# TRACK LIGHT AI

## LED line x Caimeta

LED line

EN

# Track Light AI

LED line x Caimeta

Light has never been so close to people before. Track light AI is the first LED track light that, thanks to artificial intelligence, independently selects the colour of light to suit the surroundings and display in order to reproduce 100% natural sunlight. Technology that was once a vision of the future has now become an everyday reality.

The future is today.

WATCH VIDEO

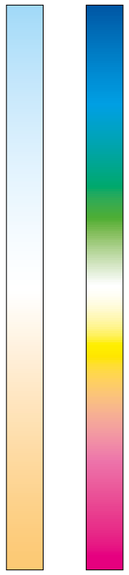
# A new perspective on light
## Alcolor™ and AICCT™ technology

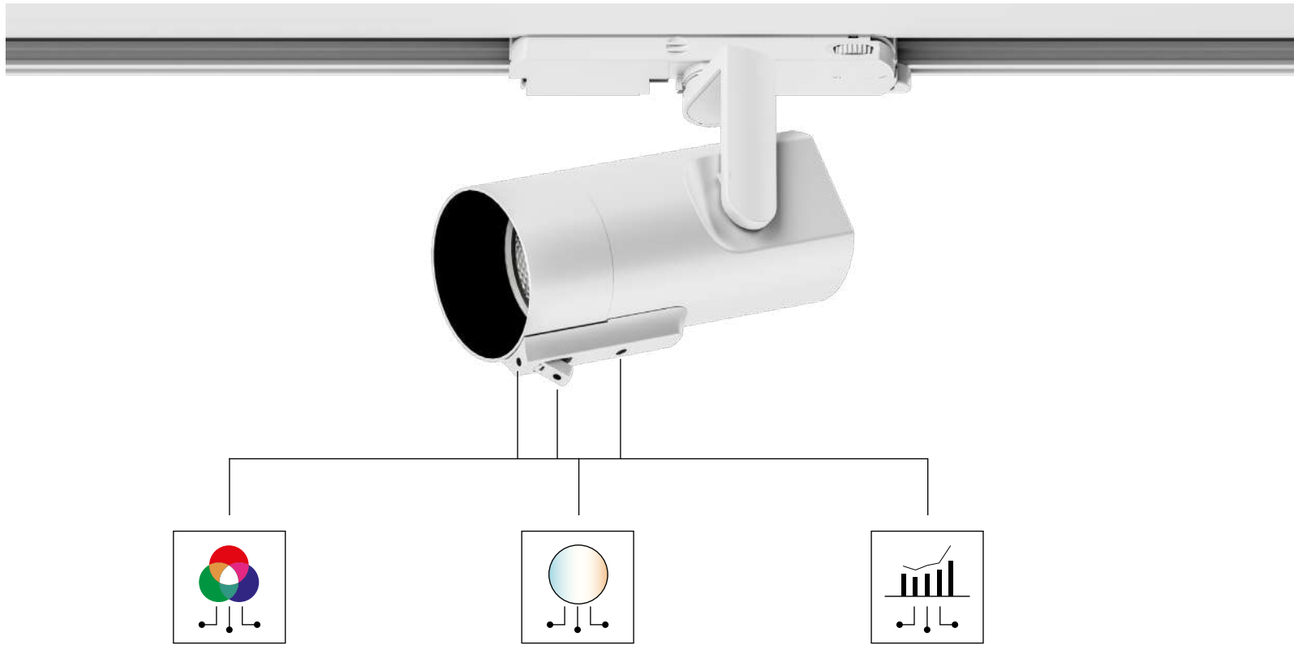
The definition of light takes on a new meaning.

Thanks to the intelligent **AIcolor™** and **AICCT™** systems, each space gains its own interpretation of colour andmood.

The integrated AIcolor™ and AICCT™ technologies, combined with an exceptionally high CRI, analyse the environment, recognise materials, textures and colour tones, and then independently adjust the spectrum and colour temperature of the light within a wide range of 2700–6500K. In addition, the use of the full RGB palette allows you to create unlimited lighting scenes – from natural daylight to atmospheric, artistic colour compositions.

This is lighting that understands context, and each space gains its own best interpretation of colour and mood.





**Adaptive Light Spectrum Alcolor™**

Automatic adjustment of the light spectrum to the product category and its colour scheme.

