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NEWS RELEASE

LEGO Stores run with Art-Net

LEGO has recently opened three new retail stores in Cologne, Milton Keynes and Moscow. These stores all make extensive use of effect lighting to add atmosphere and excitement to the specialist display areas in the stores. Designed and maintained in house by LEGO AudioVisuals the architectural and effects lighting in all stores is controlled by a Medialon system.

The objective of the new LEGO stores is to bring excitement to users. Leif Andresen, AV Project Manager says: "We think it is important that there should be something to stimulate the interest of both children and adults. For example, the lighting will change colour throughout the day. The large video screens will constantly show new images, and as soon as a new LEGO product is announced, it will be marketed in a special way in our brand stores."

Ethernet is used as the backbone for transmitting the lighting data from a central controller at Lego Head Quarters in Denmark to the stores. Leif Andresen selected Art-Net for the systems critical backbone. Having considered several options Art-Net was selected not only for its compatibility with Medialon, but also for its ease of use, affordability and because it is supported by several other manufactures of lighting products.

Leif Andresen told us, 'Not only was the Artistic Licence product a pleasure to work with but the company bent over backwards to write a custom piece of software to make our jobs easier.' By using Art-Net to transmit new lighting looks as changes to store displays are made an exciting, changing environment for shoppers is assured.

For further information please email us at Ethernet@ArtisticLicence or visit our web site www.ArtisticLicence.com.

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