

Occhio

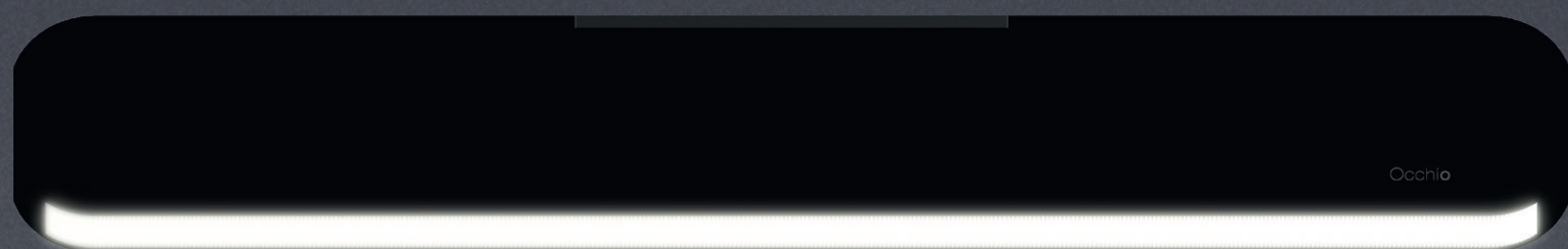
Occhio

MitO linear

the new form of light



Occhio





Mito linear is the logical extension of the iconic Mito series.

It transfers the design claim and the extraordinary lighting quality of Mito in brand new application areas in the residential and contract sector.

With its comprehensive concept and innovative features Mito linear enables new forms of holistic lighting design.



