



Fiberli Express

EDITION 2
JULY 2024

Dear colleagues,

We have completed the first half of 2024.

Each passing day, the importance of quality lighting on life is being recognized more globally. As Fiberli, we continue to add value to buildings, cities, and lives with our lighting and to realize dazzling lighting projects at full speed. In the second issue of our e-newsletter, we are very happy to share the developments in the lighting industry and in Fiberli over the past three months with you.

Enjoy reading...

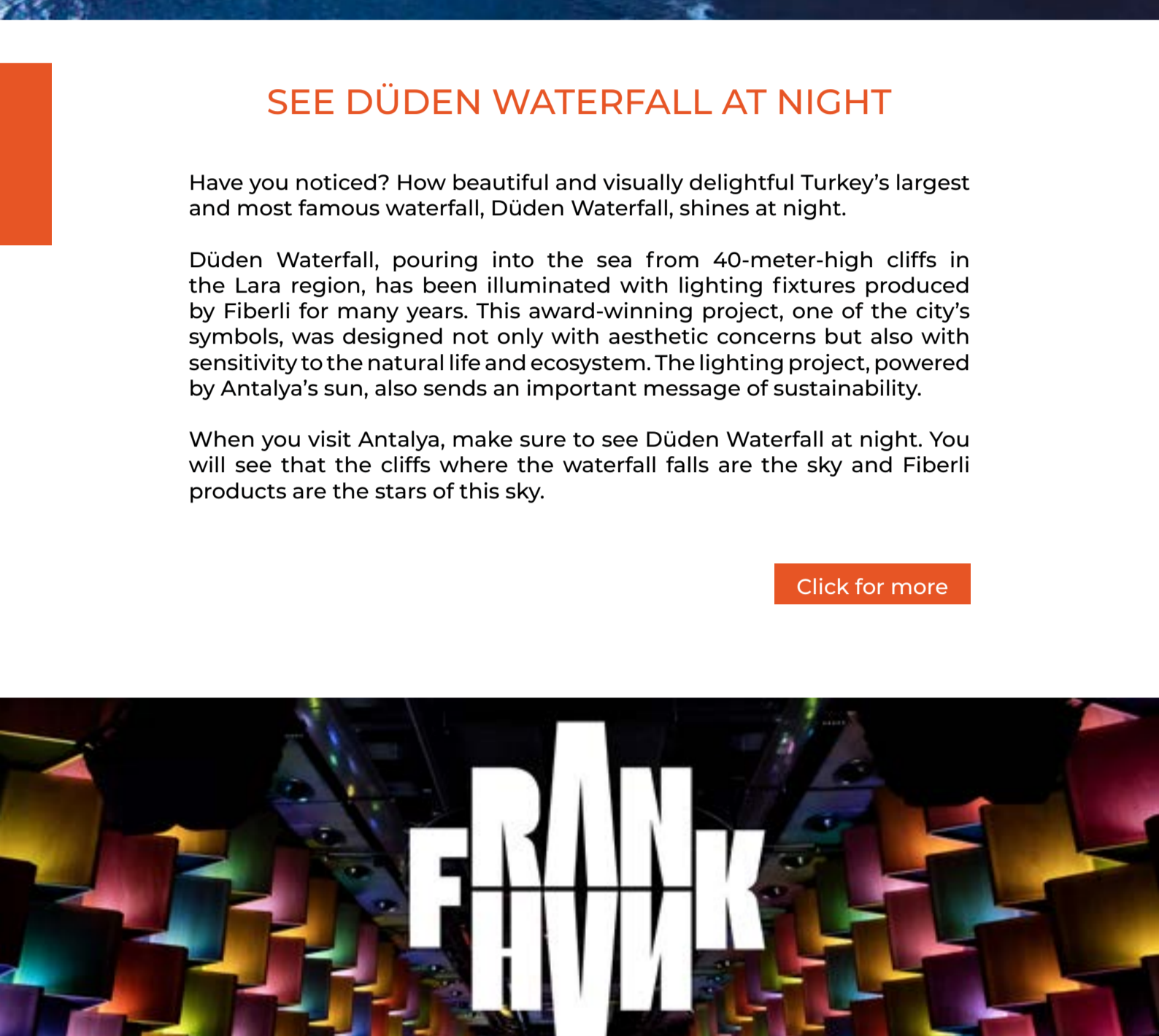
RAPID GROWTH IN THE SMART LIGHTING MARKET



Smart lighting systems are advanced lighting systems that provide energy efficiency and allow users to remotely control lights, automatically turn them on and off with motion sensors, and adjust color and brightness. They offer environmentally friendly and cost-saving solutions.

