

Press release

September, 2019

Human Centric Lighting: it increases people's performance

Carolina Del Pozo
Tel. +54 9 11 4514 1400
prensa@argentina.messefrankfurt.com
www.argentina.messefrankfurt.com
www.biel.com.ar
Press and Communication Manager
Natalia Porta

It has a positive influence on mood, on body functions, on certain anxiety states and it improves job performance. The AADL will give a conference on the subject this Friday in BIEL Light + Building Buenos Aires.

Human Centric Lighting is the term used to speak about human centric lighting and the impact that artificial light has over health, well-being and performance of people.

The results of the Office Lighting Solution 2018 research show an increase in job performance when people work with human centric lighting. These results indicate a 19% tiredness reduction, a 27% improvement on the ability to concentrate, a 37% increase of mental acuity, and a 23% increase on employees' satisfaction. The study concludes that human centric lighting has several proven benefits.

Fernando Deco, of AADL (Argentine Association of Lighting) will give a conference on the subject in BIEL Light + Building Buenos Aires. The specialist explains that "the spectrum composition of artificial light, as well as the lighting level can be modeled, thus achieving an activating or relaxing effect on the human organism. The light of spaces should be thought on the basis of people needs." "The Human Centric Lighting concept supports health, well-being and performance of human beings through the combination of light visual, biological and emotional benefits", concluded the specialist.

The birth of human centric lighting concept started when different color temperatures were achieved with white led light and the checking that this light is not only captured by the human visual system, but it also influences other enzymes that regulate the human heart rate, that is to say, the day-night cycle.

Gathering these factors, together with the fact that natural light is the most adequate for view, lights that can vary from a warm tone to a cold one started to be produced and that, conveniently linked to a control system, can follow the same variation of natural light. That is to say, light an interior with the same color temperature variation that natural light has outdoors.

Indexport Messe Frankfurt
Luis María Campos Av. 1061 - P 5°
C1426BOI, Buenos Aires
Argentina

This way, light frames the day and night rhythm and improves the ability to concentrate and the cognitive performance, can energize, increase the alertness and facilitate relaxation, as well as modify the mood and stabilize the people's sleep-wake cycle.

The conference by Fernando Deco will take place next Friday, September 13 at 4 p.m. in Room B of BIEL Light + Building Buenos Aires. The access is free of charge and does not require previous registration. Quotas are subject to room capacity.

The exhibition will be carried out on September 11-14, 2019 in La Rural Trade Center and it is organized by the Argentine Chamber of Electronic, Electromechanical and Lighting Companies (CADIEEL) and Messe Frankfurt Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.biel.com.ar

Press information and photographic material:

<https://biel-light-building.ar.messefrankfurt.com/buenosaires/en/prensa.html>

Links to websites:

www.facebook.com/BIELBuenosAires | www.twitter.com/BIELBuenosAires | www.instagram.com/bielbuenosaires | www.linkedin.com/showcase/biel-light-building

Background information on CADIEEL

CADIEEL, the Argentinean Chamber of Electronic, Electromechanic and Light-Technology Industries, represents and defends the interests of more than 3,200 companies from the electric - electronic industry, which employ more than 40 thousand highly qualified technicians and export to more than 60 countries on five continents. The industries represented by CADIEEL are the main drivers of technological progress of the country because their products are crosscutting technologies that determine the pace of innovation and economic growth. For more information, please visit our website at: www.cadieel.org.ar

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent)

BIEL Light + Building Buenos Aires
16° Biennial International Trade Fair of
the Electric, Electronic and Lighting
Industry
La Rural Trade Center
Buenos Aires, September 11 - 14, 2019

and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com

BIEL Light + Building Buenos Aires
16° Biennial International Trade Fair of
the Electric, Electronic and Lighting
Industry
La Rural Trade Center
Buenos Aires, September 11 - 14, 2019