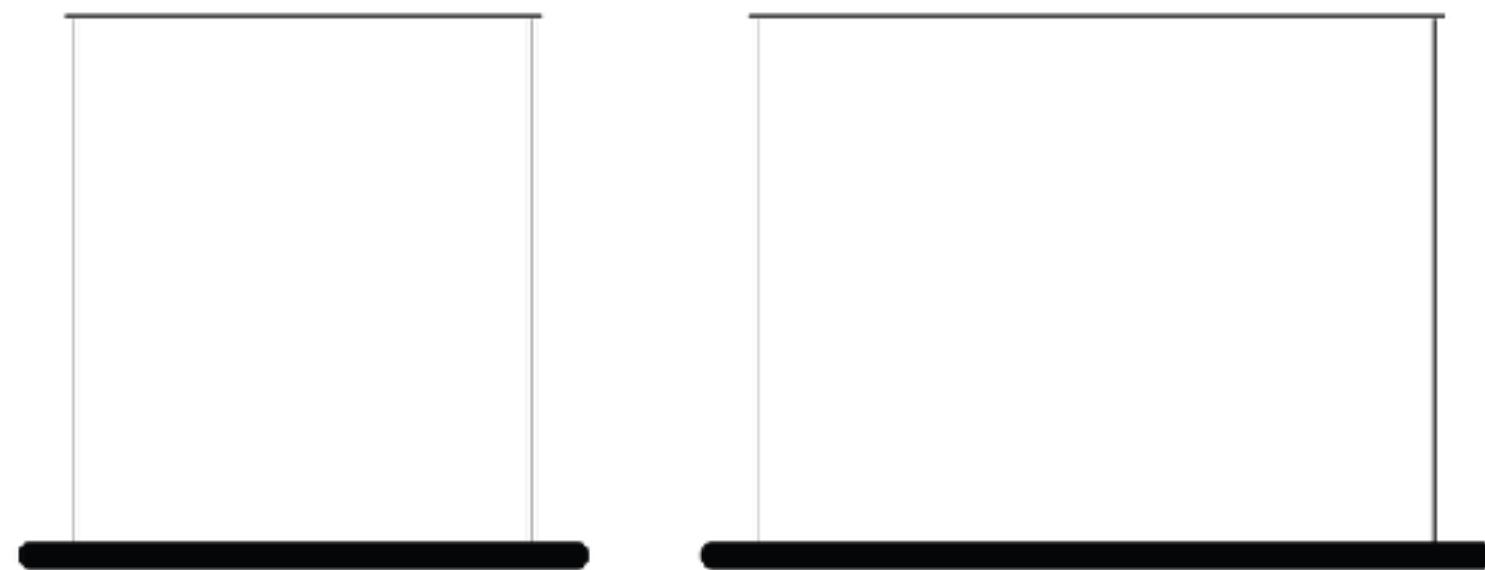




Mito linear



Mito linear



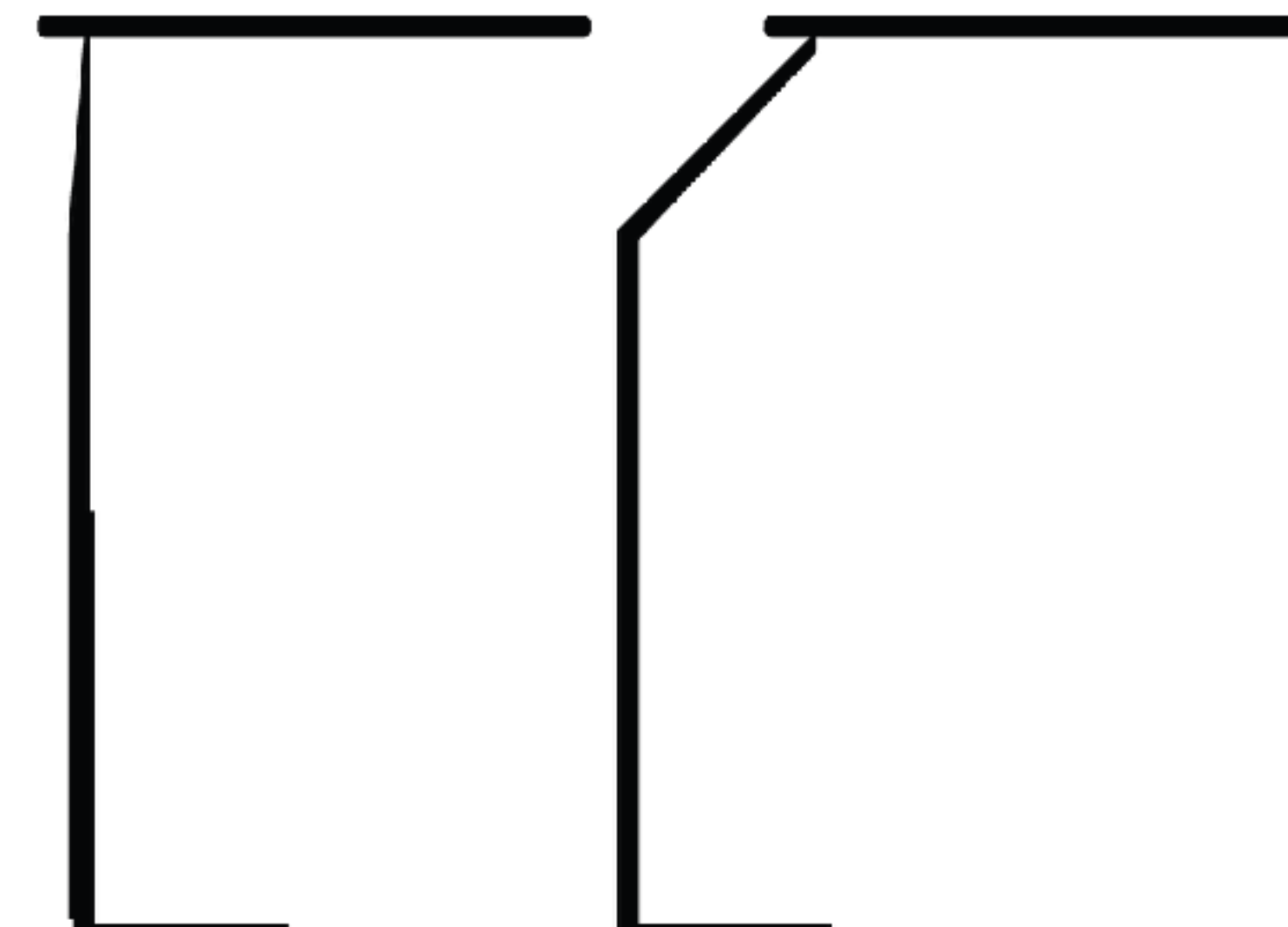
Mito volo

Occhio



Mito alto

Mito alto side



