



Sundrax Electronics

Company Profile

2 Lakeside Drive, Park Royal,
London NW10 7FQ UK
www.sundrax.com
+44 (0)20 8991 3319

Business, Administrative & Contact Information

Business name: Sundrax Ltd.
Business type: Private company
Company Number: 8964007
VAT Reg. No.: GB214154839
Tel: + 44 (0) 208 991 33 19
E-mail: office@sundrax.com
Website: www.sundrax.com
Physical/Postal address: 2 Lakeside Drive,
Park Royal, London NW10 7FQ UK



International Company Structure

Management Team

Sales & CRM

Business Development & Marketing



Human Relations

Logistics & Supply

Finance & Legal

Warehouse

Quality Control

IT



Production & Manufacturing

Software Engineering

Design & Development

Control & Monitoring

Soldering & Assembly



Maintenance & Support



Total: 74



Introduction

Sundrax Electronics develops and manufactures innovative software and hardware for street, architectural, and DMX stage lighting control. Lighting control systems have been our main professional field for many years, and from the very beginning when we started as small electronics developer 14 years ago, we have been paying special attention to flexibility of our solutions. Today, Sundrax employs dedicated and talented group of electronics engineers who work with the latest technologies, using cutting-edge tools to create innovative lighting control systems providing seamless integration and highest reliability.

Our architectural and street lighting management systems are working for 80 million people in the world. 17000 controllers produced up to date control over a million lighting fixtures around the world having saved 650 million of kWh in 2017 only. Hundreds of significant buildings and historical sites are interactively illuminated with our architectural lighting control system MONARQ.

Sundrax has grown to be an industry recognized developer and one of the most progressive companies in stage and entertainment lighting control. Theatres and concert halls from four continents have chosen our equipment for their permanent installations. Being an innovator and developer of several technologies, such as beDMX® for wireless DMX transmission or PWRDMX® for transmission through 220V power lines, we are tightly working with distributors and renting companies supplying them with our top-notch products for entertainment lighting control.

General Business Principles

Project-Oriented Solutions

In Sundrax, we are aiming to working together with you to enhance your lighting infrastructure. We can provide project-oriented solutions adapted for specific project requirements and backed up with know-how and support. We design our advanced lighting solutions and technology around the needs of the people who experience them.

Sustainability

“Sustainable future” are not just buzzwords for us. Everything we do here at Sundrax Electronics is about promoting and building sustainable cities. Our products were developed and designed with concern for the environment and enhancement of sustainability agenda. We ourselves aim to follow and adhere to good sustainable practice not only to help our clients, but also to act responsibly on behalf of future generations.

Highest Quality

All executives and employees of Sundrax Electronics are making continuous efforts to achieve the very best quality in all our products and services we offer. We relentlessly improve and tighten our methodologies to increase productivity, quality, cost-effectiveness and customer satisfaction at all stages ranging from order receipt, development, production to shipment.

Constant Development

We all have natural curiosity. Ours helps us to keep constant process of investigating, posing questions and coming up with the method. We never stop delving in, that is how we achieve the greatest results in building sustainable future every day. Because we dare.

Our Services and Products:

Road & Street Lighting Controls

By 2012 Sundrax introduced a new generation of street lighting management system named QULON. With QULON we've managed to achieve our long-time goal to design our control systems so that they fit any lighting infrastructure in any country of the world while providing substantial energy savings and reducing of maintenance costs. QULON control and monitoring system (CMS) provides extreme performance and reliability for fail-proof individual or group remote control of any luminaire type. CMS is professionally tailored for any kinds of lights and budgets. Every solution, from basic to the most intelligent one, is based on the same core gateway controller that makes QULON System very flexible in terms of scalability.



The controller collects electrical data from the meter (current, power factor, cumulative power (kWh/kVAh), active and apparent power, voltages, etc.) and provides individual management for each connected luminaire. Gateway controller accumulates the data obtained from the lights and power meter, and then sends these data to server and management software through 3G/GSM connection (Ethernet option available). The gateway is programmed remotely from the software. All created on/off/dimming schedules are stored in internal memory so that the lights keep working as scheduled even without internet connection.

QULON CMS provides remote group control and individual control through both standard communication channels: wireless radio channel (868 MHz), and powerline control (or PLC).

Wireless control is maintained by our own LiTouch technology at 868/915 MHz frequency, which is an open standard that allows us reaching up to 6 km radius of connection distance. We install special LiTouch control modules (nodes) into the luminaire or lighting pole, these modules communicate to central controller via radio channel and create a "mesh" network to retranslate signal to each other.



Powerline control (PLC) takes advantage of our Sipline technology when gateway controllers are installed into power cabinets and connected directly to the power meter and output lines. The gateway creates a network of nodes connected to the same power line continuously polling nodes for their status and sending commands to an individual node, group of nodes or to entire network.



