

**Artemide<sup>®</sup>**

**TARGET POINT**

Parametric dialogue, balanced perception

# Target Point

Parametric dialogue,  
balanced perception

Parametric Design / Building a dialogue  
through light and environment /  
Dynamic interaction for a human light /  
Ensuring the right illuminance /  
Calibrating color temperature for a  
good perception / Integrating intelligent  
sensors, dynamic light and space



Available on the  
App Store



ANDROID APP ON  
Google play

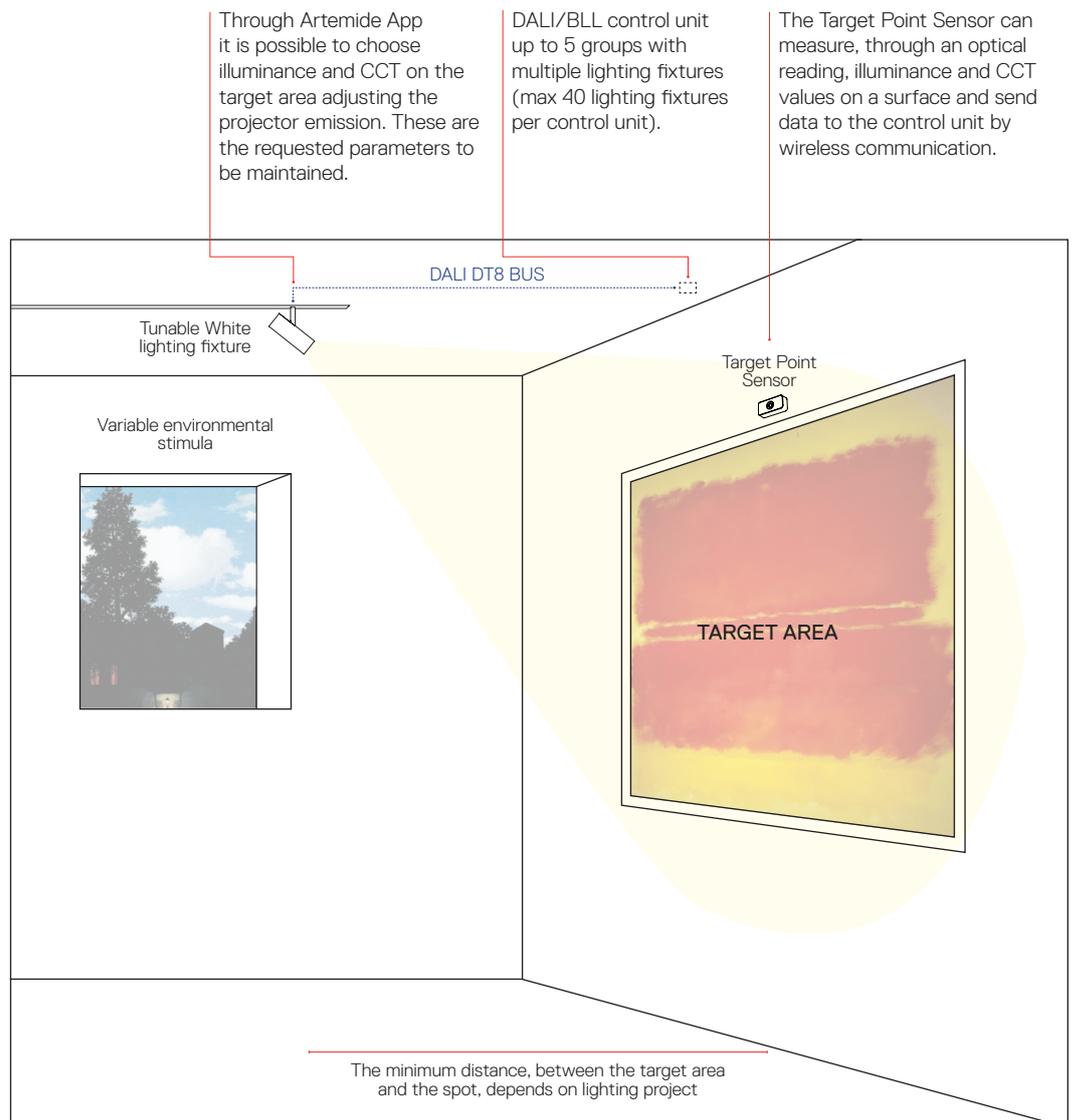
Artificial light can interact with natural and environmental phenomena according to measured parameters.

Artemide Target Point is a system of TW appliances and sensors that dynamically calibrates projected light on a perceptive effect of desired light within the surrounding environment.

The user has the ability to choose the correct perceptive effect of light on a target surface and thanks to the Artemide App can translate this setting in values of illuminance and color temperature provided by the Tunable White lighting fixture. The innovation of the system lies in the intelligence able to read the environmental variations, which could alter over time the desired perceptual effect of light, and in the ability to recalibrate artificial light parameters to dynamically compensate them.

Target Point leads to a continuous exchange of information between lighting and the environment.

