

BMW Showroom Lighting Retrofit with SylSmart® Standalone

BMW Showroom Hungary

In fully glazed showroom environments, lighting plays a critical role in both vehicle presentation and daily operations.



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Key Facts

Client: BMW Magisz Kft.

Country: Hungary

Key outcome

BMW selected Sylvania for the flexibility of the SylSmart® Standalone solution, which met internal audit requirements while enabling the retention of existing lighting infrastructure. Sylvania's established presence in BMW showrooms further reinforced trust and supported ongoing collaboration.





The modernisation of lighting systems across BMW showrooms was implemented at multiple locations in line with consistent brand standards and internal requirements.

In the initial phase, the partner elected lighting products that were not compatible with the SylSmart® Standalone system, as BMW's internal standards and regulatory requirements had not been fully accounted for.

An internal audit later identified that the installed solution did not meet the required controllability criteria, particularly

regarding dimming performance and centralised control.

As a result, the optimal approach was to upgrade the existing luminaires with smart control functionality, enabling the creation of a fully controllable lighting system while preserving most of the original installation and minimising disruption on site.

The client's objective was to implement a consistent lighting solution that meets BMW's internal audit requirements, reduces energy consumption and provides the flexibility needed for showroom lighting.

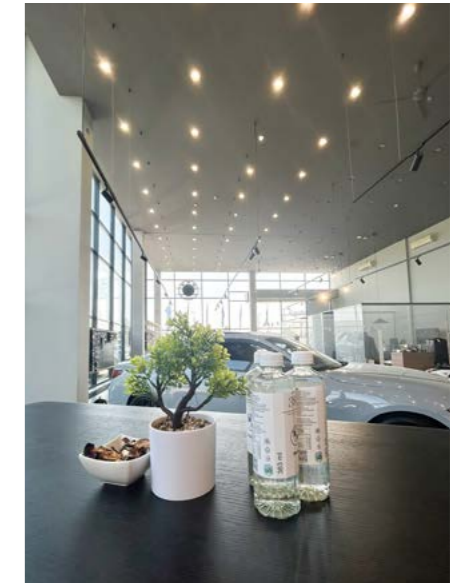
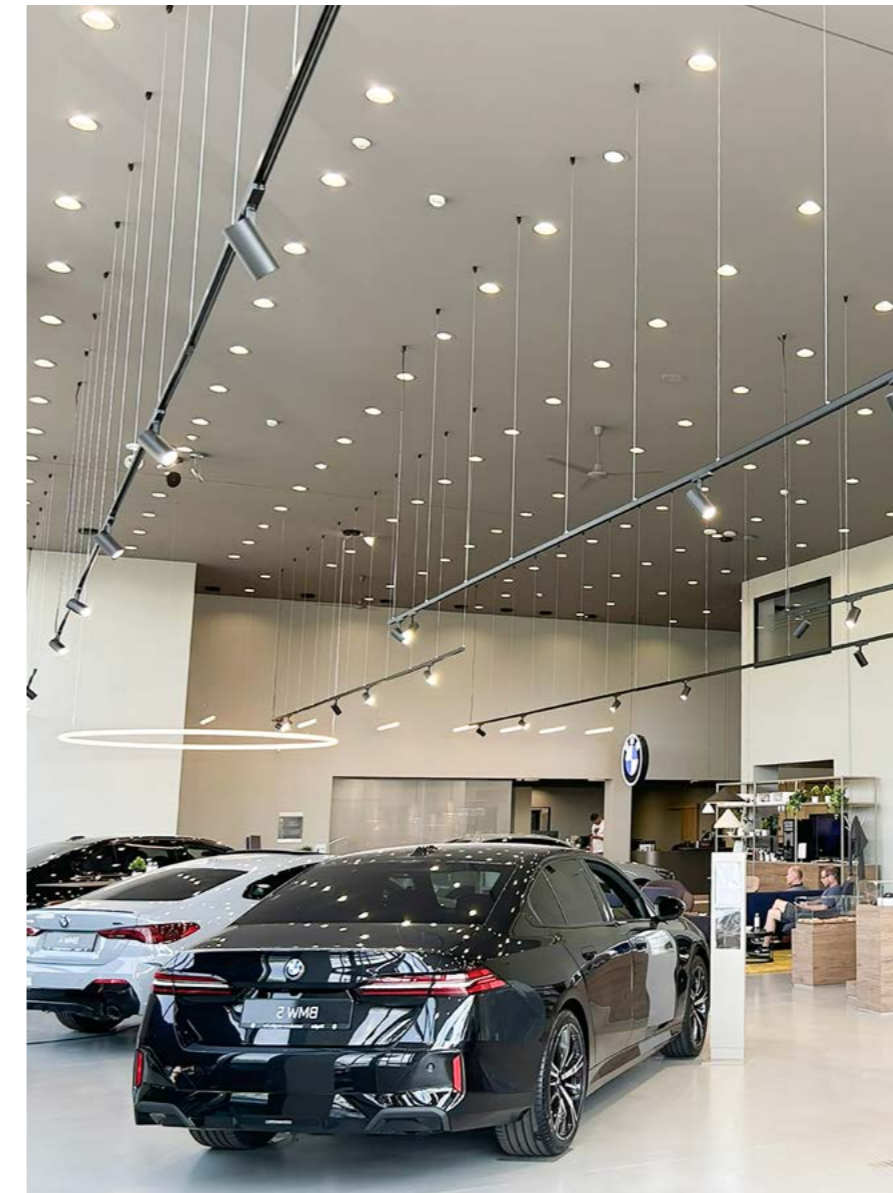


Sylvania's SylSmart® Standalone solution enabled the existing lighting systems in BMW showrooms to meet internal audit requirements for controllability without a full replacement.

The system introduced dimming and zone-based control, particularly for accent lighting above vehicles where presentation is critical.

In addition to retained wall switches, lighting could also be managed via a mobile application.

By upgrading the existing luminaires with smart control functionality, BMW achieved compliance with internal standards while avoiding unnecessary infrastructure replacement, and customer feedback confirming seamless integration and enhanced operational flexibility.



Luminaires installed

- Pixo Small
- Pixo Medium
- Resisto 1500
- RESISTO 1200
- START Downlight
- START Surface Slim
- START Panel
- Start Batten
- SylSmart® wireless wall switch
- OneTrack 3phase
- Adapter P32511A/800MA

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Although every effort has been made to ensure accuracy in the compilation of the technical detail within this publication, specifications and performance data are constantly changing. Current details should therefore be checked with Feilo Sylvania International Group Kft.

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