

CEPSA Tower makes an impact with dynamic LED façade lighting

CEPSA recently relocated its corporate headquarters to one of the tallest skyscrapers in Madrid, Spain. The move represented the company's growth and commitment to creating an innovative workplace.

Customer challenge

As a reflection of its innovative spirit, CEPSA wanted to ensure its new headquarters stood out in the city skyline with an LED lighting system that would allow the company to display corporate colors and use dynamic lighting to celebrate holidays and special events, support causes, and react to local or world happenings.

In addition to instilling corporate pride and establishing the building as a landmark in the city, the company was also interested in saving on energy costs and improving operational efficiency with an LED lighting system that could be easily controlled and managed over a single software dashboard.

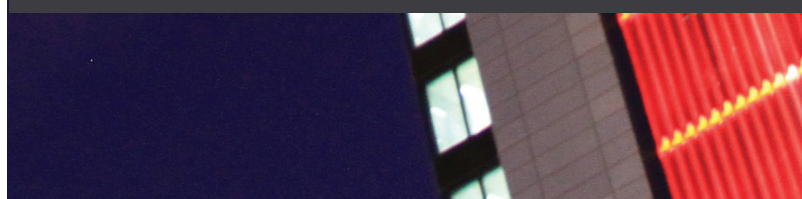
Solution

The impressive façade design includes two glass curtain walls measuring 815 ft (250 m) over 45 floors, integrated with 2,500 Color Kinetics ColorBlast Powercore fixtures. The new LED connected lighting system provides the high-quality light required for the design, and can also withstand harsh weather conditions, both critical components given the expanse of the design and location of the building.



“With connected lighting on the façade of our Madrid HQ, we can make a bold statement in the city skyline.”

Jonathan Keeling, Brand, Advertising and Sponsorship Manager at CEPSA



Interact – Making it happen

As an important addition to the connected LED lighting installation, CEPESA incorporated Interact Landmark cloud-based connected lighting management software. Interact Landmark allows the lighting system to be remotely monitored, maintained, and managed over a

web-based app, and light show content to be uploaded from anywhere in the world. The secure system is easy to commission, with no software to install or servers to buy and maintain, and users can access the cloud-based software with any authorized device via the web.



Remote monitoring

With Interact Landmark, the fixtures on CEPESA Tower are monitored 24 hours a day. In the case of any system anomalies, authorized users are alerted

and can effectively dispatch maintenance crews to the exact location to address any concerns.



Lighting asset management

Easy commissioning plus remote monitoring of lighting performance, energy consumption, and fault

detection. Know exactly what's happening where and take action through a real-time, data-enabled view of your entire system. With cameras, you can visually verify light show performance via a cloud-based dashboard.



Energy savings

Highly energy-efficient connected LED lighting fixtures are anticipated to consume up to 75% less electricity than comparable conventional

fixtures. Long useful life of 50,000 hours of operation or more means less re-lamping and significant maintenance cost savings over the life of the installation.



Scene management

Attract attention and create memorable experiences with dynamic LED connected lighting and programmable light shows. Align to time of day, season,

festivals, or special events. Easy-to-use software lets you program and synchronize shows remotely over a cloud-based software dashboard or app on a mobile device.

Project details

- 2,500 ColorBlast Powercore LED lighting fixtures from Color Kinetics
 - Round-the-clock remote monitoring of fixtures on the tower
 - Ability to change light show content remotely via cloud-based scene management software

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