

HI-SEMICON-Store lighting solution

Lighting is the finishing touch of one shop, it can make the products look more valuable, but also make them look low and devaluation at one night.

Lighting from different perspective

A. Front light -light directly in front of the garment. The clothing feel brightly when the light is in front of the garment directly, it can show the colors and details of the whole garment completely, but stereo feeling and simple sense is poorer, usually be used in the store shelves.

B. Inclined side light-45°Photometric Angle between lighting and irradiated object. The lighting irradiate on the irradiated object from the left or right front side slope of orientation, that is the most common photometric angle in window display, The model and garment looks distinct and stereo.

C. Side light—also known as 90°side light. The light comes from the side of the irradiated object to make strong contrast of light and shade for the irradiated object. Usually be used as auxiliary light, don't use alone.

D. Top light-the light comes from the top of the model to produce heavy shadows of the model's face, upper and lower garments, usually need to avoid this phenomenon. How to avoid? Hi-Semicon has the method.



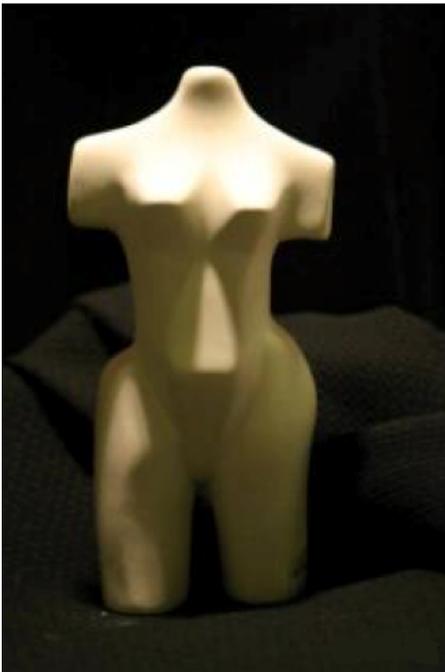
No change when lighting on the model by front light.



Too much shadow from the side light.



Also too much shadow from top light.



Right sample: Front side light.





HI-SEMICON case in Holland



Store Area Lighting

- A. **Show Window lighting**—Due to the position of the models changes frequently, in order to satisfy this situation, the show window always choose the led track light which can adjust the direction and distance. In order to prevent glare and build the window effect, the lamps in show window always be hidden. The traditional lamp always install at the top of the show window, but due to the single light angel, at present some international brand always install several groups of lights at one side or two sides even on the ground in order to rich window light effects.



The show window can be divided to closed, half closed and open types. The closed type lighting is more relatively independent and freedom. The half closed and open show windows must consider the echo with the inside shop. The open type show window integrated with the shop inside, so need to use different light configuration according to different form of the shop. If want to emphasis on the window, we can increase the intensity of illumination and brightness, if want to emphasis the effect of inside shop, we can choose some area as emphasis lighting in the shop.



B. Entrance lighting—When customers attracted by the window, they will consider whether go inside of the shop to get more. So the entrance lighting design also very important, the lighting design requirements are also very high. It will attract customers when the entrance lighting looks bright.



C Shelf lighting—For some displays with strong graphic, distinct gradations and more details which need to show all parts clearly should reducing projection or weaken the shadow. We can use diffuse or crossed illumination which direction is not obvious to eliminate the influence of shadows. Some clothes need to highlight the stereo feeling which can use the sidelights for combination irradiation. The shelf lighting should have good color rendering, in the high-end clothing stores should adopt some accent lighting which can use the spotlight or use tube fluorescent lamps(recessed or pendant) to do the local lighting.



D. Fitting area lighting—Lights set of the fitting area usually be overlooked, as there is no absolute boundary in the fitting area, so usually it will be summarized as basis lighting in the store. We always can find it will influence the customer's buying mood without enough light in front of the mirror of the fitting area. It is important to pay attention to the fitting area design, in the fitting area usually has below demands: good color rendering. .Customers will look at the color effects in the fitting area. In order to make customer's skin color look better, we can properly use the light source with low color temperature to make the color slightly red. We can reduce the lighting illumination in the fitting room which without the dressing mirror, so it will look more warm and sweet. The fitting mirror lights should avoid glare.

