cycle / pedestrian paths and **G4** for roads with vehicular traffic.



Optics.

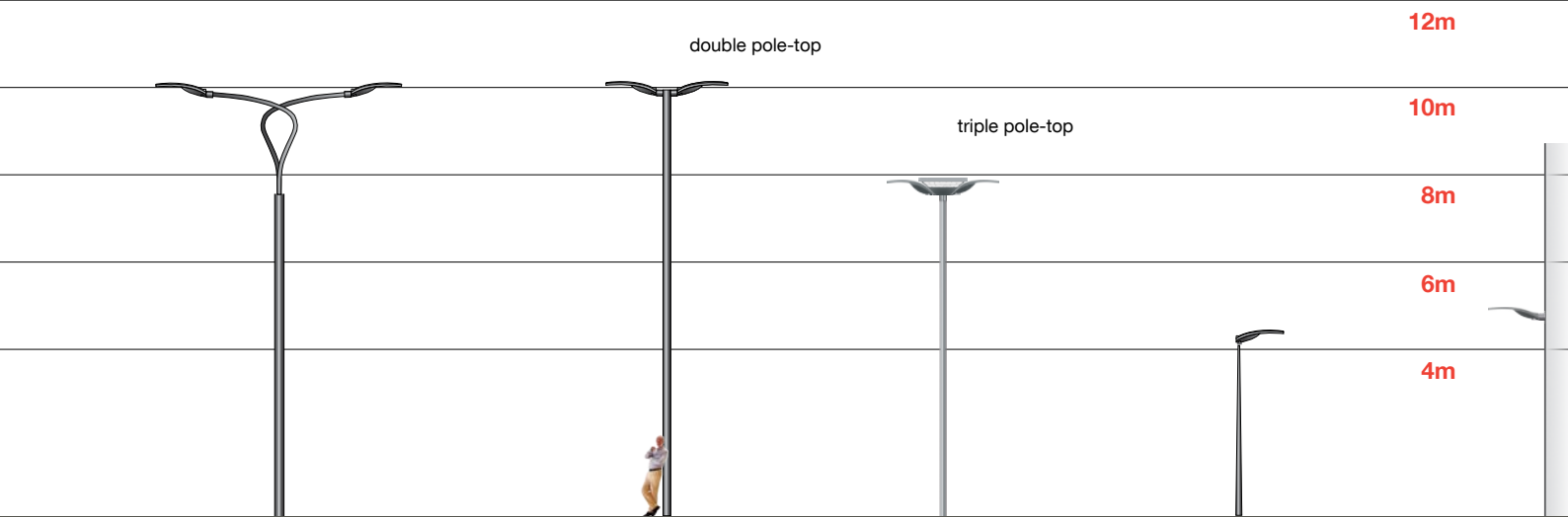
Six distribution types.

The complexity of urban areas requires a wide range of options for light distribution. The Wow system offers 6 different high performing optics of the latest generation, 4 street and 2 asymmetric.

Street Optics

					
ST 0.8C Residential streets, pedestrian paths	ST 1 Urban streets with vehicular traffic	ST 1C Urban streets with vehicular traffic and pedestrian presence	ST 1.2 Urban and extra-urban streets with multiple lanes, roundabouts	A60 Parking areas, roundabouts, irregular areas	A45C Squares, pedestrian zones, parking areas
Intensity class: G6	Intensity class: G4.	Intensity class: G6.	Intensity class: G4	Max intensity γ 60°	Max intensity γ 45°

Asymmetric optics



Smartronic.

Makes the difference.

Exclusive and intelligent electronics, studied and designed by the iGuzzini Innovation Lab, allows Wow to adapt to the requirements of each project and different operating needs. Standard features include step dimming with profiles,

compatibility with the most commonly used tele-management systems, constant lumen output and the possibility for future upgrade.



Opti Smart optics.

Innovative, guarantees low energy consumption and long life for the light source. LEDs can be replaced if necessary.

Tele-management ready.

Compatible with power line and radio frequency systems and pre-existing voltage regulators.



Future proof and easy maintenance.