In 2016 Sundrax introduced LiteWide – decentralized wireless management system for territories with high density of buildings or mountainous terrain, and for regions where legislation prohibits to use radio transmission. Each LiteWide node has built-in GSM and connects directly to the server: The lights are programmed straight from software without any sort of intermediate gateways. LiteWide takes advantage of the existing GSM network, which allows a quicker and easier deployment.



The masterpiece of QULON CMS is Control Software. We are offering local-based and cloud-based software, so you are welcome to install it to your server or use a web-version in any part of the world with Internet connection. Nevermind how complex the system kit is, the operator in charge is always aware of what is going on with city lighting infrastructure in real-time. Statuses and statistics of all lighting points are easily observed on the map. In case of any lighting failures, immediate alerts are sent which provides perfect tool for fail-safe lighting environment and urgent problem handling. The management functions are disposed through the same software: if the operator possesses management access rights they can manually dim individual lights or groups of lights right from the map, or schedule dimming, or upload custom dimming scenario, or even use standard pre-installed profiles based on the length of daylight in exact location synchronized through GPS.

Such flexibility helps to reduce energy consumption substantially, and dynamic lighting features allow us achieving energy savings of up to 70% under proper management, also cutting carbon dioxide emissions to enhance green image of the city.





Our Services and Products:

Architectural Lighting Controls

Architectural Lighting Control System MONARQ is flexible management system for façade and architectural lighting integrated into QULON street lighting management software providing our clients with an opportunity to have one service company for street and architectural lighting maintenance. Synchronizing every city lighting locations (streets, parks, highways, stadiums, airports, historical buildings, monuments etc.) with architectural lighting, you take advantage of full control over your city lighting and receive diagnostic reports of all your city lighting through the single software. Combine it with an opportunity to measure power consumption from every city lighting point as well as integrated tools to edit, send, and schedule DMX scenarios for decorative illumination, and you receive fully intelligent single software suite for remote lighting management of your city from any device in any place in the world. No doubt, such flexibility perfectly suits the needs of municipalities, city officials and maintenance companies, increases public well-being, and provides aesthetically pleasing atmosphere for the benefit of the local communities.

Stage & Theatre Lighting Controls

As the manufacturer and supplier of top-notch stage lighting control solutions, today Sundrax Electronics produce series of DMX/RDM or ArtNet/sACN transceivers, converters and hybrids, transmitting signal wirelessly or via Ethernet, which are installed in numerous concert halls and theatres in Europe and Asia. Sundrax was one of the first companies that introduced wireless DMX transceivers working in 2.4 GHz frequency based on our proprietary beDMX® technology. Another part of our product line are ArtGates — series of multifunctional devices for bi-directional DMX512-ArtNet/sACN converting.

A paragon of Sundrax's excellence in technology and entertainment culture is CrossGate series — hybrid devices combining wireless and Ethernet transmission of DMX512/ArtNet/sACN data, and acting also as splitters, converters and mergers. Also worth mentioning are 2016 Sundrax products PixelGates® (series of LED pixel strip controllers to map live effects, still images, and even videos on LED walls) and Compact LEDGates (tiny and stylish DMX-input LED drivers with wireless channel available and 4 outputs).

Sundrax is manufacturer of unique PowerGate devices taking advantage of existing powerline (110/220V) to transmit DMX signal through PWRDMX® technology.



Indoor Lighting Controls

Sundrax delivers indoor lighting control solutions for smart energy-efficient management of LED lights with DMX512 or DALI protocols, as well as different kinds of LED strips and LED screens. Ethernet, radio channel or power line used for communication provide powerful and flexible tools to control both complex indoor lighting systems and single luminaire installations. Maximum energy savings are ensured by combination of daylight harvesting adaptive dimming, centralized management system, custom scheduling with incorporated sensors and video cameras. Operators from any connected laptops, smartphones or tablets access profiling of any lighting installations within Ethernet or WiFi networks. Our approach ensures maximum energy savings but also brings to life any ideas of lighting designers in shopping malls, retail spaces, corporate offices, distribution centers etc.