The smart lighting market is expected to grow from \$9.5 billion to \$18 billion between 2024 and 2029, with an annual growth rate of 13.8%. This growth is driven by factors such as increased investments, technological advancements and energy sensitivity.

Smart lighting systems, which offer advantages in many areas such as energy efficiency, comfort, security, and health, are widely used in workplaces, streets and industrial facilities. Systems offering technological advancements such as IoT integration, AR and VR applications, smart sensors, and data analytics touch various sectors and provide significant business opportunities for companies.



SEE DÜDEN WATERFALL AT NIGHT

Have you noticed? How beautiful and visually delightful Turkey's largest and most famous waterfall, Düden Waterfall, shines at night.

Düden Waterfall, pouring into the sea from 40-meter-high cliffs in the Lara region, has been illuminated with lighting fixtures produced by Fiberli for many years. This award-winning project, one of the city's symbols, was designed not only with aesthetic concerns but also with sensitivity to the natural life and ecosystem. The lighting project, powered by Antalya's sun, also sends an important message of sustainability.

When you visit Antalya, make sure to see Düden Waterfall at night. You will see that the cliffs where the waterfall falls are the sky and Fiberli products are the stars of this sky.

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SHINING BEYOĞLU AND FRANKHAN

One of the most colorful areas in the world, Beyoğlu, which attracts tens of millions of tourists every year, continues to shine brightly.

Recently, Frankhan, Beyoğlu's new live performance center, has been drawing attention with its lighting design that creates its unique identity. The effective lighting realized by Fiberli, using the DMX lighting system, perfectly complements the atmosphere of the venue. Thanks to this system, the rhythm of the music turns into a visual feast. DMX lighting adapts to the tempo and emotion of the performances, providing the audience with an unforgettable experience.

Frankhan's lighting design stands out not only for its visual aesthetics but also for its goals of energy efficiency and sustainability. Thanks to Fiberli's innovative technology, the lighting of the venue is realized in both an economical and environmentally friendly way.

With this modern and dynamic lighting, Frankhan offers visitors a unique atmosphere by combining music and art in the heart of Beyoğlu. With these features, Frankhan brings a new breath to Istanbul's cultural and artistic scene.