Mito terra

Mito volo







Mito volo

# Mito volo **var up** 100 / 140

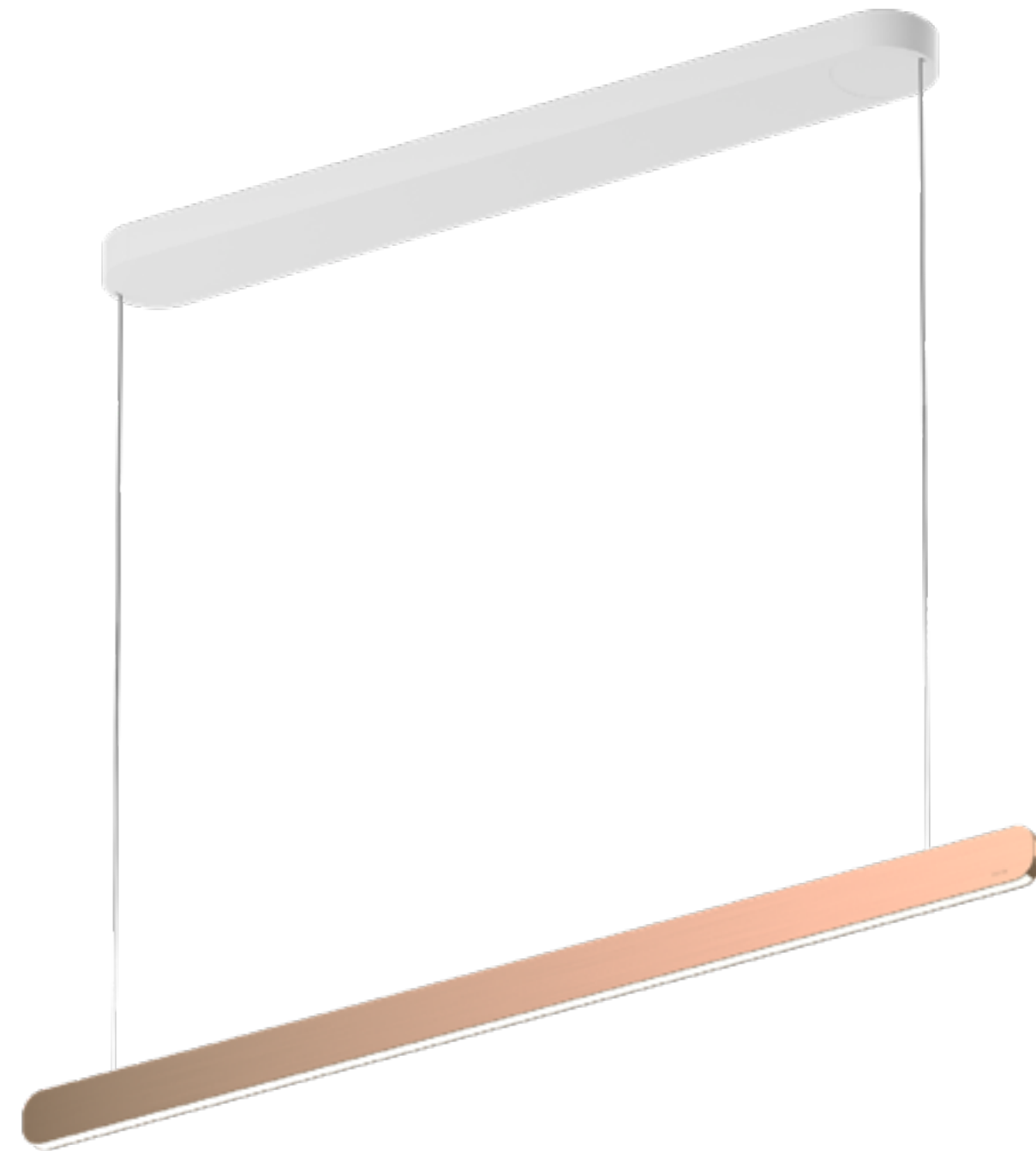
100 - 45W (3.400lm)

140 - 60W (4.500lm)

