

Image isn't everything

We live in a world where image is what counts, where what appears is more important than what is (the crisis we find ourselves in today is proof of this) and this often reflects in the work of those companies who much more commonly invest in image = appear rather than in image = be + appear.

We often come across beautiful catalogs, more and more like encyclopedias, fantastic stands at the fairs, Internet sites with special effects: but are we sure that at least the same level of investment has been made into striving for market efficiency? Not always.

Google, the outstanding search machine, gives out a completely different message. The main feature of the most famous search machine in the world (very few people have never used it at least once and realized its enormous advantages: today, for example, all students are encouraged to use Google for their scholastic research), apart from the speed with which the information is delivered, is the simplicity of its interface: very few frills, no images, a well defined schematic structure, we could almost call it democratic in that it places everyone on the same level. But what everybody likes about it is that in just a few seconds it finds what we need, or at least, comes very close to it. No logo, no image, maximum level simplicity, but it works!

This does not mean that man should not surround himself with beauty but just that it should be opportunely balanced with the right level of efficiency and concreteness that the market requires. Image, therefore, no longer just an external factor but the union of two souls.

To summarize, in today's world this means establishing the best relations with one's clients, with one's market, by giving them fast, efficient instruments to improve their everyday work.

Just one example will illustrate the concept: while interviewing many designers and distributors, a little known fact has emerged: product research and information gathering is still today carried out by means of paper catalogs in by far the majority of cases. It seems incredible but Internet has had no impact as yet on dear old paper and, therefore, the considerable investments made by companies in Internet seem to have been to no effect.

But why is this? Because many of the available sites are nothing more than the transfer of the paper catalog onto Internet, often weighed down with introductory films and product information gathering functions that are neither flexible nor user-friendly. If using Internet has, as it seems, become indispensable, we cannot apply the same 'paper' philosophy that has ruled the world until today. We really must, by means of a completely new approach, give added value to the work of all categories involved, exploiting the enormous potentialities that this instrument offers us.

It will become more and more difficult for a company in our sector to sell its products without taking into account the international regulations that are increasing daily and which, step by step, evaluate the products not only on their aesthetic features but also and above all on factors of efficiency, energy saving, life cycle, environmental impact All of this calls for an ever-increasing quantity of data which, in conjunction with more and more specific requirements, often makes it impossible for those who have to design or to choose a product to apply the Google style to their work.

OxyTech's objective, the result of over 20 years' experience working in contact with all areas of the sector, is to look for solutions that will improve the efficiency of all those involved in lighting engineering design, from the companies to the various market realities.

In the next editions, we will show you the commitment that OxyTech makes every day towards the development of information systems to answer the ever-growing market needs. In short, we will talk about the LITESTAR Project.

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