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CLEAN AIR, HEALTHY PEOPLE



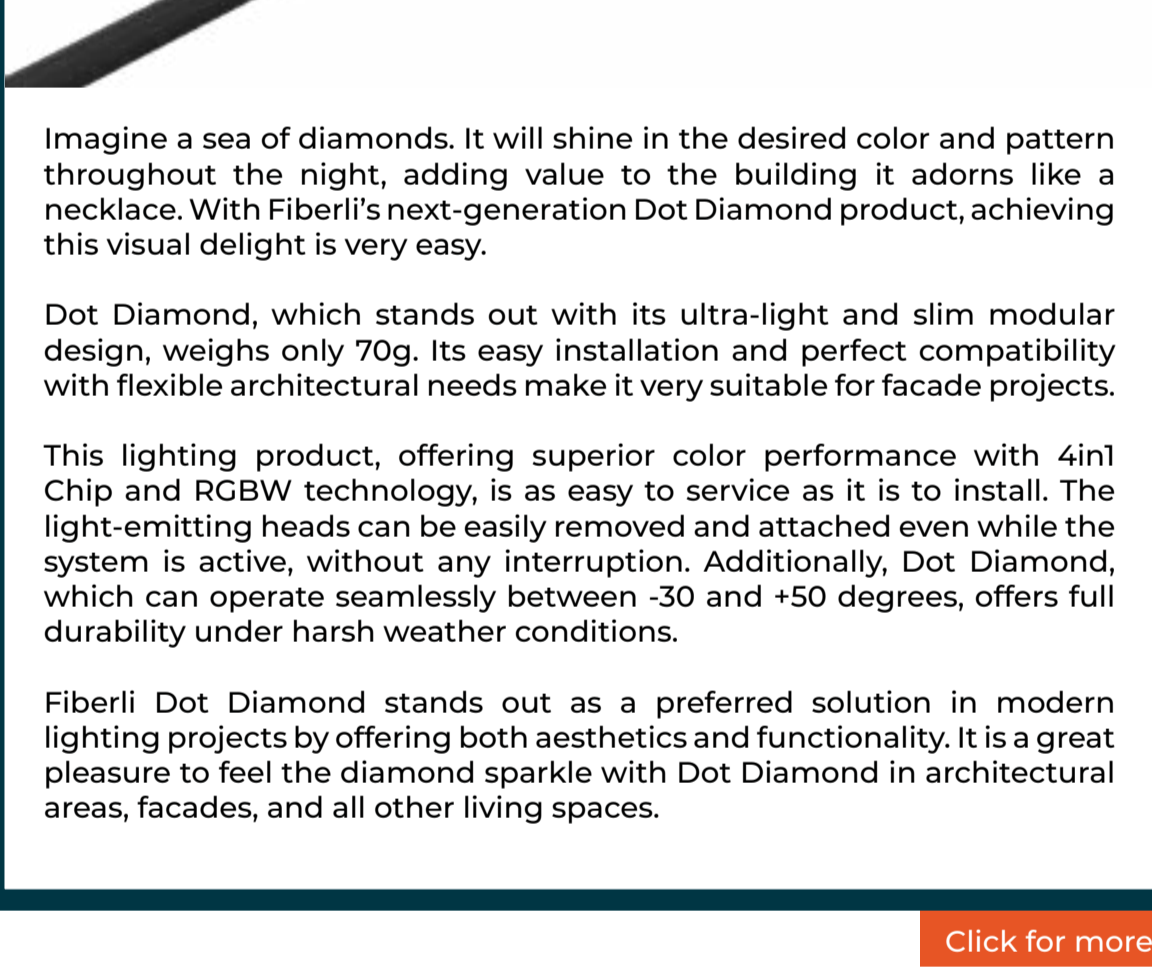
For a happy life, people primarily need clean air. Respiratory diseases are often related to air quality.

Harmful factors are commonly found in enclosed and humid environments that do not receive daylight. UVC rays (ultraviolet rays) in sunlight destroy many harmful factors and provide us with quality air. However, UVC rays cannot enter our homes through windows. They also have no effect in the shade and cannot reach the earth on cloudy days.

Therefore, the use of UVC rays is critical to improve indoor air quality. We combined this awareness with our experience in the lighting industry and started producing air purification devices under the Momi brand. In this way, like the sun, we artificially produce UVC and kill harmful factors without using any chemical materials.

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DOT DIAMOND REMOVABLE DIAMOND



