



# Sea Fronts

## Case Study

**MaxiLED**  
Lighting

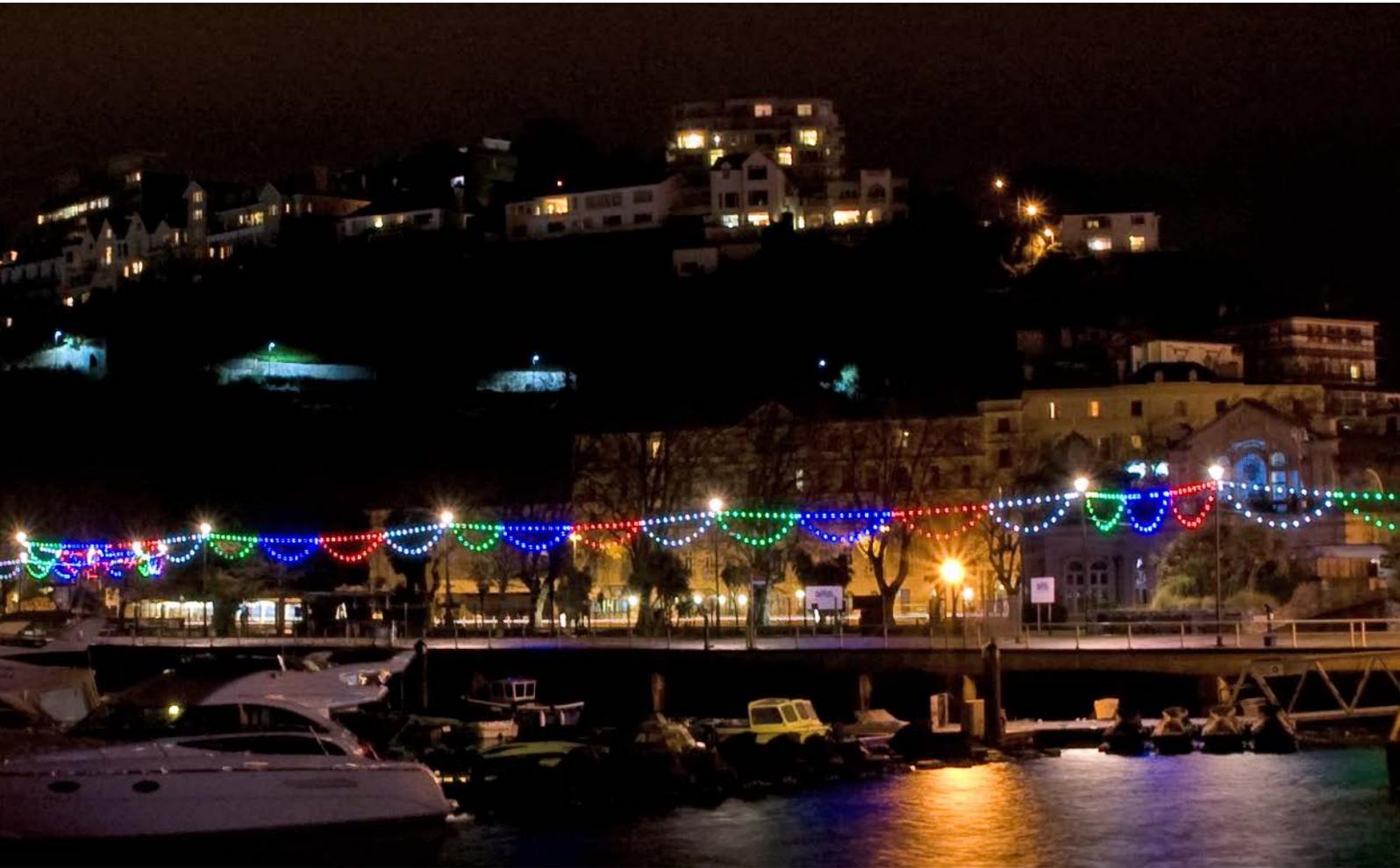


Lighting and Illumination Technology Experience  
Limited



# Torquay

## MaxiLED



## MaxiLED Lighting

MaxiLED was created based on a idea of simplifying what has been historically complicated LED instalations, when controllability is required. Normally a controllable LED installation requires one set of cables for electricity and one set of cables for data (controlability) which is not only a added expense in installing, but also a great challenge when retrofitting old technology.