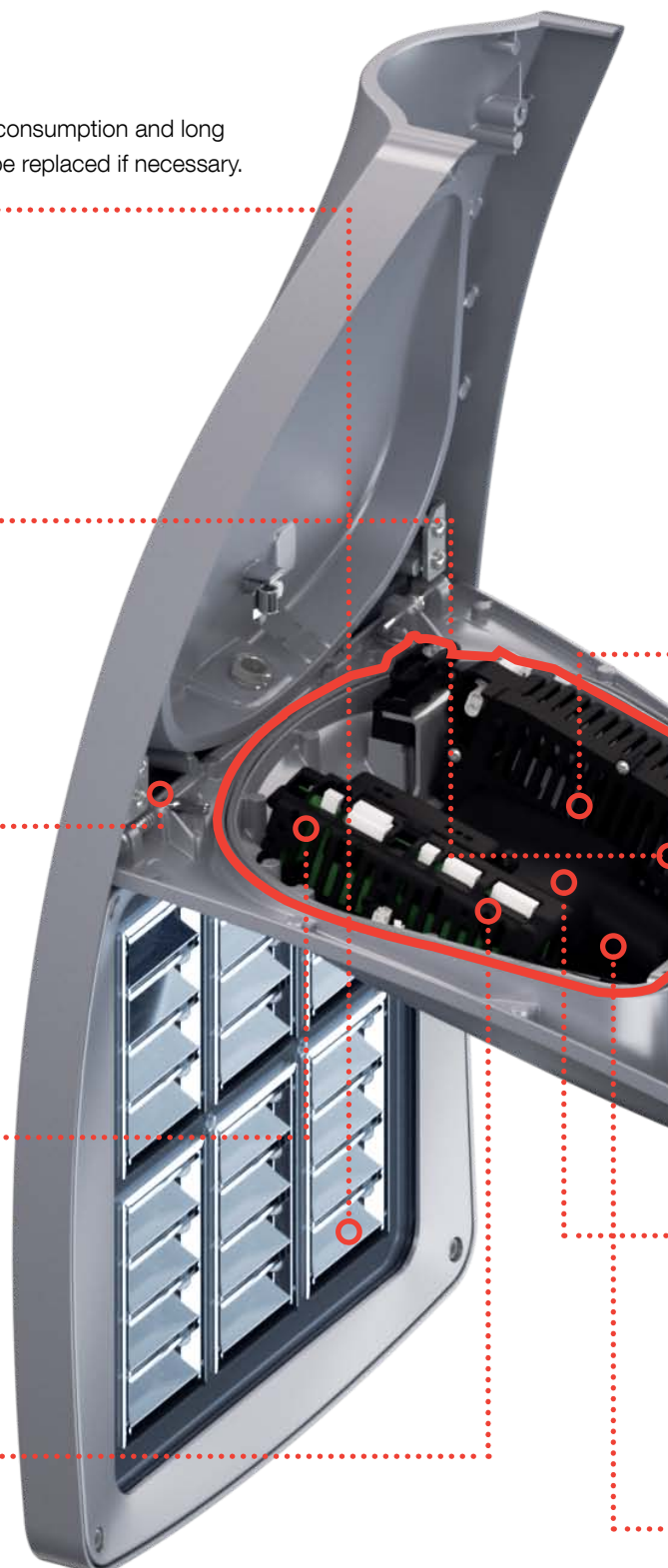
Hinged opening with quick release springs for easy installation, maintenance and updating for future technological upgrades.

Step dimming profiles.

Standard profiles for step dimming vary the power according to an internal timer and can be personalized as needed with the Streetware software and the USB Pen Profiler.

Midnight recognition.

The time profiles can synchronize with midnight for further precision of the settings.



Streetware.

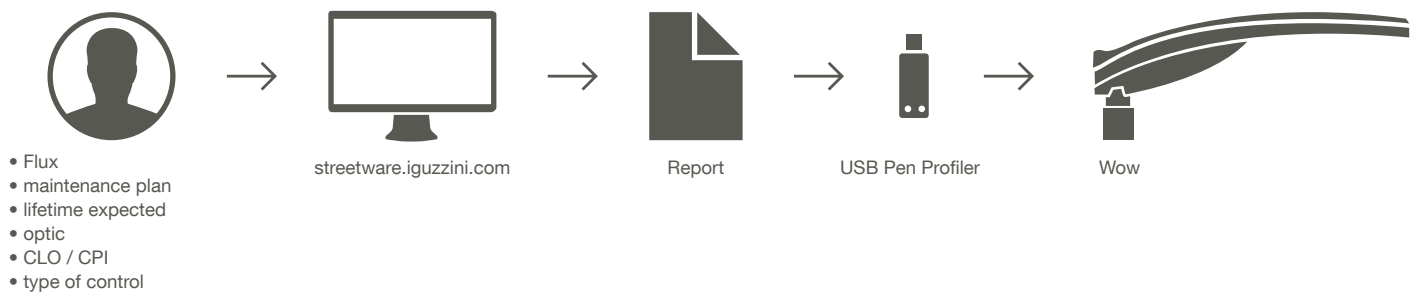
Fits your needs.