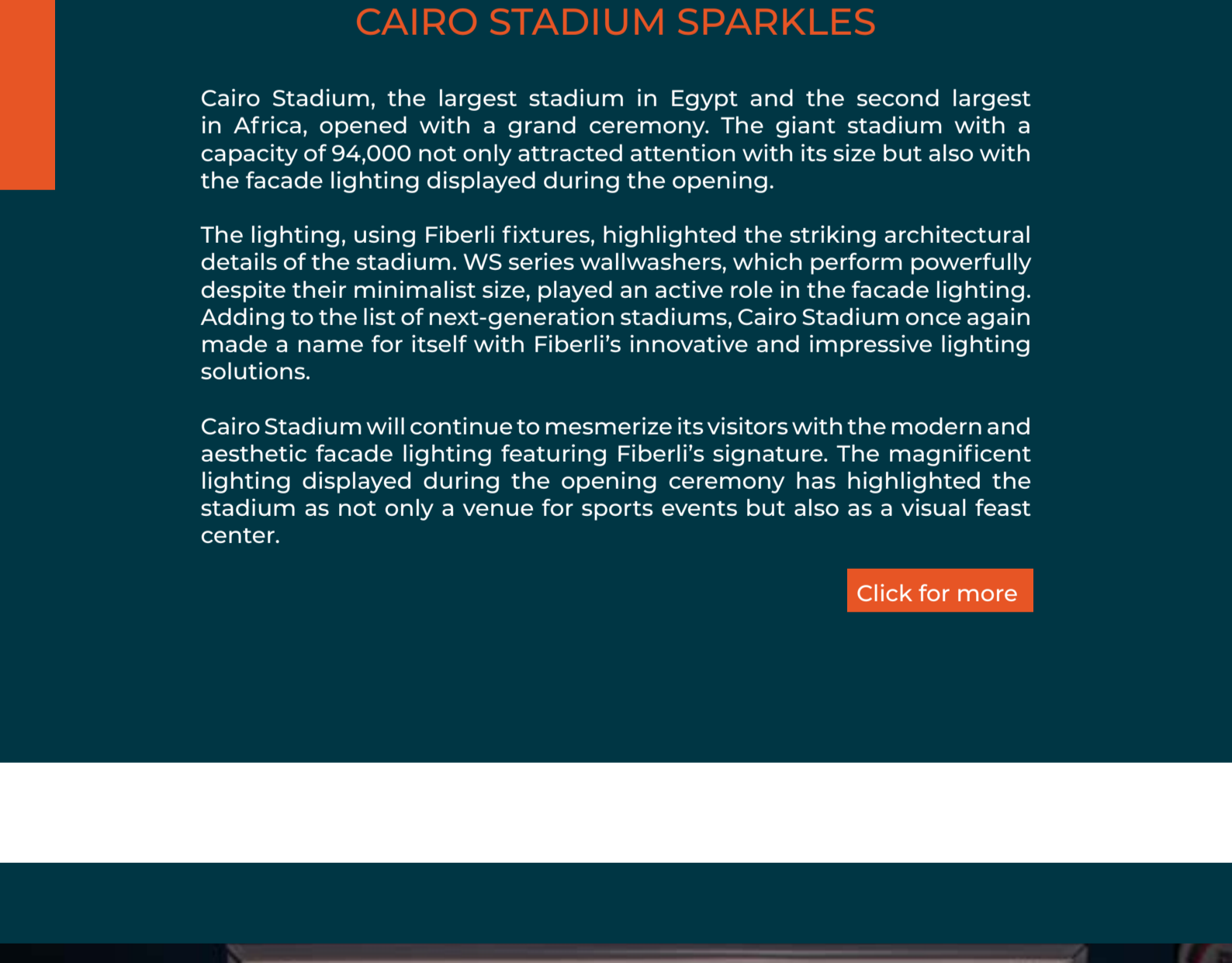
Imagine a sea of diamonds. It will shine in the desired color and pattern throughout the night, adding value to the building it adorns like a necklace. With Fiberli's next-generation Dot Diamond product, achieving this visual delight is very easy.

Dot Diamond, which stands out with its ultra-light and slim modular design, weighs only 70g. Its easy installation and perfect compatibility with flexible architectural needs make it very suitable for facade projects.

This lighting product, offering superior color performance with 4in1 Chip and RGBW technology, is as easy to service as it is to install. The light-emitting heads can be easily removed and attached even while the system is active, without any interruption. Additionally, Dot Diamond, which can operate seamlessly between -30 and +50 degrees, offers full durability under harsh weather conditions.

Fiberli Dot Diamond stands out as a preferred solution in modern lighting projects by offering both aesthetics and functionality. It is a great pleasure to feel the diamond sparkle with Dot Diamond in architectural areas, facades, and all other living spaces.