MaxiLED combines electricity and data in to a single set of wires, which lowers installation cost for our customers and greatly simplify retrofit instalations, when energy savings or dynamic solutions are desired. Using standard DMX as a protocol for control, means no restrictions in performance of the LED system, every luminaire in a MaxiLED system is individually addressable.

As a UK manufacturer MaxiLED prides itself on providing tried and tested products engineered with precision, but also with a strong focus on flexibility to create bespoke solutions. MaxiLED is a proven technology that is already represented internationally and have successful installations in USA, Middle East, South East Asia and Australia, we aim to make our international success a global success by combining new partnerships with our rapid development of more MaxiLED controlled luminaries and bespoke project solutions.



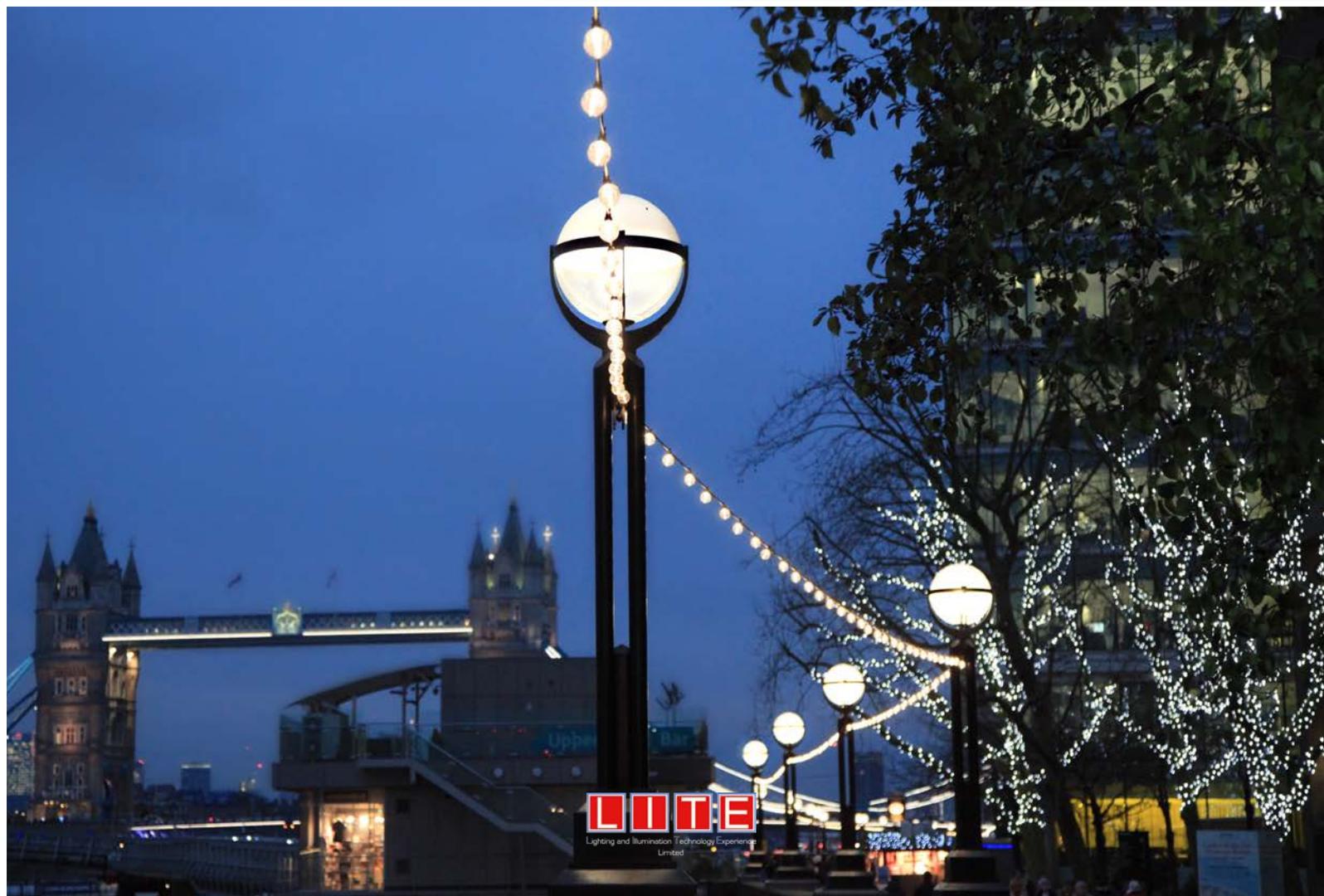
## Background

Situated on the Famous Thames Embankment, London, with the backdrop of Tower Bridge. MaxiLED was presented with the opportunity to enhance the pedestrian walkway which stretched several hundred metres.

MaxiLED provided a classic and timeless low voltage solution, Large Globe High Output series with static warm white LED.

# Thames, London

MaxiLED



# Blackpool

● MaxiLED

“Blackpool Borough Council has enjoyed a successful and close working relationship with LITE Ltd for many years in their capacity as a supplier for Blackpool Illuminations, where their deep understanding of exposed seafront illuminations is based on years of history and practical on-site testing.

In 2015 the new range of IP68 Maxiled Festoon Lighting systems from LITE Ltd was procured based on an extensive market testing regime in both static and RGB addressable versions, and has proved its worth and for us is ‘a natural’ for seafront festoon lighting applications.

Working alongside the Illuminations department, LITE Ltd co-delivered the project from concept to completion, with the right product, on time and on budget and based on this experience I would have no hesitation in recommending them and their products.”

