

TO BUY OR NOT TO BUY

Smart Lighting
is the answer

From hesitation to → Attraction
powered by
Intelligent
Adaptative
Lighting



make your products desirable!



GESLUCE is able to automatically finetunes the lighting to enhance the colour rendering of the product

KEY ADVANTAGES

Adaptive Light Spectrum

GESLUCE uses AI technology to detect a product and its colour, analysing and adjusting the light spectrum to enhance the colour projected on it



Automatic Adaptation

GESLUCE products automatically set the mode of the light spectrum through object analysis, with customisable response times



Capture & Tune

Take a photo of your product display using the in-app camera and let GESLUCE AI detect colours and optimise the lighting accordingly



Master to Slaves

Define one GESLUCE spotlight as the master, allowing other spotlights (slaves) to replicate its adjustments seamlessly



Smart Control

Through the GESLUCE app, you can easily adjust CCT, hue, and lumen output to achieve the desired lighting effect

FULL SPECTRUM RGBW LED SOURCE

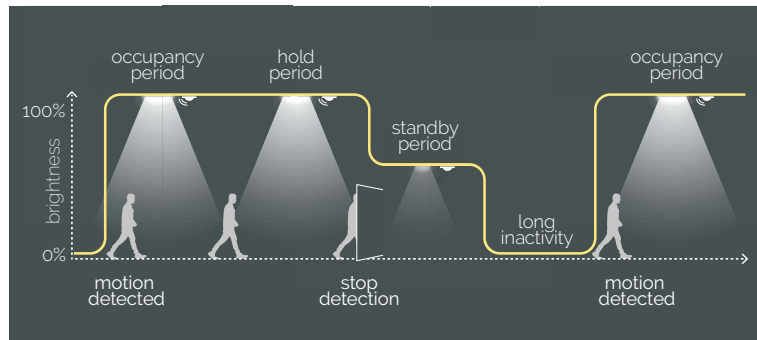
Automated adjustment of the lighting according to the colour detected on the objects



ADDITIONAL BENEFITS

Energy Savings – more sustainability

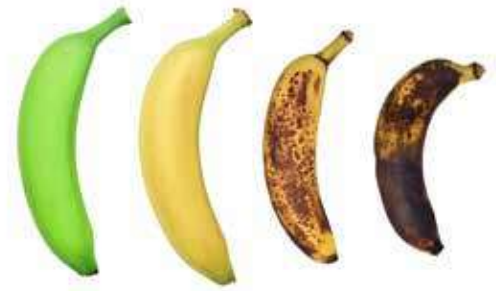
AI lighting automatically adjusts brightness according to visitor presence. Both operating periods and light intensity can be pre-configured to meet specific requirements, ensuring efficient energy use without compromising visual comfort.



Products Protection (No Photodegradation)

GESLUCE AI light formulas help protect a wide range of materials from harmful light exposure, preserving the quality and appearance of displayed items.

The optimised spectrum minimises infrared thermal damage, while reduced short-wave blue light helps maintain the look and flavour of fresh foods — extending product lifespan and reducing replacement needs.



Retailers can slow down discoloration for a **longer shelf life** or use **higher light levels** for more appealing displays. In the first case, the shelf life can be extended by up to 20% using lighting levels equivalent to conventional lighting. In the second case, retailers can apply light levels up to **30% higher** while still achieving a shelf life identical to that of conventional lighting.

COMING SOON

GESLUCE App



Download here

Development in progress:
Customer Counting | Attractive Products
| Occupancy Heatmap | Data learning

Sectors that benefit from GESLUCE AI Lighting



Fashion & Boutique Stores

Combined with CRI95+, **GESLUCE AI** technology intelligently analyses and adjusts lighting CCT to enhance product colour saturation and visual appeal. It also supports optimised product display and merchandising strategies, helping to elevate overall store performance.



Retail & Supermarkets

Optimise lighting across every product category to highlight freshness, colours, and textures, increasing product attractiveness and delivering a more engaging shopping experience.



Art – Museums & Galleries

Enhance artistic concepts through precise, programmable lighting that achieves the desired curatorial effect. With AI, lighting can adapt to exhibition narratives, creating immersive experiences for visitors at every vernissage.



Showrooms & Exhibition spaces

With adaptive lighting, businesses can energise spaces dynamically, highlighting key products, architectural elements, and design details to create impactful and memorable environments.



Our GL range



AURA GL



BEAM TRANSFORMER GL



LUA GL



OCCULO GL



LUKA GL



LULU GL

Download **GESLUCE** App here
Available in multiple languages



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2030

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