

BPL-Studylite-Halo





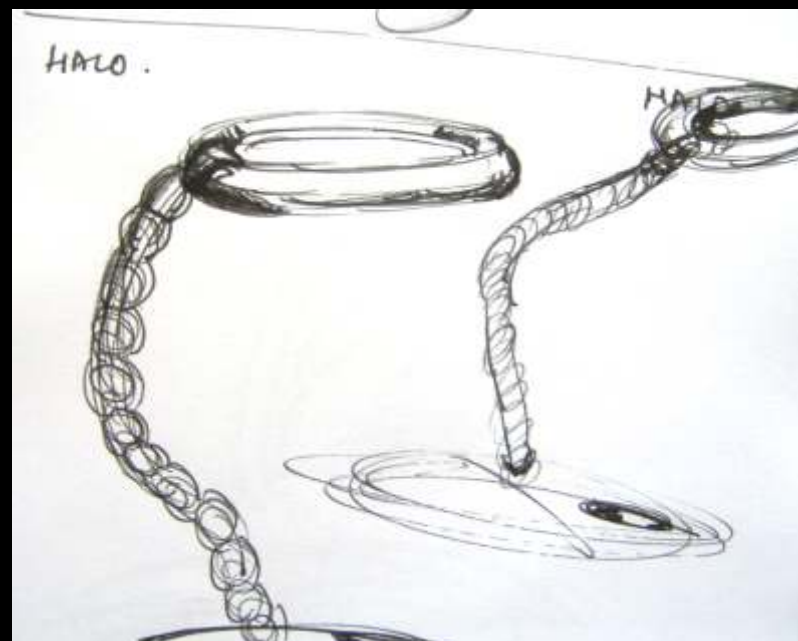
Millions students across homes In India, go through anxiety and stress because of power cuts , especially during exam time.

It is not only a mental stress but eyes are also exposed to strain due to poor quality light.

This very insight was the inspiration for an opportunity to design a unique product for unique Indian situation.