*Richard A Ryan*  
**Head of Illumination (Blackpool)**

**MaxiLED**  
Lighting



# Pwllheli

MaxiLED



MaxiLED Strands provide exceptionally long runs of individually controllable LEDs that can be used to outline buildings and bridges or connect architectural features with colorful lighting effects. Each strand is built for permanent installations with rugged, injection-molded outer globes, heavy gauge wiring and Multi-chip LEDs.

**MaxiLED**  
Lighting



# Oban Harbour

MaxiLED



MaxiLED  
Lighting

## Background

Oban is a resort town located in Argyll & Bute council area on the West coast of Scotland. It is the main ferry access route to the western islands of the Inner & Outer Hebrides. Its population of 8500 can grow to in excess of 25,000 during the summer months when mainly foreign tourists flock to the town to board onward ferries for holidays.



## Brief

The local council had planned a rejuvenation of the front harbour and esplanade using modern hard landscaping and lighting. As part of the scheme, the replacement of the existing festoon lighting fittings was a key component of the plans. The council wanted to “future proof” the lighting design and therefore wanted something that could be programmable and could allow the council to react to events and key occasions throughout the calendar.

## Solution

LITE worked closely with the Council’s appointed Consultant and Contractor to design a scheme using LITE’s very own MaxiLED RGBW Festoon product. A major obstacle was that the controller was located on one side of the road and the Festoon was on the other – and with absolutely no way of running any CAT5 cabling LITE proposed using a wireless option to connect them. The wireless technology allowed the project to be completed without the need for any road closures and potential disruption to the busy town. LITE liaised with the installation contractor throughout the project period and then finally commissioned the project on site.



# Bristol

## MaxiLED



“I would like to take this opportunity to thank you for the professional way in which you and your team deliver our Christmas lights programme in Bristol.