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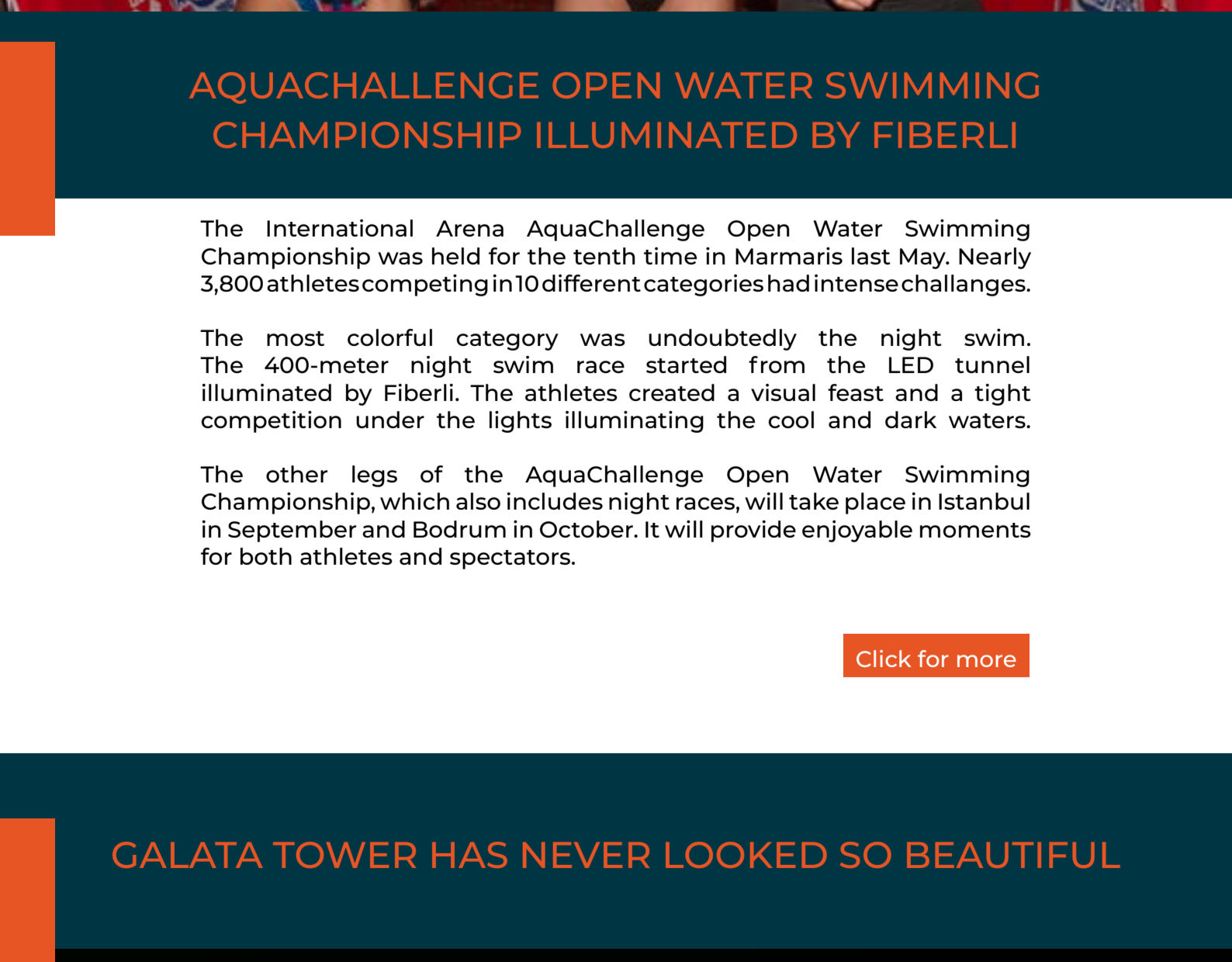
CAIRO STADIUM SPARKLES

Cairo Stadium, the largest stadium in Egypt and the second largest in Africa, opened with a grand ceremony. The giant stadium with a capacity of 94,000 not only attracted attention with its size but also with the facade lighting displayed during the opening.

The lighting, using Fiberli fixtures, highlighted the striking architectural details of the stadium. WS series wallwashers, which perform powerfully despite their minimalist size, played an active role in the facade lighting. Adding to the list of next-generation stadiums, Cairo Stadium once again made a name for itself with Fiberli's innovative and impressive lighting solutions.

Cairo Stadium will continue to mesmerize its visitors with the modern and aesthetic facade lighting featuring Fiberli's signature. The magnificent lighting displayed during the opening ceremony has highlighted the stadium as not only a venue for sports events but also as a visual feast center.

