



# Fiberli Express

EDITION 4  
JANUARY 2025

Dear colleagues,

The light that allows us to perceive life brings our eyes together with the colors of the world, awakening our sense of aesthetics. It also separates darkness from brightness, ignorance from wisdom.

We have left 2024 behind and stepped into the new year with new hopes. In 2025, we will continue to add value to life with our light, shining brighter and stronger than ever.

"Where there is light, life is beautiful!"

Welcome to the first Fiberli Express of 2025. Enjoy reading!

## AESTHETIC AND SAFE LIGHTING FOR FACADES



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Outdoor facade lighting systems are often used on high-rise buildings for visual shows, adding significant value to both the structure and the city. These systems frequently utilize dot lighting fixtures, which are point-based luminaires connected by cables.

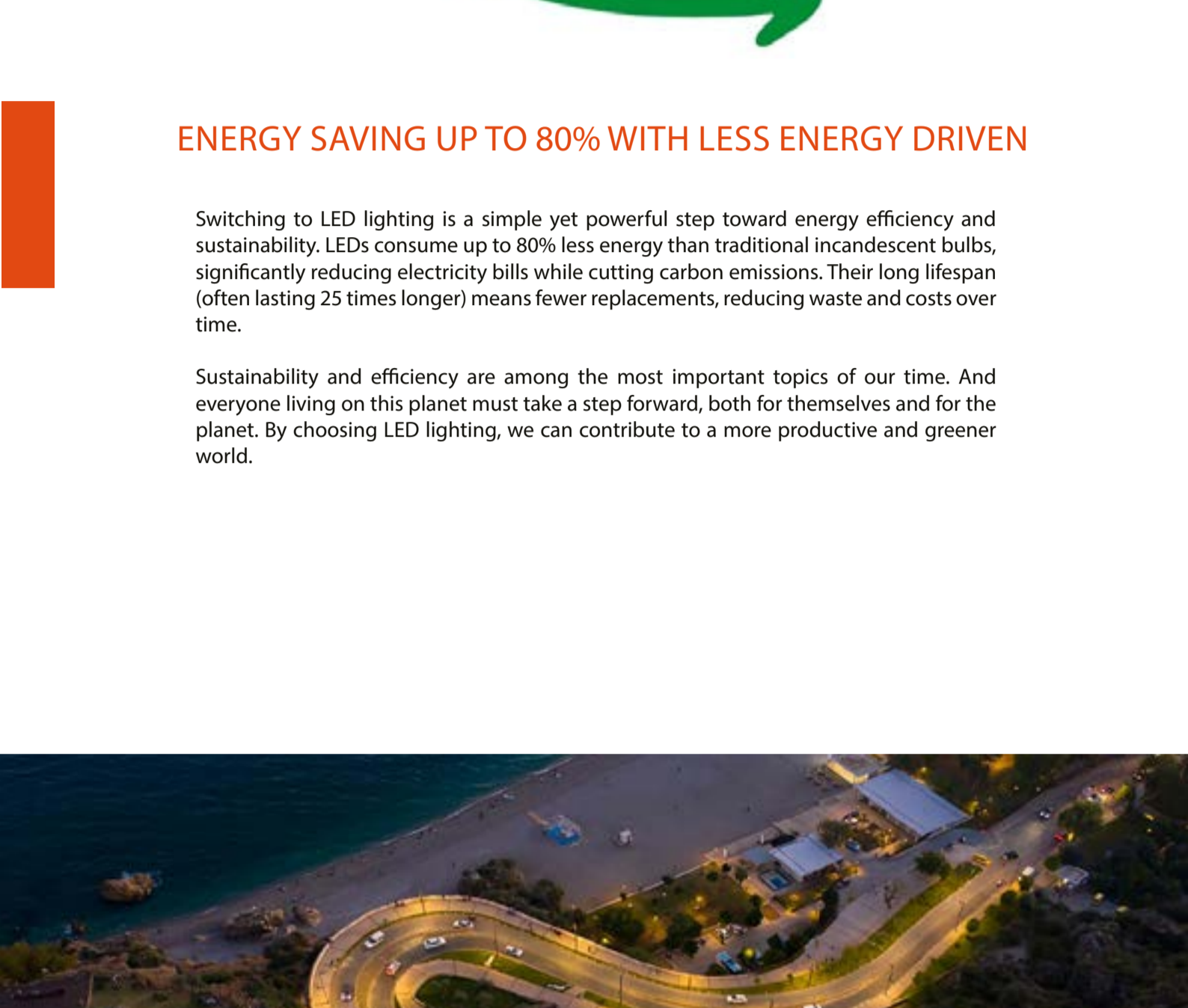
Due to harsh weather conditions, these systems frequently malfunction, causing disruptions in the light show. Since the lighting fixtures are installed at great heights and mounted on facades, repairing these malfunctions is extremely challenging. The usual repair process requires dismantling the entire system, resulting in an inability to perform the light show during maintenance. Additionally, there is a risk of electrical leakage, and the building loses its visual appeal, negatively impacting its image.