Streetware is a revolutionary software developed by iGuzzini to assist light planners and technicians in the choice of the right product based on the specific project needs.

The optimal solution is presented through a report with data

on energy savings and real consumption through the entire product lifetime.

Streetware includes tools **to programme the electronics of Wow** with different profile settings.



3 power levels.

The product can be operated by choosing between three different levels of current.

Plug and program.

USB Pen Profiler.



The file generated by Streetware is transferred onto an accessory, the USB Pen Profiler, used to transfer the chosen configuration directly to the product.

Changing profile settings and operating specifics is extremely easy, for example passing from profile mode to tele-management.

CLO Constant Light.

Maintain constant flux for the entire lifetime of the product.

CPI Constant Power.

Maintain constant power consumption for the entire lifetime of the product.

Bi-power with cable.

In installations with pre-existing cables, the product can operate on two power levels.

Energy savings. The right choice.

Quality LED lighting systems. The combination of Wow's optics and electronics guarantee **high energy savings** for **significant cost reductions**. Precise light, distributed efficiently on the road, with no light pollution.

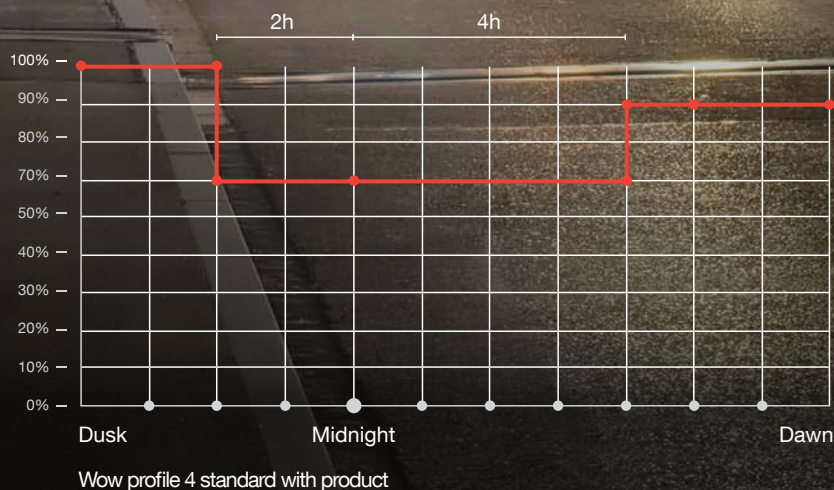
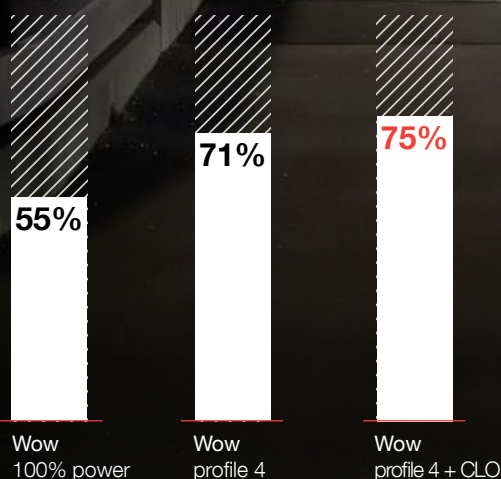
55%
Average energy savings vs. Sodium

Wow Opti Smart LED	Sodium / HIT fitting
18 W	35 W (40 W)
30 W	70 W (83 W)
54 W	100 W (120 W)
81 W	150 W (178 W)
137 W	250 W (287 W)

real consumption in parentheses

Additional savings.

Energy savings with dimming profiles vs. Sodium.