**Adaptive Color Temperature AICCT™**

Smooth colour temperature change in the range of 2700-6500K (warm, neutral, cool) depending on exposure.

**Intelligent Data Analysis AIBBS™** (optional)

A system that transforms lighting into an analytical tool, just like in e-commerce. It collects and analyses data on customer traffic and activity in specific areas, allowing you to design retail spaces in a more functional and effective way. It is light that helps you understand user behaviour.

# The naturalness of the sun

## The intelligence of technology

Natural light is the reference point for everything we perceive. It gives colours depth, freshness and authenticity.

The AI algorithm, combined with CRI<98 precision, automatically balances colour intensity and saturation, creating light that is similar in quality to the natural spectrum of daylight.

The algorithm analyses the illuminated surfaces, materials and tones, and then selects the optimal spectrum to bring out the best character of the colour.

## Light spectrum adjustment

Standard 4000K LED luminaire

CRI 90

Track Light AI
LED line x CAIMETA

CRI<98

Natural sunlight

CRI 100

## One solution – many applications

### Cosmetics, perfumes

Neutral, precise light brings out the shine of packaging, the clarity of glassand the natural shades of cosmetic products.

### Furniture & decorations

Natural, balanced light that emphasises the structure of wood, fabrics and surfaces. The light reflects the true character of the materials.

### Jewellery

The precisely selected spectrum brings out the shine of metals and the sparkle of precious stones. The light creates an impression of purity and luxury, ideal for jewellery displays.

### Clothing, footwear

Light that emphasises the texture of fabrics and the depth of colour. It faithfully reproduces the colours of materials – from delicate pastels to intense saturations – ensuring an attractive and natural presentation of the collection.

### Fish

Optimised light spectrum for fresh produce. The light emphasises the natural sheen of the skin and the freshness of the fish, preserving their appetising appearance without distorting the colours.

### Fruit and vegetables

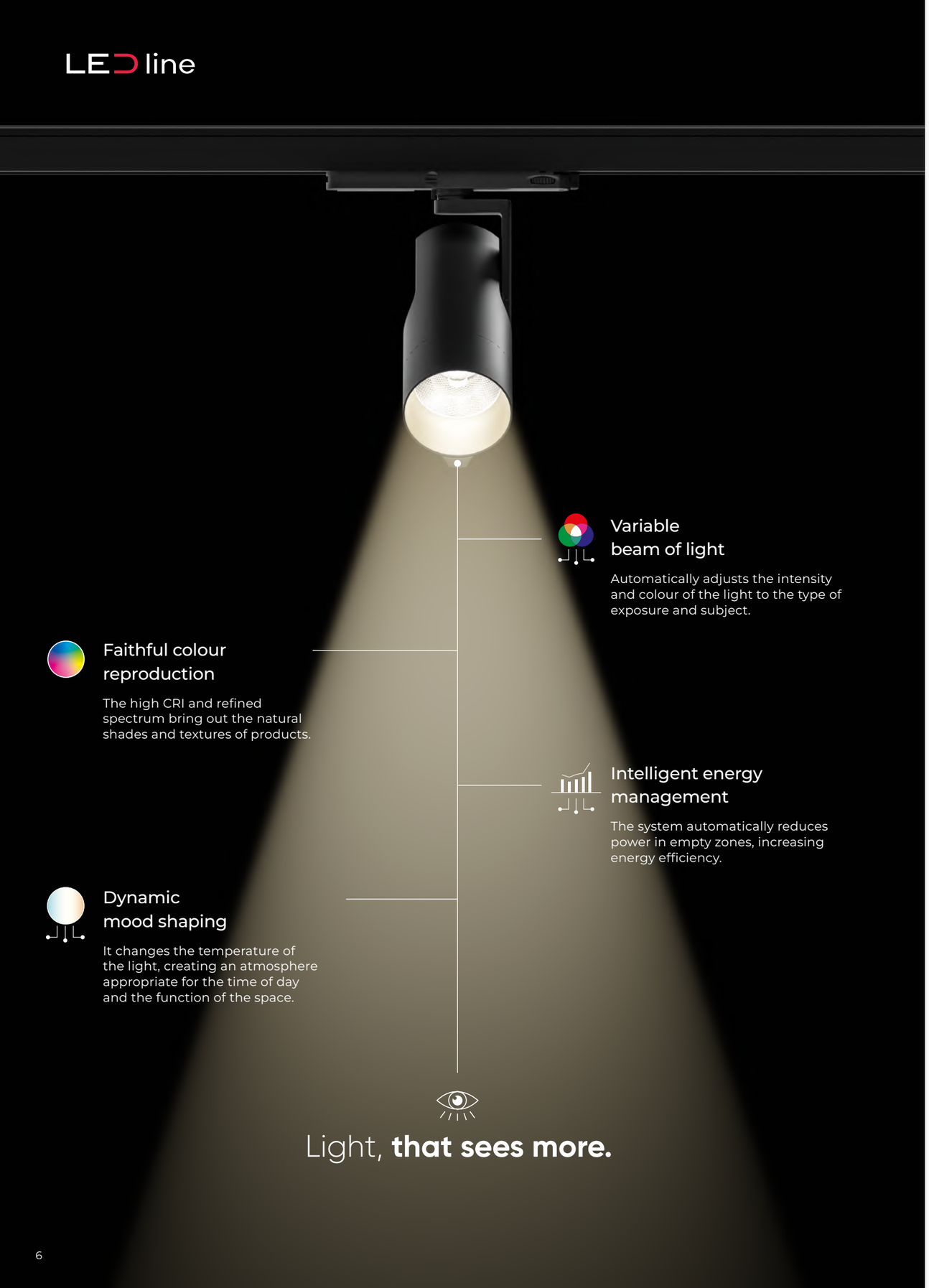
The light intensifies colours and contrasts, making fruit and vegetables look fresh, juicy and appetising.

