

LEDARTIST Leads Lighting Industry with First 100% LED Lit Office in Hong Kong

Hong Kong, 29 July 2009 – Visionary creative lighting design company LED Artist Limited (LEDARTIST) has announced today a full demonstration of its vision for the future in Hong Kong's first office building to use 100% LED lighting in both its interior and exterior spaces. Highly efficient and long-lasting, LED lighting is beginning to gain popularity around the world, and LEDARTIST is leading the way.

The recently opened building, a key part of LEDARTIST's commitment to corporate social responsibility in Hong Kong, is also in line with objectives for the environmental industry, one of the six economic areas in which Chief Executive Donald Tsang aims to develop and improve Hong Kong's competitiveness.

"LEDARTIST is committed to being a leading innovator of creative lighting art and design, and our success in completing Hong Kong's first 100% LED lit building is a reflection of that," said Teddy Lo, Chief Vision Officer at LEDARTIST. "Our headquarters is imbued with elements of our visionary design philosophy, and we're glad to be helping drive more awareness of innovation and technology, as well as the importance of the growing environmental industry."

Lo, also a contemporary artist, led a group of likeminded innovators and artists to create LEDARTIST in 2005, and now has offices in Hong Kong, Shanghai and New York. Their Shanghai office is 100% LED lit as well.

Headquartered in Hong Kong, LEDARTIST offers multinational consulting services to support Hong Kong's burgeoning light industries. LEDARTIST was founded on a firm belief in LED lighting because of the numerous benefits associated with the technology, including 35,000+hour life spans, superior energy efficacy, and its "green" nature: low CO2 emissions and lower energy consumption.

The new building's lighting system features several energy saving and environmentally friendly capabilities. Since LED lighting is not adversely affected by frequent on/off switches, 70% of the lighting is controlled by movement sensors, including G/F and 1/F offices and the restrooms.

Outside, the landscape and car park lighting motion sensors not only cut energy usage, but also provide visitors with a comforting welcome. A solar battery system was installed as well, powering some of the external lighting to reduce emission-producing energy consumption.

Every area of the building complies with the EMSD Energy Efficiency Registration Scheme for Buildings – Lighting, and most of the areas consume less than 75% of maximum allowable lighting power density. Despite meeting the stringent regulations, LEDARTIST’s lighting system still produce an operating luminance that falls within the specified values of the Code for Lighting published by International Commission on Illumination (CIE) and The Chartered Institution of Building Services Engineers (CIBSE).

The below table shows the cost saving comparison between “Compact Fluorescent Lamp Downlight” and “LED Downlight”:

	Compact Fluorescent Lamp Downlight	LED Downlight
Wattage (W)	18	13
Lumen Output (lm)	882	931
Efficacy (lm/W)	49	71.6
Average Lamp Life (per hr)	10000	35000
Retail Price (per unit)	HK\$285	HK\$650
No. of Light Source Required	3	1
Cost of Light Source	HK\$285 x 3 units = HK\$855	HK\$650 x 1 unit = HK\$650
Electricity Fees after 35,000 hrs*	$(35,000 \times 18 \times 1) / 1000 = \text{HK\$}630$	$(35,000 \times 13 \times 1) / 1000 = \text{HK\$}455$
Total Cost	HK\$1,485	HK\$1,105 (save: HK\$380)

* Electricity fee is assumed to be HK\$1 kwh on average.

Chief Executive Donald Tsang showed great interest in LED lighting technology when he saw it in action at the showroom located in Hong Kong Science Park in June 2009. The showroom, designed by LEDARTIST, is 100% LED illuminated, and contains a wide range of LED products such as home and office lighting, LED display, traffic lights, automotive lighting and LED light art. Afterwards Mr. Tsang declared that the government would turn to LED lighting for all future lighting needs, and would help make Hong Kong a green city by creating and supporting business opportunities for the environmental industry.



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Lo commented, “We’re extremely pleased to see the government taking the initiative to meet the growing environmental challenges, and LEDARTIST is proud to contribute that effort through the power of art.”

About LED Artist Limited - LED Experience Design & Consultancy

LED Artist Limited is a visionary LED Lighting Design company with offices in Hong Kong, Shanghai and New York. Its LED design and consultancy services include Exterior & Interior Lighting Design, Interactive Design and LED Art.

LED Artist Limited is committed to leading the way in innovative and creative lighting design, pushing the envelope for LED applications never previously imagined. Headed by renowned LED artist Teddy Lo, its dynamic, multicultural team consists of like-minded designers, engineers, and LED experts who share a dream of coloring the world.

LED Artist Limited believes in communication through lights and colors. It strives to deliver comprehensive design solutions by marrying state-of-the-art technology with cutting edge contemporary art, providing bespoke lighting experiences that set brands and ideas a cut above the rest.

From property developers and architects to interior designers and contractors, LED Artist Limited provides total solutions that fulfill specific needs and help brands make their mark through innovative LED solutions and leading edge art direction and design.

For more information, please visit www.ledartist.com.