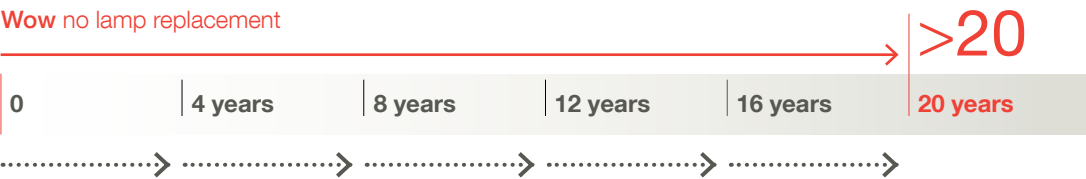
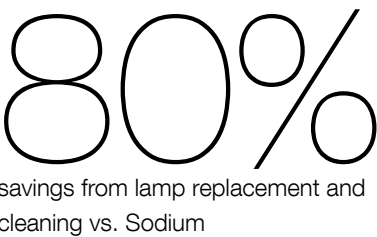
Maintenance savings.

Easy to manage.

Maintenance.

Ordinary.

Wow is designed to avoid replacing the LED module and the power supply for the entire product lifetime. Significant savings of maintenance costs compared with traditional fittings. Less cleaning required as well.



Maintenance.

Extra ordinary.

Less time. In case of a problem, Wow is exceptionally easy to repair. Removing the optics block or power supply is quick and smooth. When used with tele-management systems, the need for repair is communicated in real time.

Visit our youtube channel to see a maintenance video.



60 sec
Removing the power supply on pole-top



30 sec
Removing the optics block on pole-top



10 min
Replacing the single LEDs (in a maintenance office)



Fast payback.

Wow vs. Sodio.*

Energy savings, low maintenance: payback is quick and assured, even when compared with the most efficient sodium technology.

Wow 81W vs. Sodium 150W	
-55%	Energy cost / year
-80%	Relamping and cleaning cost / year
-60%	SAVINGS / YEAR



* **Wow vs. Mercury 78% savings.**
From 2015 the mercury lamp phase-out will begin.

Visit our youtube channel to see a video about the city of Ostfildern experience.

Reliability.

Made to last in extreme conditions.

Resistance against thermal extremes -40°C +45°C.

LED Lifetime >20 years.

A microprocessor constantly controls the atmospheric temperature and automatically acts on the product's current to guarantee vital parameters are respected.

Surge protection.

Electronics protected.

The electronics are protected against potentially damaging voltage surges up to 10kV.

Electronics lifetime.

>100.000 h

>20 years

Corrosion resistance.

Nanostructured film.

Wow's aluminium body is coated with a nanotechnological surface pre-treatment for maximum resistance to corrosion. Tests are conducted according to the international standard ISO 9227.

IP67

Water resistance

Unique in its kind. With an IP67 rating Wow resists against water and humidity infiltration, potentially dangerous for any device with electronics.



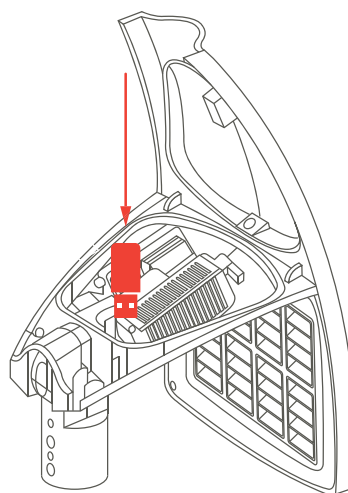
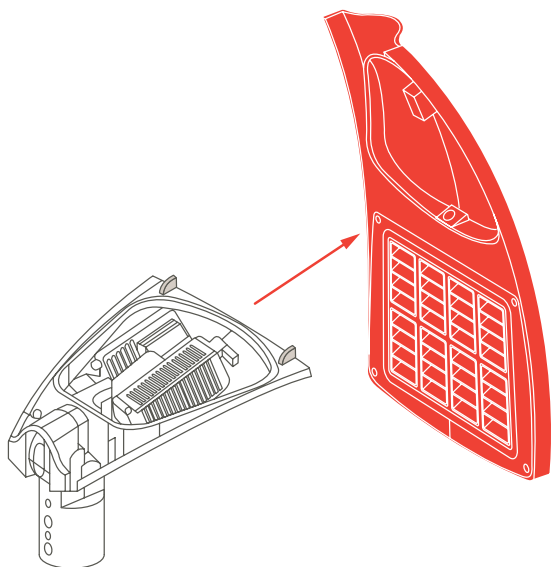
Future proof.

The best is yet to come.

Wow's body never dies. The optical block can be replaced at the end of life with an up-to-date technology. Even the rectangular LED optic modules can be easily replaced

on already installed products.

With the USB Pen Profiler the current and power of the new LED group adapt by simply updating the driver firmware.