Occhio

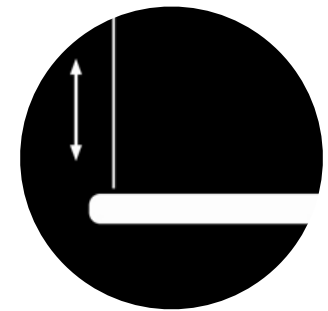
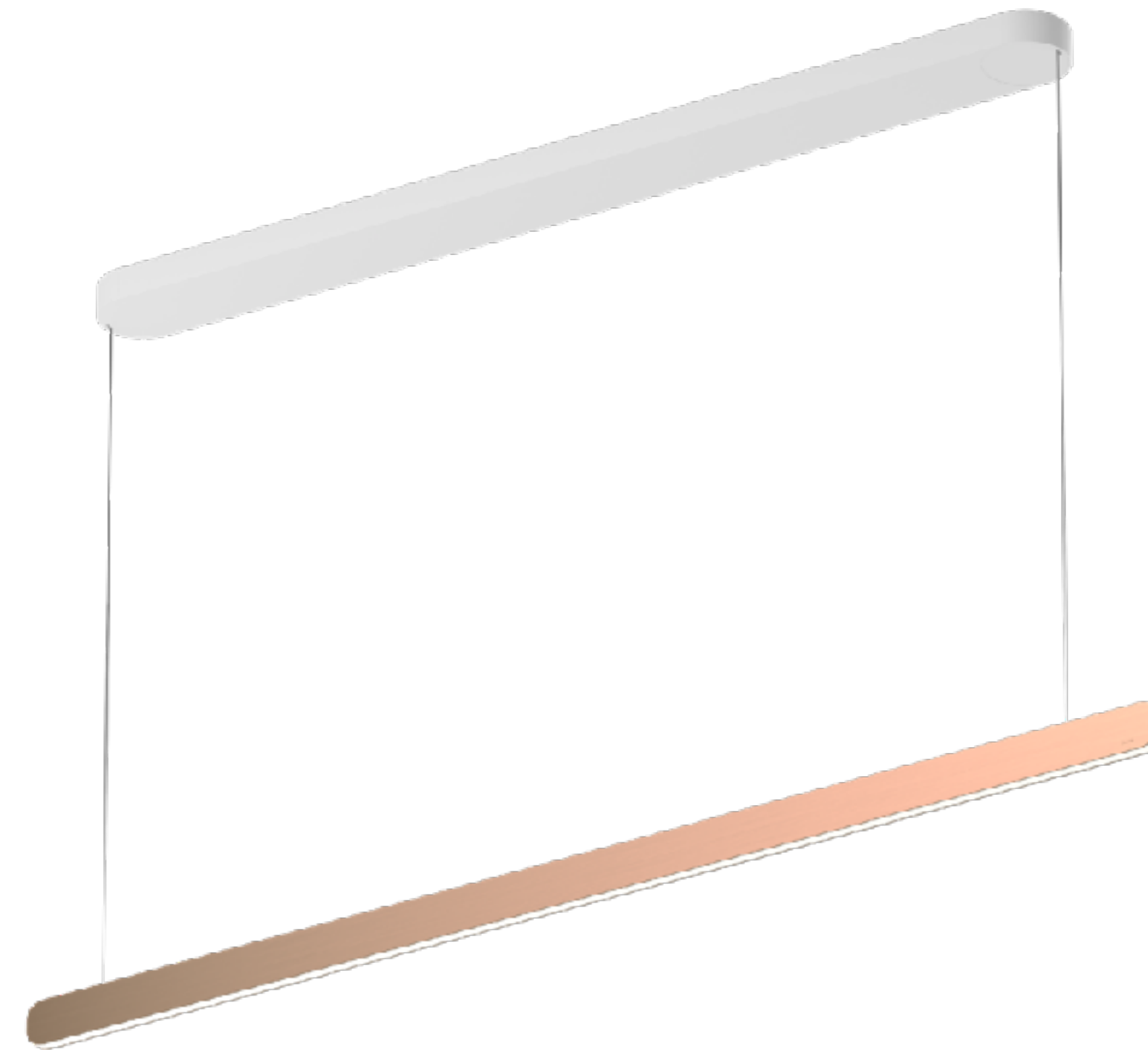
**100**