### Meat

The specially tuned spectrum enhances the depth of red, emphasising freshness. The light provides a natural yet visually appealing effect – without excessive saturation.

### Baked goods

Warm, soft light brings out the golden hues of the crust and the texture of baked goods. Products look naturally crisp and fresh, appealing to the eye and appetite.



## Variable beam of light

Automatically adjusts the intensity and colour of the light to the type of exposure and subject.

## Faithful colour reproduction

The high CRI and refined spectrum bring out the natural shades and textures of products.

## Intelligent energy management

The system automatically reduces power in empty zones, increasing energy efficiency.

## Dynamic mood shaping

It changes the temperature of the light, creating an atmosphere appropriate for the time of day and the function of the space.

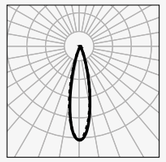
Light, **that sees more.**





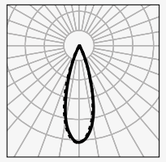
# Direction, optics and precision

## Light distribution



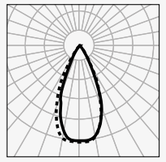
**24°** - narrow

The luminaire with a beam angle of 24° has been designed for precise illumination of points, details and products requiring a focused light beam. This solution is ideal where contrast, depth and directionality are important – the light creates a clear visual accent, focusing attention on a selected object or area.



**36°** - medium

The 36° angle is a universal solution that combines the precision of accent lighting with the functionality of general lighting. It is ideal where detail needs to be emphasised, while maintaining balance and a soft transition between light and shadow zones.



**50°** - wide directional

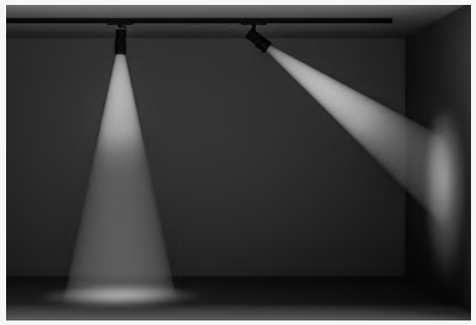
The 50° beam angle provides a wide, even light beam, ideal for illuminating larger areas and communication zones. It is the choice for spaces where visual comfort and natural light filling are important — without clear boundaries and contrasts.

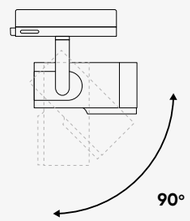
## High precision optics

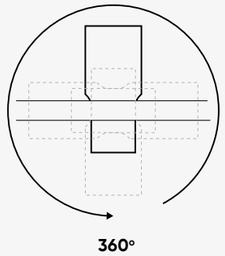
Every detail matters, which is why high-quality optical lenses are used in the luminaires to shape the light beam with exceptional precision. The advanced optical system minimises losses, eliminates glare and ensures uniform luminance distribution throughout the light cone. Thanks to the specially designed lens geometry, the light is clean, focused and controlled – exactly where it should be.

