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To whom it may concern:

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**LED Lighting SALIOT • CCT Model Adopted to ISETAN Shinjuku Store, Main Building 1F**  
~Reduction of Lighting Adjustment Time with Smart Lighting, Contribute to Work Style Reforms! ~

New LED lighting “SALIOT (Smart Adjustable Light for the Internet Of Things)” of MINEBEA MITSUMI Inc. (MinebeaMitsumi) has been adapted to ISETAN Shinjuku Store on the 1F of the Main Building.

Combined MinebeaMitsumi’s technologies of ultra-precision, optical and wireless technology, “SALIOT” is a smart adjustable LED lighting enabling users to easily adjust the light distribution angle, brightness and illumination position (up-down, right-left) with a smartphone and tablet and it enables to transfer work at high place and layout change that had a problem of being high cost and taking long hours of work to easy, safe, low cost and short working time.

At the ISETAN Shinjuku store, SALIOT have been installed on the Main Building 1F, handbag area, the display boxes around the escalators and other areas. SALIOT is also effective for reducing lighting adjustment time of personnel in charge of the facility and sales floors and contribute for the realization of Work Style Reforms.

ISETAN Shinjuku Store is constantly exploring new way of presenting the sales floors and stimulating sales while placing the customer satisfaction as the first priority.

This time, “Change Color Temperature(CCT) ” Model, that enables to adjust the color temperature seamlessly from 2700K to 5000K, is adopted. This model enables to make fine-tuning of the color temperature of the lighting and it is possible to maximize the display appeal. In addition, when customers consider purchasing, it is possible to reproduce a color of products in various situations on the spot such as at dusk or at a chic indoor restaurant etc. and it is expected to lead to improvement in purchasing decision-making power.

MinebeaMitsumi believes that lighting can have the important position, linking devices in our daily life in the future IoT society and advancing our research and development. We will further continue to challenge to add new values to lighting to be able to deliver products that are useful for shops/art museums/hotels and other places and people in the lighting business as well as the lives of end users.

**【ISETAN Shinjuku Store Location: Main Building 1F, Area for Handbags】**



## 【Installed Locations】

ISETAN Shinjuku Store

Main Building 1F Area for handbag sales

- 47W Bluetooth Track Light 14 pcs
- 7 inch Bluetooth Adjustable Recessed Light 14 pcs

Display Box in front of the escalators

- 47W Bluetooth Track Light 14 pcs

Main Building, Central passage

- 7inch Bluetooth Adjustable Recessed Light 16pcs

## 【Adopted Model】



47W Bluetooth Track Light  
CCT Model



7inch Bluetooth Adjustable Recessed Light  
CCT Model

### < Related information >

Press release:

March 10, 2017

[MinebeaMitsumi's New LED Lighting "SALIOT CUBE" Won an iF DESIGN AWARD 2017](#)

October 11, 2016

[Minebea's new LED lighting fixture "SALIOT CUBE" receives the "2016 Good Design Award"](#)

July 15, 2015

[Minebea to Start Mass Production and Sales of New LED Lighting \(Smart Adjustable Light for IoT \(SALIOT\)\)](#)

Information:

April 27, 2016

[Minebea won an Innovation Award at LIGHTFAIR International 2016 for New LED Lighting "SALIOT"](#)

Technology column:

New LED lighting "SALIOT"

<http://www.minebeamitsumi.com/english/technology/column/saliot/index.html>

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