Discover more.

iGuzzini on YouTube.



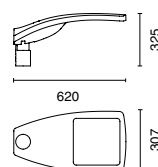
Product
Maintenance



Project
Ostfildern's choice



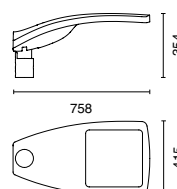
Application area
Urban lighting



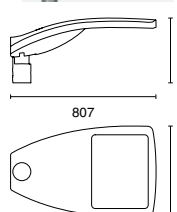
Light source	W	lm	Optic	Code	Colour
LED					
Neutral white					
30W	3180	ST1	BU60	15	
54W	5700	ST1	BU63	15	
39W	4120	ST1.2	BU64	15	
38W	3780	ST1C	BU59	15	
30W	3190	A60	BU65	15	
30W	2690	A45C	BU66	15	
Neutral white bi-power					
18W	1700	ST1	BU58	15	
33W	3410	ST1	BU62	15	
Neutral white DALI					
18W	1700	ST1	BU57	15	
33W	3410	ST1	BU61	15	
18W	1590	ST0.8C	BU56	15	
Warm white					
30W	2320	ST1	BU71	15	
54W	4160	ST1	BU74	15	
38W	3000	ST1.2	BU75	15	
37W	2760	ST1C	BU70	15	
30W	2320	A60	BU76	15	
30W	2160	A45C	BU77	15	
Warm white bi-power					
18W	1250	ST1	BU69	15	
33W	2500	ST1	BU73	15	
Warm white DALI					
18W	1250	ST1	BU68	15	
33W	2500	ST1	BU72	15	
18W	1160	ST0.8C	BU67	15	

The output lumen and power value of the systems refer to the Profiles with the greatest light efficiency (Profile 1 and 4). The values of other profiles can be consulted in the online catalogue: "products.iguzzini.com"

The fittings can be fitted, on request, with a twilight photocell which switches the lighting on or off based on changes to the natural light.



Light source	W	lm	Optic	Code	Colour
LED					
Neutral white					
30W	3180	ST1	BH33	15	
54W	5700	ST1	BH36	15	
69W	7410	ST1	BH38	15	
81W	8860	ST1	BH40	15	
39W	4120	ST1.2	BH34	15	
61W	6590	ST1.2	BH37	15	
81W	8860	ST1.2	BH41	15	
31W	3030	ST0.8C	BH61	15	
38W	3780	ST1C	BH62	15	
60W	6050	ST1C	BH63	15	
81W	8320	ST1C	BH64	15	
60W	6370	A60	BH35	15	
88W	9550	A60	BH39	15	
60W	5730	A45C	BI41	15	
88W	8600	A45C	BI42	15	
Warm white					
30W	2360	ST1	BN51	15	
54W	4210	ST1	BN52	15	
69W	5470	ST1	BN53	15	
81W	6510	ST1	BN54	15	
39W	3050	ST1.2	BN55	15	
62W	4860	ST1.2	BN56	15	
81W	6510	ST1.2	BN57	15	
31W	2250	ST0.8C	BN60	15	
38W	2810	ST1C	BN61	15	
60W	4480	ST1C	BN62	15	
81W	6140	ST1C	BN63	15	
60W	4690	A60	BN58	15	
88W	6970	A60	BN59	15	
60W	4360	A45C	BN64	15	
88W	6480	A45C	BN65	15	



Light source	W	lm	Optic	Code	Colour
LED					
Neutral white					
99W	10700	ST1	BH42	15	
119W	13030	ST1	BH59	15	
96W	10470	ST1.2	BH43	15	
117W	12880	ST1.2	BH60	15	
98W	9940	ST1C	BH65	15	
103W	11150	A60	BH58	15	
103W	10030	A45C	BK35	15	
Warm white					
99W	7890	ST1	BN66	15	
119W	9580	ST1	BN67	15	
96W	7710	ST1.2	BN68	15	
117W	9470	ST1.2	BN69	15	
98W	7350	ST1C	BN71	15	
103W	8210	A60	BN70	15	
103W	7640	A45C	BN72	15	

accessories



USB pen profiler
Complete with cable
and battery

Code **BZX1** Colour 04

The output lumen and power value of the systems refer to the Profiles with the greatest light efficiency (Profile 1 and 4). The values of other profiles can be consulted in the online catalogue: "products.iguzzini.com"

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iGuzzini

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