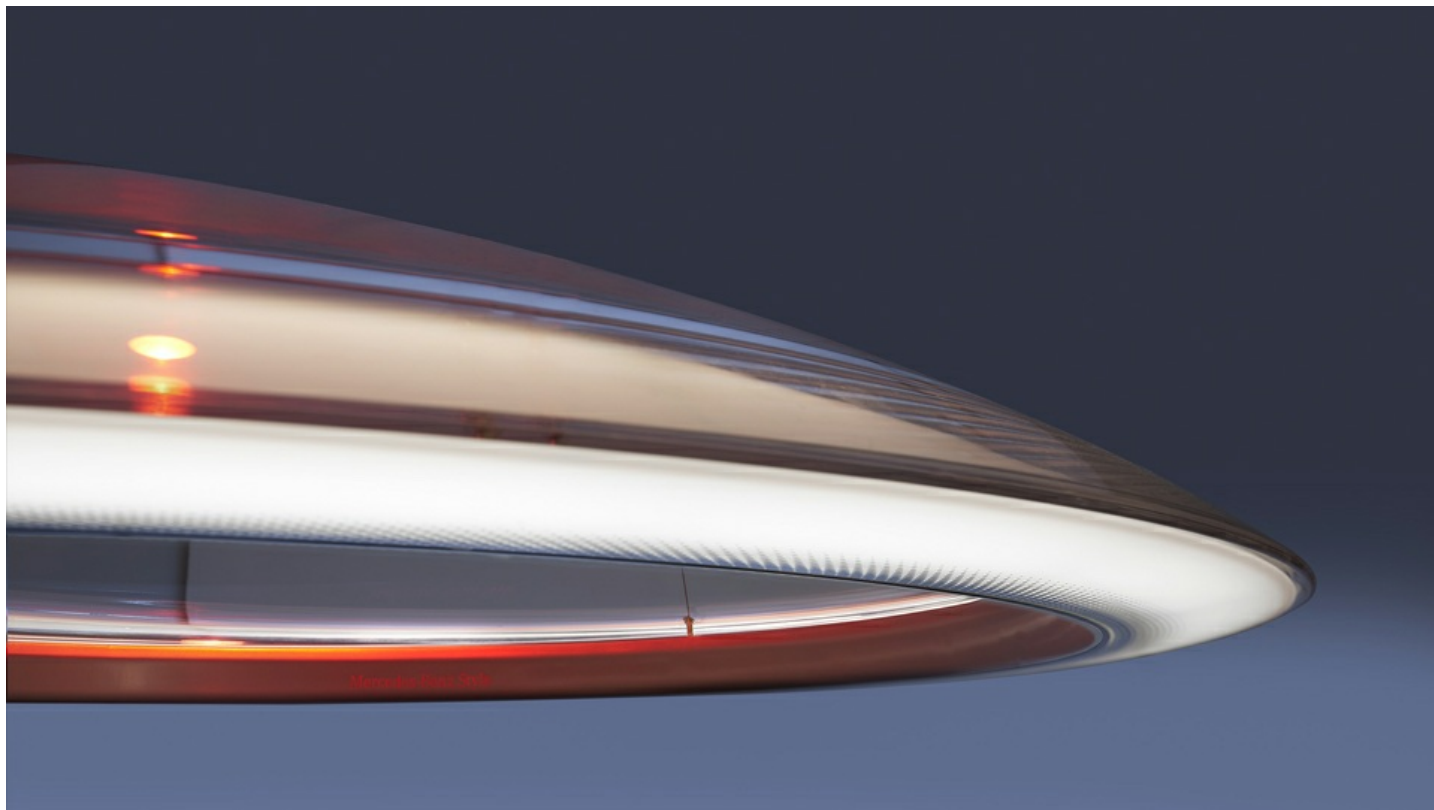


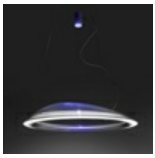
Ameluna



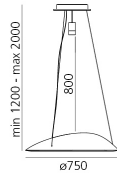
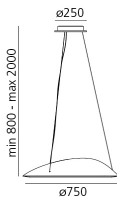
Artemide and Mercedes-Benz are famous for the exclusivity of their design and the creation of icons. Two international leaders in their respective fields enter into partnership to design new synergies. The design of Artemide and Mercedes-Benz has been traditionally human centered, focused on human beings, their experience and interaction. Through high manufacturing quality and a great innovative vision the design, founded on ethical and sustainable values, is capable to shape beautiful enduring products. An impressive and unexpected outcome embodies the light competence of Artemide combined with the distinctive trait of Mercedes-Benz Style on forms and material. Ameluna is a combination of Artemide, Mercedes-Benz and luna, the Italian word for moon. It is a story that goes beyond the object itself. Ameluna combines beauty and intelligence. Through a transparent form and a dynamic light, it creates a countless number of scenarios. The interaction between pure forms and asymmetric volume triggers a dynamic and deeply emotional tension. Ameluna discloses an innovative optoelectronic system integrated in the transparent frame. An aluminium band, a patent of innovation, which is welded with the optics, supports the led strip. The latter is also hidden behind the lower profile, in order to maintain the purity of the form. The transparent body allows the light to be both direct and partially refracted. A countless number of chromatic atmospheres can be created with the use of an innovative RGBW spot. With the simple use of a dedicated app, Ameluna can memorize the lighting experience in the new Mercedes E-Class “Masterpiece of intelligence” and replicate the same atmosphere in any other space. The ability to entertain digital dialogue with its surroundings and its optoelectronic innovation are only part of the high-tech competence of Ameluna. The high-tech competence of Ameluna, is conveyed by both optoelectronic innovation and IOT interaction. Every interior, be it a car or a personal or public space, can be part of the Internet of Things. This can enable the light to follow human experiences and scenarios. A new project frontier where light creates both experience and interaction. Patent Pending N° 102016000025996

Transparent





Watt	Luminous Flux (lm)	CCT	Color	Code	Product name
41W	3276lm	3000K	○	1401010A	Ameluna
45W	3414lm	3000K	○	1402010A	Ameluna RGB



## Designers

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Mercedes-Benz Style