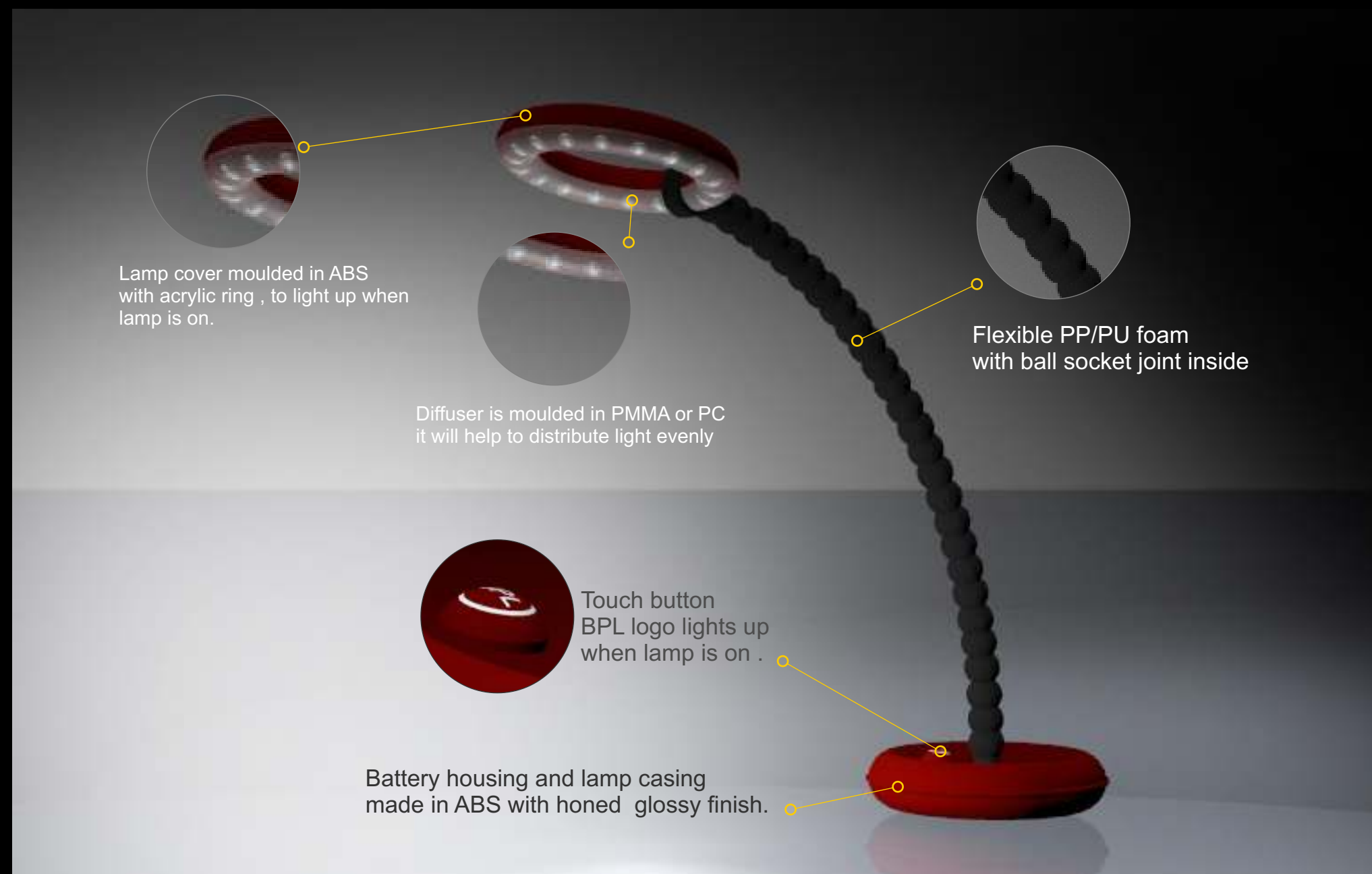


Is he the **sage** with halo, listening to my prayers and
blessing me at this moment of crises



Halo takes an inspiration from a guru or guide , which directs you to right path in the difficult situation. Form is designed on the round glow on the head of sage or guru. It has a clear ring at the top which glows when the lamp is in use. Every element is designed around the halo ring, and resulted into spectacular light ring without any hub. Specially designed to create a unusual neck, which is very interactive and playful.

1. Simple yet iconic design
2. It has a strong character (cute).
3. Fusion of advanced materials and flawless finish makes it a 'must have ' product
4. It is bold and very expressive form.
5. It has a animated character which will make emotional connection with kids.
6. Light ring is the key feature of the product.