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AQUACHALLENGE OPEN WATER SWIMMING CHAMPIONSHIP ILLUMINATED BY FIBERLI

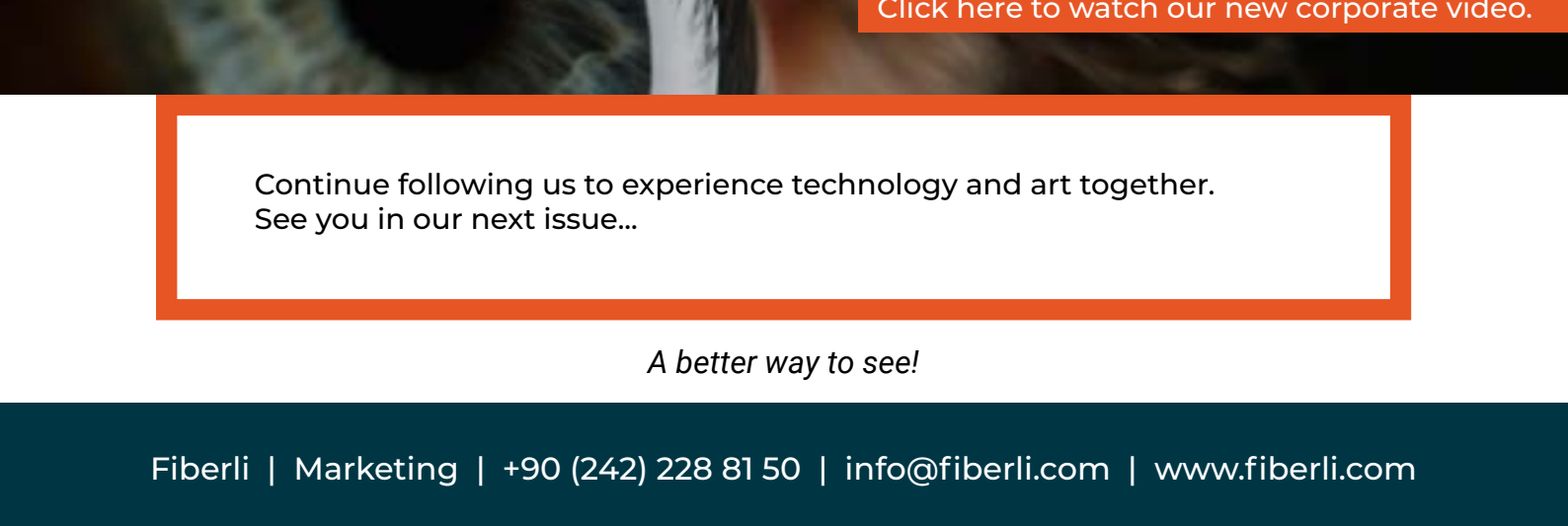
The International Arena AquaChallenge Open Water Swimming Championship was held for the tenth time in Marmaris last May. Nearly 3,800 athletes competing in 10 different categories had intense challenges.

The most colorful category was undoubtedly the night swim. The 400-meter night swim race started from the LED tunnel illuminated by Fiberli. The athletes created a visual feast and a tight competition under the lights illuminating the cool and dark waters.

The other legs of the AquaChallenge Open Water Swimming Championship, which also includes night races, will take place in Istanbul in September and Bodrum in October. It will provide enjoyable moments for both athletes and spectators.

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GALATA TOWER HAS NEVER LOOKED SO BEAUTIFUL



Dear Istanbul friends, no need to elaborate. We are very proud to illuminate the Galata Tower, the symbol of Istanbul.

Fiberli-branded fixtures combine the historical texture with modern elegance and recreate the magnificent scenery every night. As we do while illuminating many iconic structures around the world, we turned light into art at Galata Tower as well. In this way, we illuminate the emotions at the heart of Istanbul, touch the city's past, and revive its memories.

We invite everyone to experience Galata Tower at night.

[Click here to watch our new corporate video.](#)

Continue following us to experience technology and art together. See you in our next issue...

A better way to see!