length head 103cm  
length baldachin 85cm



**140**

length head 136cm  
length baldachin 117,9cm



height adjustment  
65 - 165 cm



# Mito volo **fix up** 100 / 140

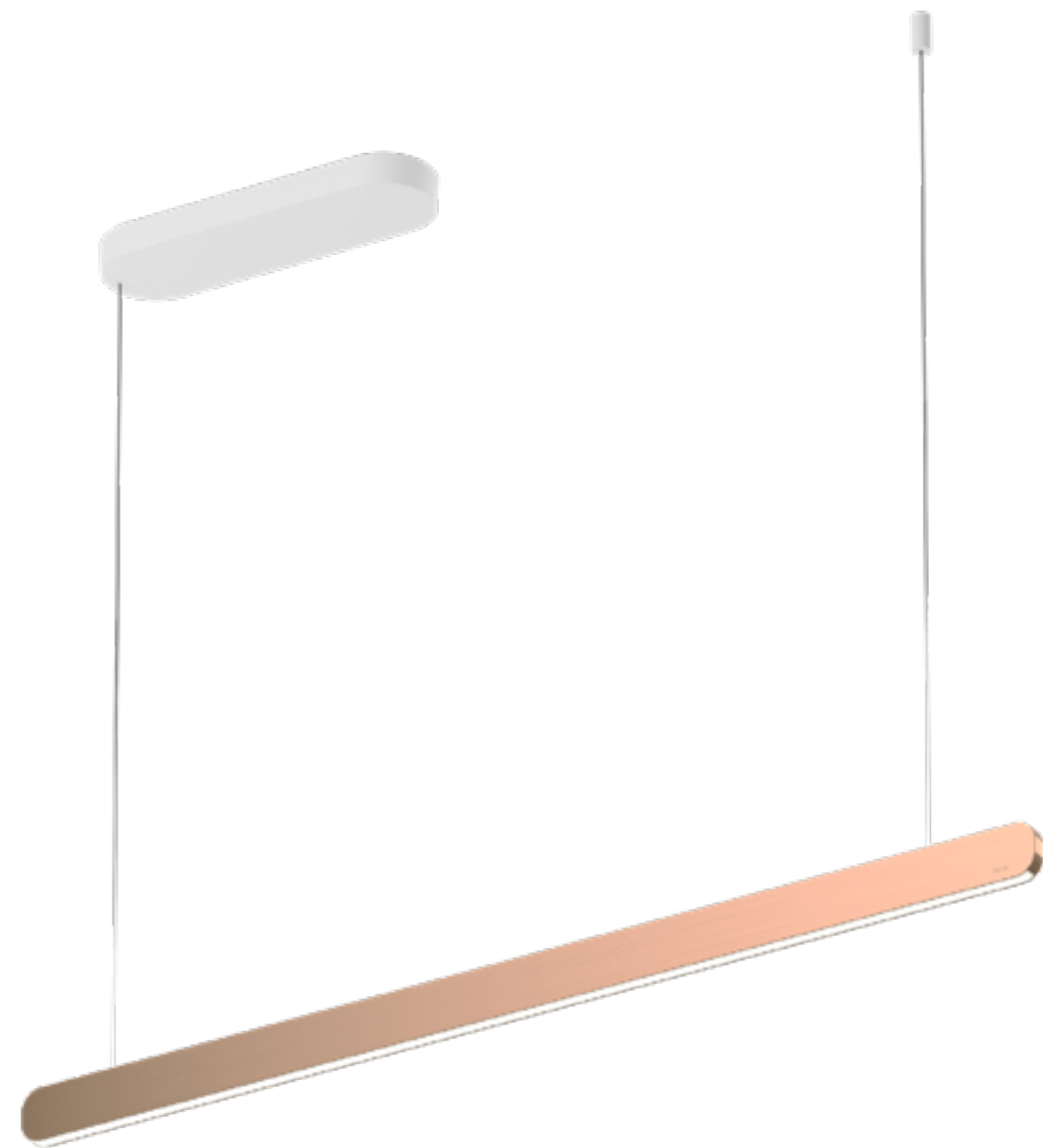
100 - 45W (3.400lm)