## Full control over the direction of light

The luminaire can be rotated 360° horizontally and tilted 90° vertically, allowing the light to be directed precisely where it is needed. This design ensures maximum flexibility during installation and a perfect fit for any interior design.



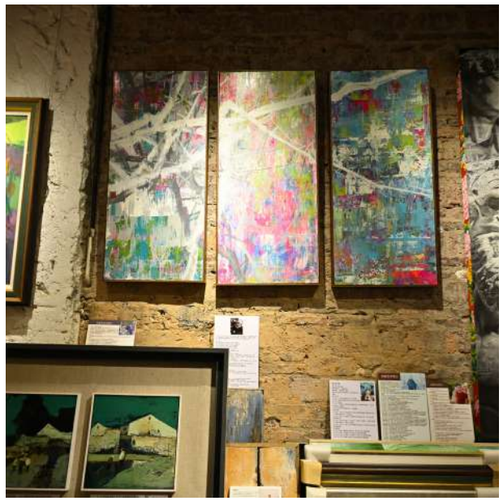


# Adaptive Color Temperature AI AICCT™

## Lighting tailored to the atmosphere

AI CCT™ technology enables precise adjustment of colour temperature in the range from 2700 K to 6500 K, allowing the light to be perfectly matched to the nature of the display, the type of products and the function of the interior. As a result, the lighting can emphasise textures, colours and details in the most natural and visually appealing way. The system analyses the type of space and selects the appropriate light parameters to ensure an optimal aesthetic effect and visual comfort. This solution combines ergonomics and aesthetics – it supports a positive perception of the environment, improves colour perception and influences purchasing decisions.



## Smart light colour adjustment

AI CCT™ allows for dynamic colour changes in real time – from warm, cosy tones to cool, neutral shades. A single light source can perform various functions:

- create soft, relaxing lighting in relaxation areas,
- emphasise the freshness and naturalness of food displays,
- or provide precise, bright light in work areas or product presentation areas.

Warm light (2700–3000 K) gives interiors a cosy and soft feel, while cool (4000–6500 K) enhances contrast, clarity and the impression of spaciousness. AI CCT™ harmonises these two worlds, allowing you to smoothly adjust lighting scenes to the context and character of the space.

## Comfort and colour perception

The right colour temperature has a direct impact on customers' emotions and how they perceive colours. Warm tones create a friendly atmosphere and highlight the naturalness of products, while cool tones promote concentration, cleanliness and a professional image of the space.

AI CCT™ ensures that product colours always look natural and consistent with the intended display – without distortion or excessive contrast. It is a technology that ensures visual quality, viewing comfort and the attractiveness of the interiors presented.

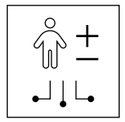




# Shop data analysis AI AIBBS™

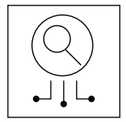
## Intelligence that translates light into knowledge

In traditional shops, it is difficult to measure which products attract attention and how much time customers spend at a given display. Thanks to AIBBS™ technology, the lighting system also becomes an analytical tool. AIBBS™ converts light into valuable data, collecting, analysing and providing information about customer traffic, product popularity and display effectiveness. In real time, you can track which areas of the shop are most active, which products are most popular, and where display optimisation is needed. As a result, the luminaire not only illuminates the space, but also reacts, analyses, and helps to increase sales efficiency.



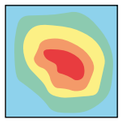
**Customer counting**

The system monitors the number of people entering the shop or passing through specific zones, enabling analysis of traffic intensity at different times of the day.



**Product analysis**

AIBBS™ tracks which products customers view and which they pick up or bring closer, providing direct information about their interest in the offer.



