

## EXECUTIVE OFFICE

*F40 High Lumen Biax® Fluorescent Systems  
ConstantColor® Precise™ MR16 Lamps*



*“Task-oriented lighting is an integral element in the success of the video conferencing center, where GE lamps enhance vision, comfort and task performance.”*

— Gary Steffy

*President  
Gary Steffy Lighting Design, Inc.  
Ann Arbor, Michigan*

*When Steelcase Inc. recently transformed the fourth floor of its Grand Rapids, Michigan corporate headquarters into an innovative “Leadership Community,” GE Lighting played a significant role.*

The core of Steelcase’s new Leadership Community is “The Center,” which includes a state-of-the-art video conferencing facility. “My overall lighting design goal was to create four ‘layers’ of lighting,” said Gary Steffy. “Various combinations of these layers—some on, some off, and some dimmed—are used to achieve appropriate lighting for each task throughout the video conference facility.”

The first layer of lighting employs **GE F40 High Lumen Biax® lamps for cove uplighting**, with the lamps mounted several feet from the ceiling. Layer two consists of **F40 High Lumen Biax® lamps for overhead uplighting**. “These lamps provide shadow- and glare-free illumination that is uniform and visually bright,” said Steffy. “**The GE F40/SPX30 Biax® lamps in the perimeter and overhead lighting systems offer the best color-rendering characteristics for flattering skin tones, room surface colors and contrast for screen graphics.**”

Layer three incorporates **35-watt GE ConstantColor® Precise™ MR16 lamps for downlighting**. These lamps can be dimmed to a few footcandles, to allow notetaking while viewing multimedia presentations and during video conferences. The fourth lighting layer highlights the marker board at one end of the video conference center, again using MR16 lamps on dimmers. This arrangement offers a wide range of brightness settings for audio visual presentations.

**“GE F40 High Lumen Biax® lamps employ compact hardware to achieve a definitive beam control.** In addition, these lamps provide maximum light output in a small area, combined with minimum energy expenses. For their part, GE ConstantColor® Precise™ MR16 lamps create a nice touch of ‘consistent glitter’ that’s appropriate for a theatrical setting like a video conference room.” In addition, **these lamps provide consistent white light, with no color shift, over their long life.**



**GE Lighting**