Recognizing this issue, Fiberli, one of the leading brands in the lighting industry, took action. With a goal to ensure the safe and sustainable operation of facade lighting systems using Dot luminaires, Fiberli conducted R&D studies and developed an innovative fixture: Dot Diamond.

Thanks to its DMX system, Dot Diamond offers dynamic light shows in any desired color. Just like a diamond enhances the elegance and value of a person, Dot Diamond enhances the beauty of buildings, setting a new industry standard for product safety. Unlike traditional Dot fixtures, Dot Diamond units operate independently from the cable network. Even while the lighting system is active, they can be easily removed and reattached.

Moreover, with parallel communication technology, the lighting system remains operational even if one fixture fails, ensuring uninterrupted and safe operation. Any malfunctioning dot can be replaced quickly and effortlessly, minimizing downtime and maximizing efficiency.

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## ENERGY SAVING UP TO 80% WITH LESS ENERGY DRIVEN

Switching to LED lighting is a simple yet powerful step toward energy efficiency and sustainability. LEDs consume up to 80% less energy than traditional incandescent bulbs, significantly reducing electricity bills while cutting carbon emissions. Their long lifespan (often lasting 25 times longer) means fewer replacements, reducing waste and costs over time.

Sustainability and efficiency are among the most important topics of our time. And everyone living on this planet must take a step forward, both for themselves and for the planet. By choosing LED lighting, we can contribute to a more productive and greener world.



## CREATIVE SOLUTIONS OF FIBERLI ON ANTALYA KONYAALTI BEACH

The stormy conditions of Konyaalti Beach, with winds exceeding 100 km/h, were causing damage to park and garden lighting fixtures, posing a risk to the environment. As Fiberli, we analyzed the long-term meteorological data of this region and developed special lighting solutions that can withstand these challenging conditions while harmonizing with nature.

Seven years ago, Konyaalti Beach, one of the most significant areas of Antalya, was completely renovated. Despite enduring numerous powerful storms and harsh weather conditions, Fiberli lighting systems have remained standing, successfully illuminating the 7 km-long coastline for the past 7 years.

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## ILLUMINATING HISTORY WITH FIBERLI EMINONU OLD POST OFFICE



We are proud to have realized the exterior lighting for the T.C. İş Bankası Museum, a historical gem located in Istanbul's Eminönü district. Originally built as a post office in 1890, this iconic building served as a T.C. İş Bankası branch from 1927 to 2004 and reopened as a museum in 2007.

Now beautifully illuminated with Fiberli fixtures, it stands out as a landmark of the historical Eminönü Peninsula both by day and by night. For us, the pleasure of shedding light on history is much different.

[Click for more information](#)



## FIBERLI AT LIGHT + INTELLIGENT BUILDING ISTANBUL FAIR

From November 27th to 29th, we gathered with visitors and participants from many different countries at the Lütfi Kırdar Convention Center. Our booth and the demo area, where we showcased our innovative products, received significant attention, and our façade lighting solutions were highly appreciated.

We took these steps toward new partnerships and had the opportunity to meet with industry stakeholders. We would like to thank everyone who shared this excitement with us and look forward to seeing you again next year!