**Heat map of the shop**

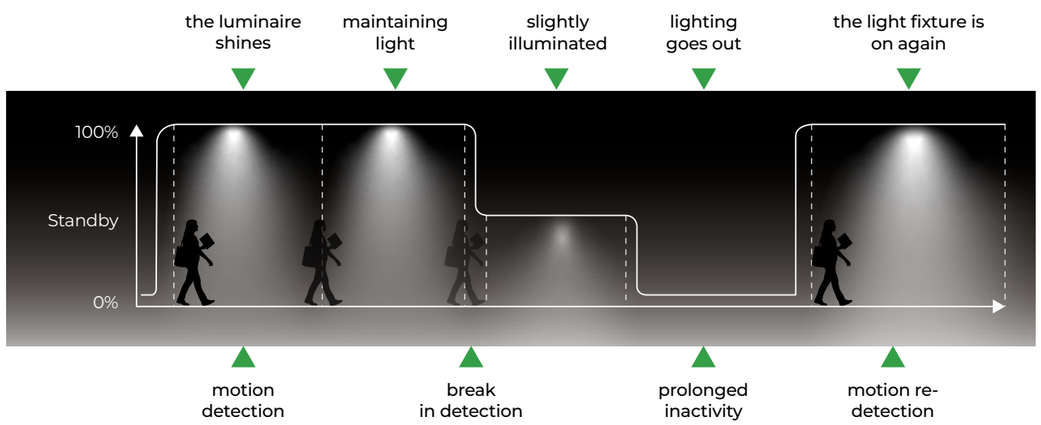
Analysis of time spent in specific areas of the shop indicates 'hot' and 'cold' zones — places where it is worth strengthening the display or layout of the shop.

**Trends and sales recommendations**

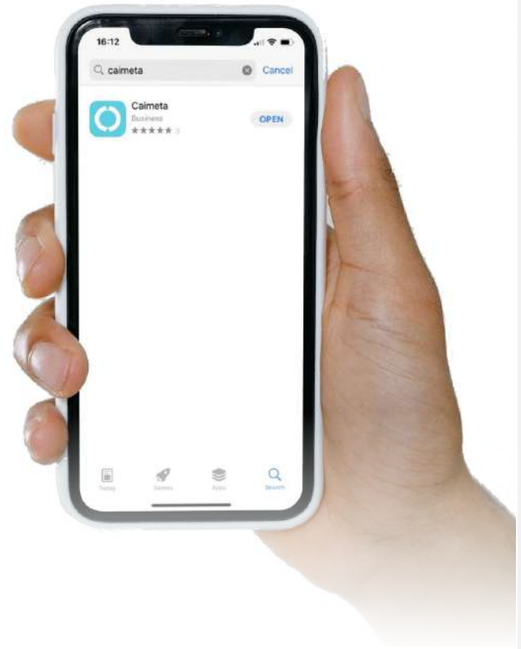
Based on the collected data, AIBBS™ generates trends, forecasts and recommendations (e.g. what to rearrange,which products to move) — supporting daily marketing and merchandising decisions.

# Energy saving mode AIBBS™

Energy Saving Mode automatically reduces brightness when there is no movement in the space and immediately restores full lighting when presence is detected. The mode is fully editable, allowing us to adjust all parameters exactly as we want.



# Management centre
# CAIMETA® application




### CAIMETA® application — data centre

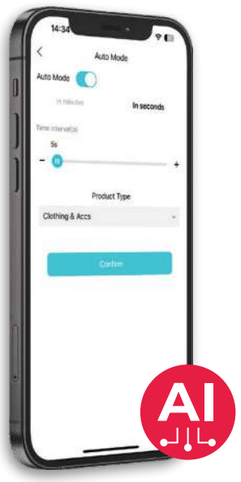
The CAIMETA® application and AIBBS™ panel are the central interface for managing smart lighting and data analysis in shops.

Thanks to integration with the CAIMETA® system, you not only gain full control over lighting (colour, intensity, scenes), but also access to detailed reports on customer behaviour, sales trends and display effectiveness.

The data collected by the luminaires (number of visits, dwell time) is synchronised with the cloud in real time and presented in an intuitive panel, giving you a real analytical tool comparable  to e-commerce data. And all this with the highest quality lighting.