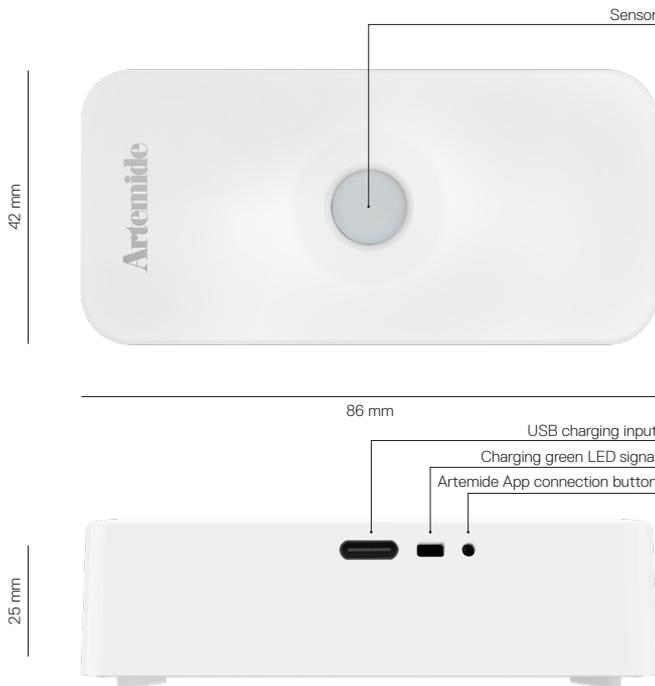
The result is a stable perception of the light's physiological or chromatic quality.



The Target Point system allows to ensure the constant illuminance and color temperature of a specific target area whatever the environment conditions.

Artemide offers a complete service that goes beyond the simple product. It combines systems with increasingly advanced performance, such as Tunable White projectors and the innovative control intelligences, that allow to respond in a more comprehensive and versatile way to projects and application needs, enhancing how spaces are experienced.

### TARGET POINT SENSOR



#### LIGHTING PARAMETERS

 CCT (Colour correlated temperature)  
Range: 2000 K - 8000 K

 Illuminance  
Range: 40 lx - 9900 lx

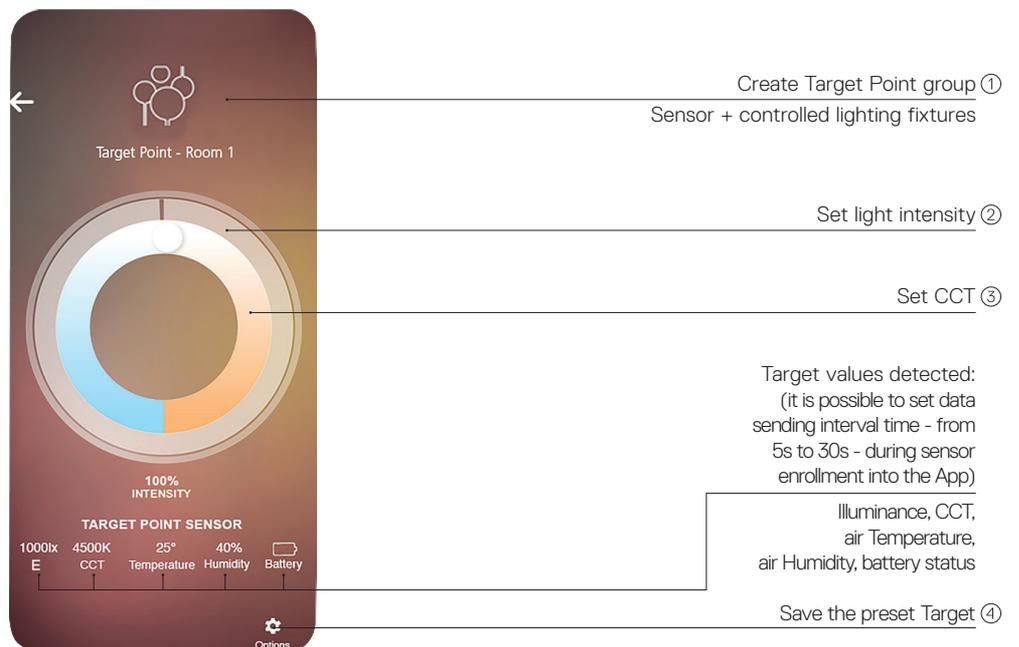
#### ENVIRONMENTAL PARAMETERS

 Air Humidity  
Range RH: 20% - 80%

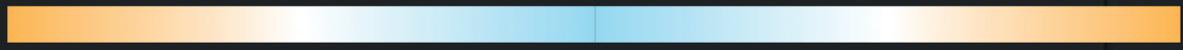
 Air Temperature  
Range: 0 - 70 °C

USB type C port  
Rechargeable Li-Po battery  
Charging time: 3h  
Up to 7 months battery life

### ARTEMIDE APP TARGET POINT INTERFACE



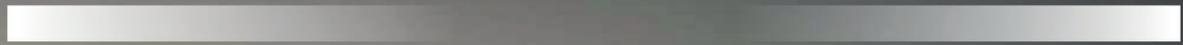
For further information and application in projects please contact Artemide Sales Department.



Natural Light



Tunable White



Artificial Light



Human interaction