Business Geography

Abu Dhabi, UAE

Agartala, India

Astana, Kazakhstan

Auroville, India

Bremen, Germany

Baku, Azerbaijan

Bishkek, Kyrgyzstan

Dammam, Saudi Arabia

Espoo, Finland

Federal motorways around Moscow

Gaborone, Botswana

Heinsberg, Germany

Hemer, Germany

Jakarta, Indonesia

Kokshetau, Kazakhstan

Lisbon, Portugal

Ljubljana, Slovenia

Murmansk, Russia

Moscow, Russia

Motorways in Greece

Nairobi, Kenya

Rustavi, Georgia

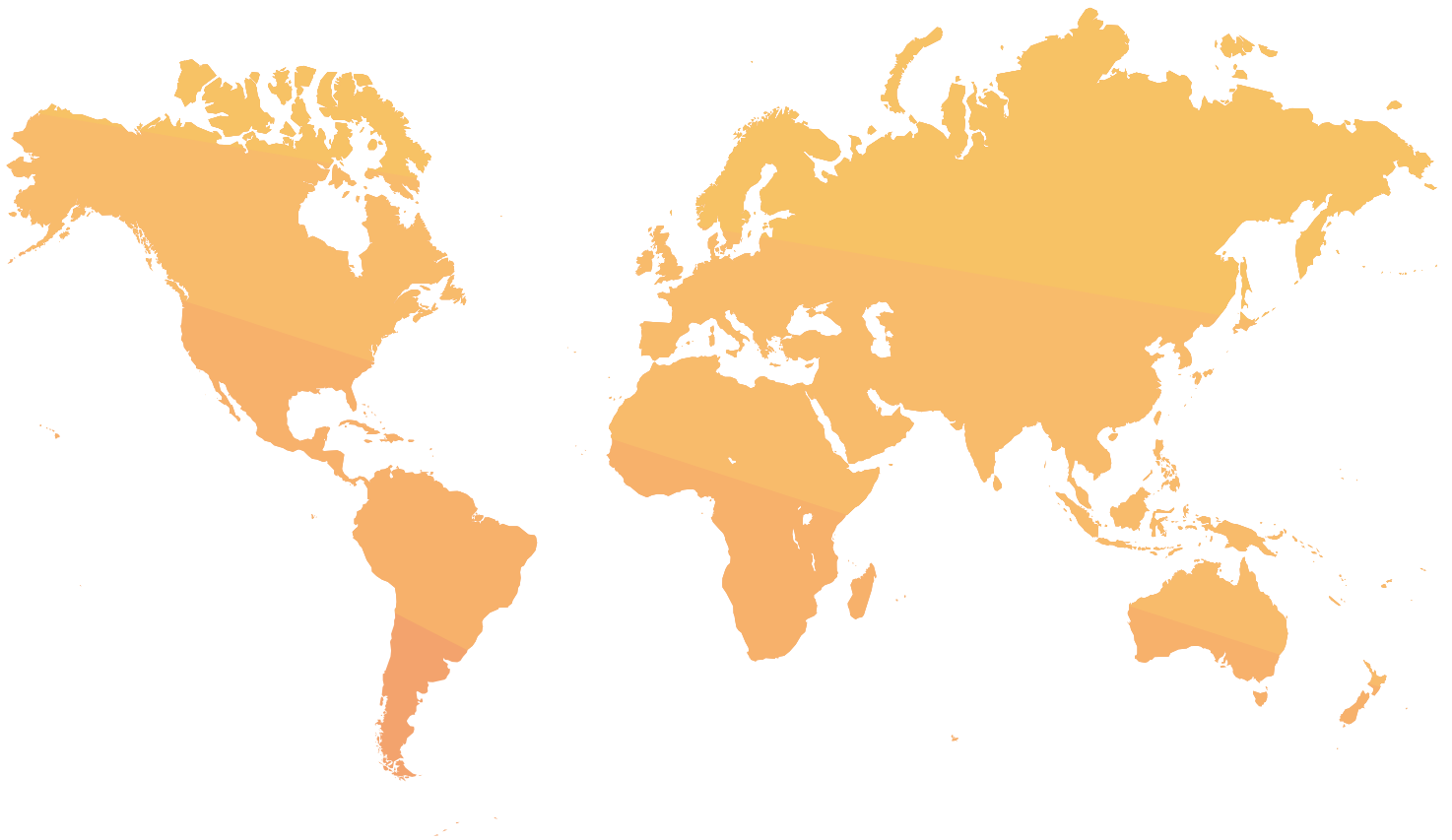
Samara, Russia

Skopje, Macedonia

Sochi, Russia

Tbilisi & Rustavi, Georgia

Tel Aviv, Israel



Major Street Lighting Projects

2016-2017

1

Client: Strahl, Indonesia

Project: 4000 LED lighting poles in the center of Jakarta

Installed: 65x Gateways and 3750x PLC control nodes

2

Client: EESL, India

Project: Agartala City, over 30,000 luminaires

Installed: 700x Gateways

3

Client: Elmond Electro, Macedonia

Project: Lighting control at 20+ highway intersections throughout Macedonia

Installed: Group Dimming solution, tunnel lighting control, and QULON Software Suite

4

Client: Auroville, India

Project: Street Lighting Control for Crown Road

Installed: Powerline Control with QULON Software Suite

5

Client: AMCO Advanced Technologies, Greece

Project: 10 km, 350 luminaires

Installed: 6x Central Modules, 6x Extension Modules
6x Dimming Modules