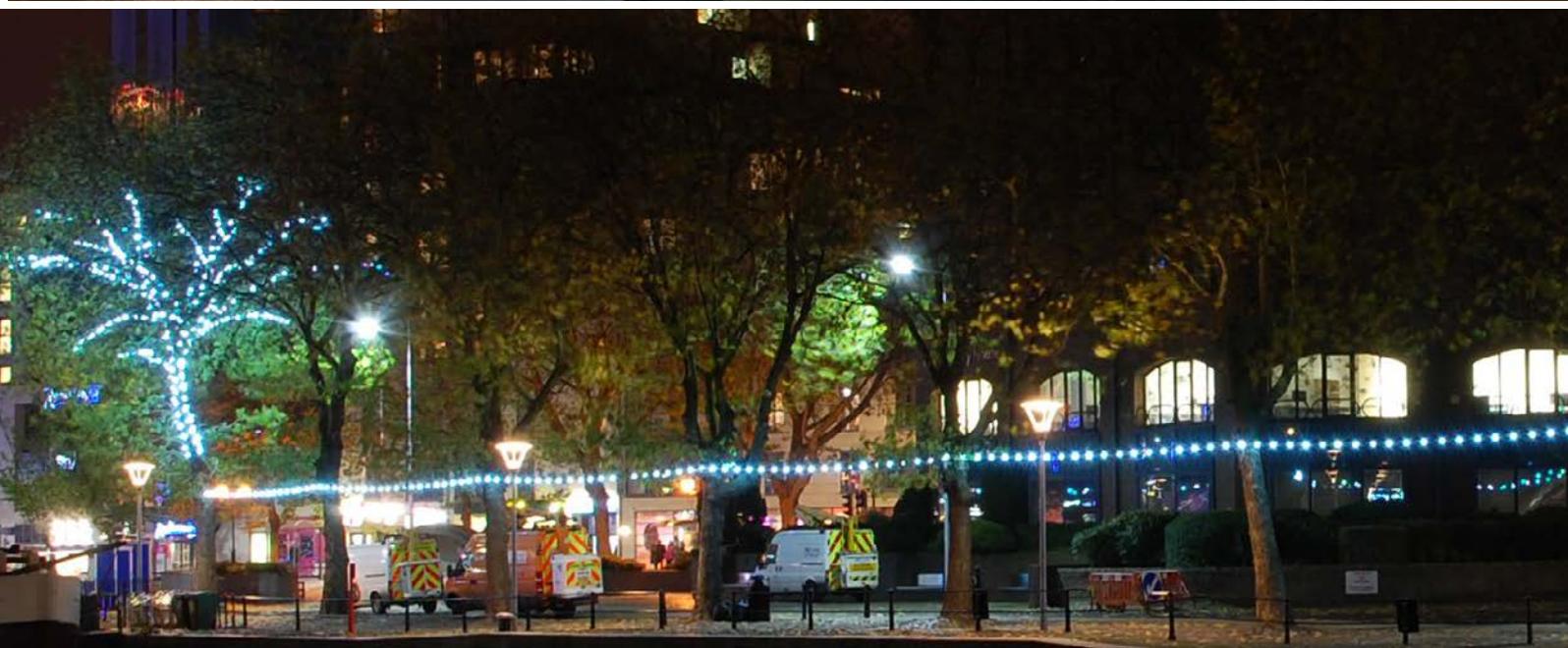
From recommending the most suitable, cost-effective lights for us to meeting the technical and health and safety requirements of the city council, the service you provide is first-class.

Annual testing and installation of the lights is always carried out efficiently so that we can be confident that all will be in place for the big switch-on event and any issues which arise are always dealt with and resolved quickly.

In addition, you and the team are friendly, enthusiastic and always willing to help. “

*Jo Hawkins*  
**Broadmead BID Manager**

**MaxiLED**  
Lighting



# Casino, South Africa

MaxiLED



## Background

Set within earshot of the Indian Ocean waves breaking on Port Elizabeth's top Blue Flag beach. The Boardwalk is served by hotels catering to tastes and budgets – with breathtaking views of the ocean. The client's brief was to enhance the architectural details of the hotel and complex. A low energy and low maintenance solution was needed for this project. The MaxiLED Large Globe series was an ideal product for this application.



## Design

The lighting scheme by MaxiLED lighting was to enhance the architectural elements of the buildings. Seamlessly integrating the MaxiLED Large globe series with the sophisticated contours of the structure. With over 25,000 separate individual lighting nodes, a low energy LED lamp was the only resolution. With maintenance playing an important factor, the requisite for a durable, robust and long life lighting solution to meet the demanding requirements of the customer. Water ingress would be a major concern for any product used in a coastal location. The MaxiLED Large Globe series is Rated IP68, which can operate in temperatures -20°C(-4°F) to +50°C(122°F) with a UV stabilized clear globe which provides complete protection against the elements.





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