## BUILDINGS APPRECIATING BY ~15% WITH THE ART OF LIGHTING

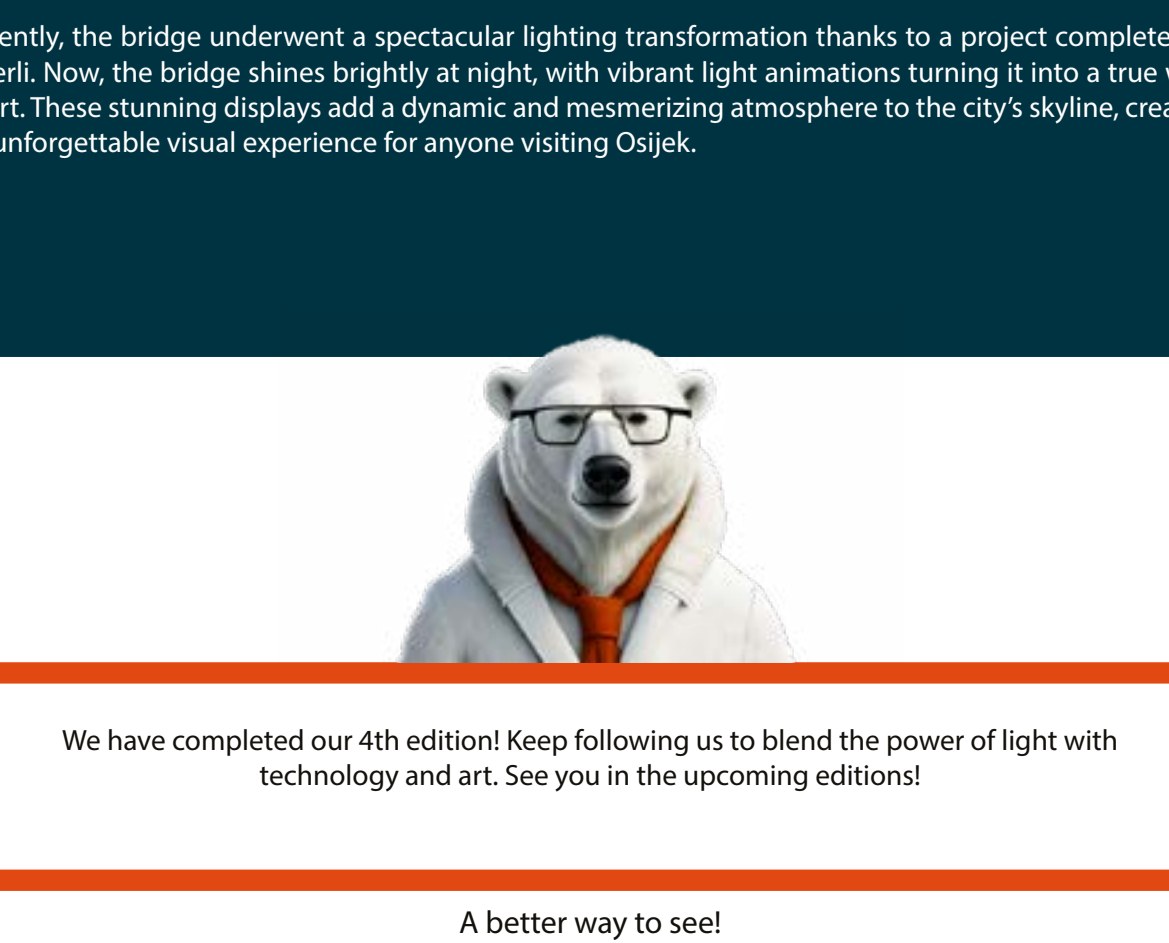
Buildings are key elements reflecting the identity of cities, and facade lighting is a powerful tool that enhances this identity. It strengthens a building's aesthetic perception and highlights its architectural details.

Beyond aesthetics, facade lighting also holds significant financial value. Studies show that illuminated buildings carry approximately 15% more commercial value compared to their previous state. In other words, a building with a square meter price of 100 units can increase its value to 115 units through a well-designed facade lighting system.

Additionally, considering its positive impact on security, facade lighting proves to be a highly profitable investment. It not only enhances prestige and aesthetics but also offers substantial financial returns in the short term.