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新闻稿

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LEDARTIST 领导本港业界，树立照明典范 率先建立香港第一所办公室 100%采用 LED 照明设备

LED 灯光设计公司元创光艺有限公司 (LEDARTIST) 今日发表香港第一所室内外均 100%采用 LED 照明设备的办公室，为业界建立典范。LED 照明设备结合省电及耐用两大优点，在世界各地日趋普及，而 LEDARTIST 就是在全球业界内首屈一指的领导者。

刚开幕的 LEDARTIST 办公室，是 LEDARTIST 致力为香港肩负社会责任的其中一个重要部份，同时贯彻环保业界的目標，以响应香港特别行政区行政长官曾荫权为提升本港竞争力而大力提倡的「六大经济领域」。

LEDARTIST 首席视觉艺术总监罗扬文表示：「LEDARTIST 致力将 LED 以创新的意念应用于艺术和灯光设计上，而我们成功在香港建立首幢室内外均 100% 采用 LED 照明设备的办公室，亦反映了我们在这方面的成果。我们希望透过办公室所运用的视觉设计理念唤起大众对 LED 这种创新科技的认识，让他们更了解这种新兴的环保照明设备的应用和优点。」

作为当代 LED 艺术家，羅氏于 2005 年率领一群创新的设计师、建筑师、工程师及计算机程序专家成立了 LEDARTIST，现时于香港、上海及纽约设立了办事处。该公司的上海办事处亦是 100%采用 LED 照明设备。

LEDARTIST 总公司位于香港，提供跨国顾问服务以支持于本港迅速发展的「新光源产业」。LED 是一项优点繁多的科技，包括寿命长达 35,000 小时以上、超群的能源效益及环保特色、极低的二氧化碳排放量及耗电量等等。LED 的种种优点亦是推动 LEDARTIST 成立的坚定信念。

LEDARTIST 全新办公室的照明系统结合多项环保节能的特色。由于 LED 照明其中一个比传统照明优胜之处，就是其寿命不会因频繁的开关动作而大幅减少，因此办公室中超过 70% 照明设备均采用「动态传感器」控制，包括地下及一楼办公室、洗手间、办公室外的花园及停车场等，大量节省了不必要的耗电。此外、办公室亦安装了太阳能发电系统，用以推动部份室外照明设备，以减少耗电和废气排放。

建筑物内每一部份均符合机电工程署订定的香港建筑物能源效益注册计划中的照明需求，而大部份位置的耗电量均比许可的最高照明功率密度低超过 25%。LEDARTIST 的照明系统一方面符合最严谨的守则，同时亦提供足够亮度的工作环境，符合国际照明委员会 (CIE) 及英国屋宇设备工程师学会 (CIBSE) 所界定的亮度。

以下是「节能管筒灯」与「LED 筒灯」于成本效益方面的比较：

	节能管筒灯	LED 筒燈
瓦数 (W)	18	13
流明输出量(lm)	882	931
能源效益 (lm/W)	49	71.6
平均灯胆寿命 (以小時計)	10000	35000
售價 (每件計)	HK\$285	HK\$650
光源数量	3	1
光源成本	HK\$285 x 3 units = HK\$855	HK\$650 x 1 unit = HK\$650
电费 (以 35000 小时为单位)*	$(35,000 \times 18 \times 1) / 1000 = \text{HK\$}630$	$(35,000 \times 13 \times 1) / 1000 = \text{HK\$}455$
整体成本	HK\$1,485	HK\$1,105 (減省: HK\$380)

* 电费以平均 HK\$1 kwh 计算

行政长官曾荫权于今年 6 月参观位于香港科学园的 LED 展览室时，亲身体会到 LED 照明技术的优点，引起了极大兴趣。该 100%采用 LED 照明设备的展览室亦是由 LEDARTIST 设计，安装了多款 LED 产品，包括家居及办公室照明系统、LED 显示屏、交通灯、自动化照明设备及 LED 照明艺术品等等。其后行政长官指出 LED 既慳电又耐用，肯定是政府采用能源效益照明的其中一个选择，并承诺政府会全力支持环境业界发展，创造商机，务求令本港发展为绿色城市。

罗氏表示：「政府领导大家应付日渐严峻的环境挑战，令我们感到十分欣喜，LEDARTIST 亦很高兴可以透过充满艺术感的照明力量作出贡献。」

有關元創光藝有限公司 — LED 灯光设计及顾问

元創光藝 (LEDARTIST) 是一间经验丰富的 LED 灯光设计公司，其办公室设于香港、上海及纽约。主要业务包括 LED 灯光设计顾问、室内及室外灯光设计、互动灯光设计和 LED 灯光艺术之范畴。

元創光藝致力将 LED 以创新的意念应用于艺术创作及灯光设计上；其设计小组是由著名的科技艺术家罗扬文先生及一班创新的设计师、建筑师、工程师和计算机程序专家组成，富有专业的 LED 知识，为未来生活创造一个理想的形态，令世界充满更多色彩和减少对生态环境的影响。

元創光藝深信灯光和色彩可以传情达意。透过揉合艺术、灯光及色调的创新意念，以及结合科技、环保和媒体艺术的崭新元素，使其产品及品牌在市场上取得领先的优势。

无论是物业发展商、建筑师、室内设计师或者承包商，元創光藝都能透过独具创意的 LED 灯光设计和领导潮流的美术方向，满足顾客的独特需要，让顾客的品牌和讯息大放异彩。

查询详情，请浏览 www.ledartist.com。

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