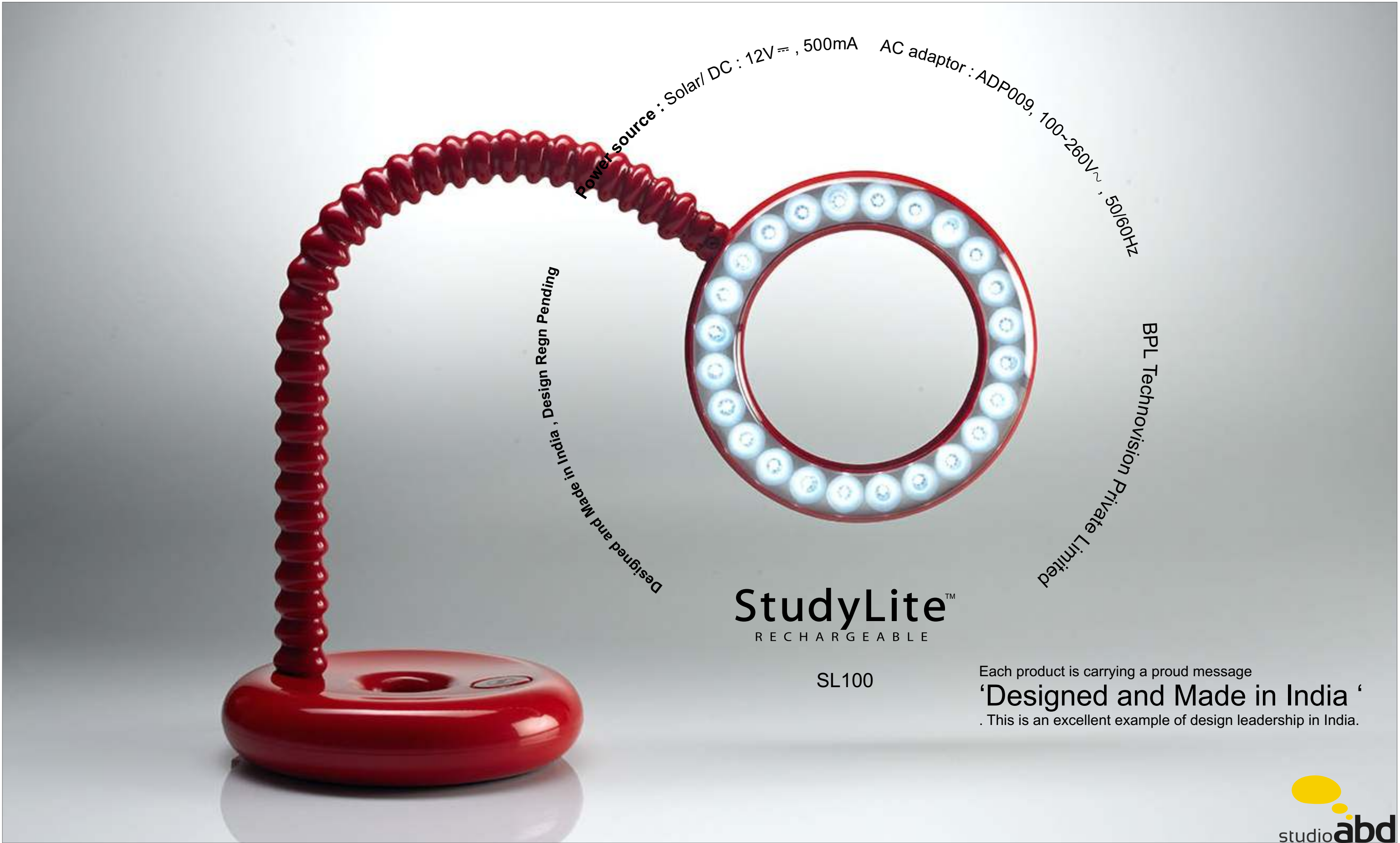


Halo

Halo, represents hope and blessing for kids. It guides them with blessing of light in the moment of crises. It is like a little friendly fairy who does magic when they call for her help. The concept is true to the inspiration, creates a characteristic open, magical hub less form. Soft curves, integrated and complete look, beautiful reflections, candy colors makes Halo a very expressive character. At every angle, it emits varied expressions, which will connect to user. Subtle play of contours, soft friendly feel, make Halo - an interactive product, invites user to touch and play with it.

Each element of halo is designed carefully, and with full attention to detail to give best experience to the user.

Product : LED Lamp
Client: BPL Technovision
Size: 150x150x430 mm
Finish: Glossy
Colors: Red, White, Black, Orange, Blue
Material: ABS, PVC, SS, Acrylic
Packaging: Paper
Power input : 230 V
Battery Backup: NIRH batteries, rechargeable
Recharging: 230V, Solar Panel compatible
Lighting : 24 LEDs (white and warm color options)