[Click for more information](#)

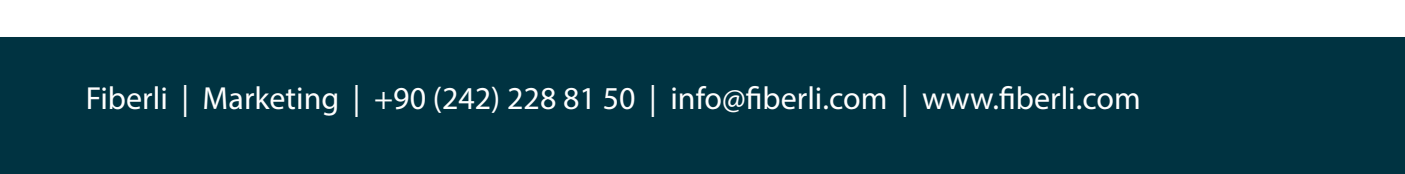
## \$20 BILLION INVESTMENT IN TURKEY'S ENERGY EFFICIENCY



The Ministry of Energy and Natural Resources aims to invest over \$20 billion in energy efficiency by 2030. This initiative will drive major savings in key sectors such as industry, buildings, and lighting.

In the industrial sector, incentives and projects aimed at increasing energy efficiency are helping businesses reduce costs. Lower energy consumption not only promotes environmental sustainability but also enhances competitiveness. New inventions are being introduced to further support energy-saving initiatives.

One of the key solutions in this transformation is LED technology. Innovative lighting solutions, such as the widespread adoption of LED systems, are expected to play a crucial role in reducing energy costs and promoting sustainability.



## A TURKISH TOUCH ON THE RADIANT STRUCTURE OF SOFIA

Located in the heart of Bulgaria's capital, Sofia, the architecturally striking NV Towers now illuminate the city with a new facade lighting system. Awarded third place in the 2021 Emporis Skyscraper Awards, NV Tower has reached a new level of prominence thanks to Fiberli's lighting expertise.

The NV Tower project goes beyond a standard architectural lighting installation—blending engineering, creativity, and aesthetics into a perfectly harmonized masterpiece. The building's unique and amorphous structure provided Fiberli's design and technology teams with an ideal canvas to showcase their expertise and innovation.

This turnkey lighting solution was executed in partnership with Minstroy Holding, alongside TAL Engineering and A&A Architects. Through this collaboration, Fiberli successfully introduced an innovative lighting system that enhances the architectural grandeur of NV Tower.

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## OSJEK'S SHINING SYMBOL: THE PEDESTRIAN BRIDGE OVER THE DRAVA RIVER

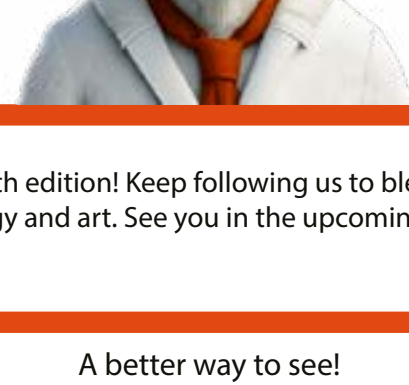


[Click for video](#)

Located in the city of Osijek, Croatia, the Drava River Pedestrian Bridge was constructed in 1980 and has since become an iconic structure connecting the two sides of the city. With its modern design and elegant structure, the bridge provides a safe and aesthetically pleasing passage for both pedestrians and cyclists.

More than just a crossing point, the Drava River Pedestrian Bridge serves as a unique location for cultural events, leisurely walks, and photography enthusiasts, making it an essential part of Osijek's modern identity.

Recently, the bridge underwent a spectacular lighting transformation thanks to a project completed by Fiberli. Now, the bridge shines brightly at night, with vibrant light animations turning it into a true work of art. These stunning displays add a dynamic and mesmerizing atmosphere to the city's skyline, creating an unforgettable visual experience for anyone visiting Osijek.



We have completed our 4th edition! Keep following us to blend the power of light with technology and art. See you in the upcoming editions!

A better way to see!