### SCAN to download the app

**Available languages:** English, German, French, Polish, Danish, Norwegian, Swedish, Finnish, Spanish, Turkish, Japanese, Korean




### Key features of the CAIMETA application:

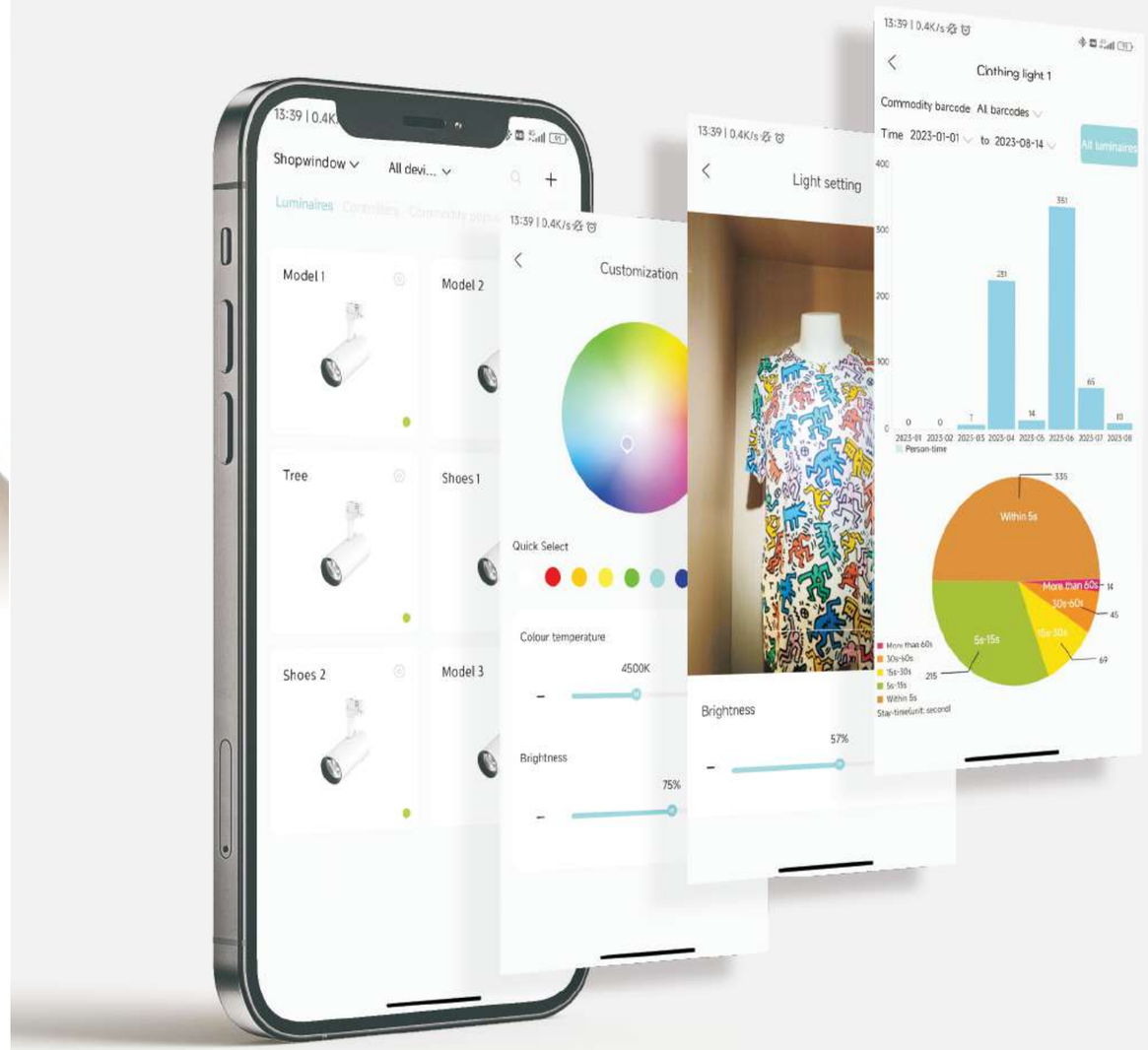
- Create your own shops and have full control over each of them
- Add co-owners and assign lighting management functions
- Built-in lighting management functions: Auto Mode, Light Settings, Energy Saving Mode, Power Adjustment
- Complete freedom in setting the parameters for each lighting management function
- Ability to create lighting scenes and group them
- Generating reports, trend information and recommendations
- Real-time people counting in the facility
- Heat map and zone analysis





caimeta®

application interface



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# The way to do it better.

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LIGHTINGEUROPE
THE VOICE OF THE LIGHTING INDUSTRY

Polish Construction Cluster
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PZPO Polski Związek Przemysłu Oświetleniowego

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