Power source : Solar/ DC : 12V = , 500mA

AC adaptor : ADP009, 100~260V ~ , 50/60Hz

Designed and Made in India , Design Regn Pending

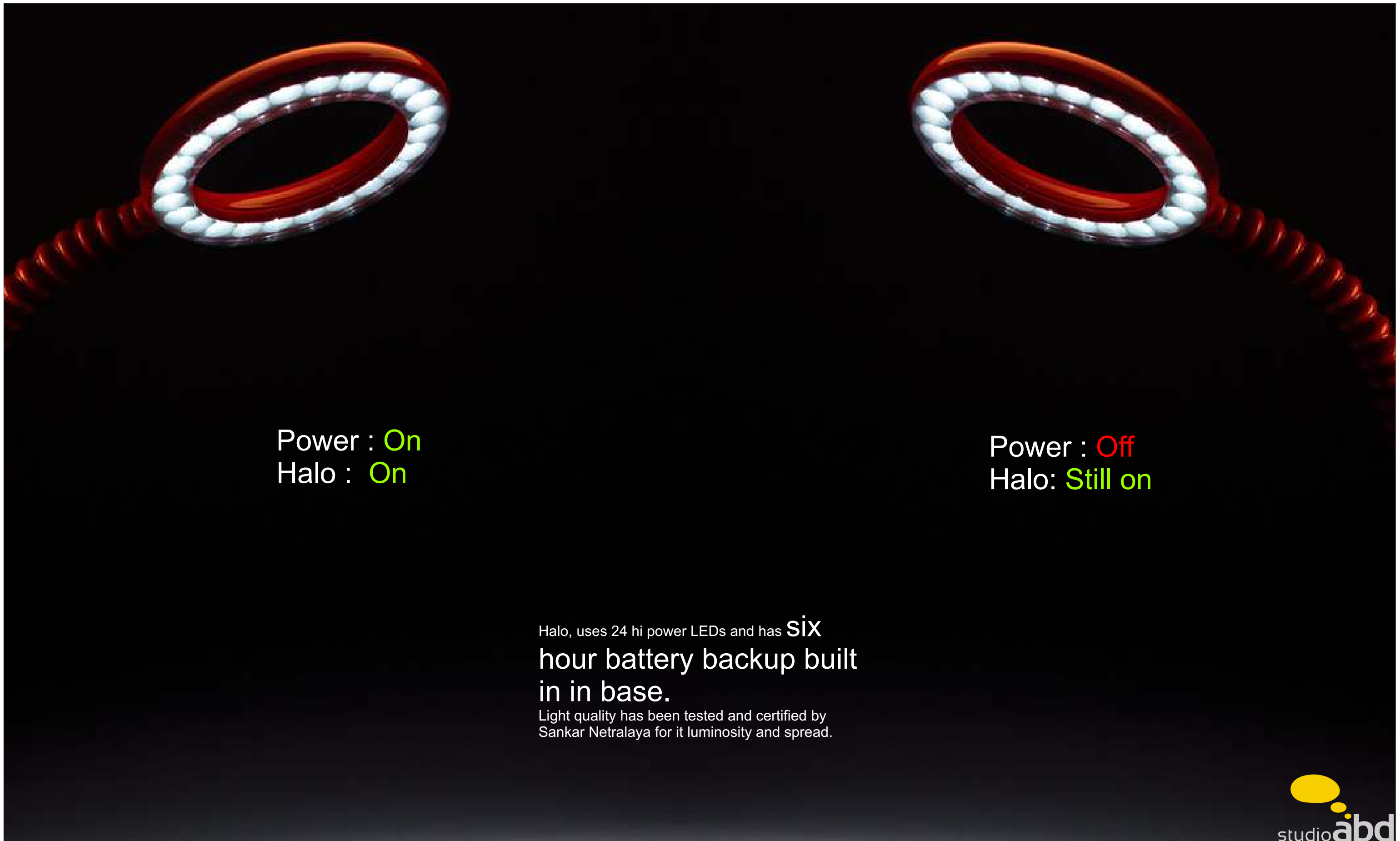
BPL Technovision Private Limited

StudyLite™
RECHARGEABLE

SL100

Each product is carrying a proud message
‘Designed and Made in India ‘
. This is an excellent example of design leadership in India.





Power : On
Halo : On

Power : Off
Halo: Still on

Halo, uses 24 hi power LEDs and has **six**
hour battery backup built
in in base.

Light quality has been tested and certified by
Sankar Netralaya for it luminosity and spread.





Lamp with a **Whole**
new magic !

THE HALO EFFECT

When designing Studylite, I was inspired by the ring of halo that hovers above the head of the wise and saintly. Such sages impart wisdom. Guide us onto the right path. And provide solace at moments of crisis.

To me light is the quintessential metaphor of enlightenment. So, I intended to have a ring of light glowing above your head when you study.

In its form, halo to me is almost magical. A ring suspended in nothingness. Open. With no ego centre. Spreading light all around. Perfect in its completeness.

In Studylite I have tried to keep everything simple yet iconic.



studio **abd**



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