140 - 60W (4.500lm)

Occhio

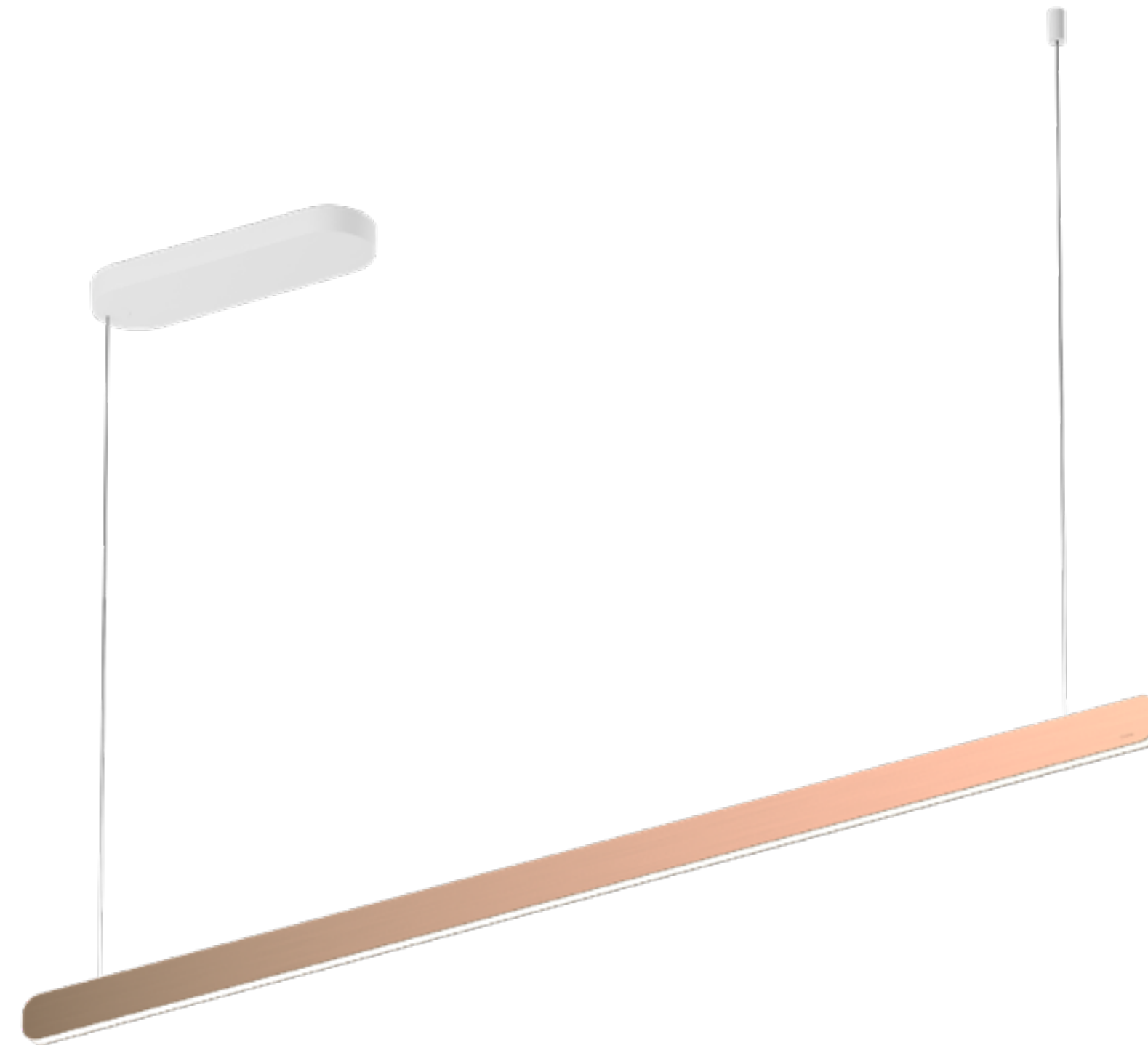
**100**

length head 103cm  
length baldachin 33cm



**140**

length head 136cm  
length baldachin 33cm



# Mito volo **fix up midfeed** 100 / 140

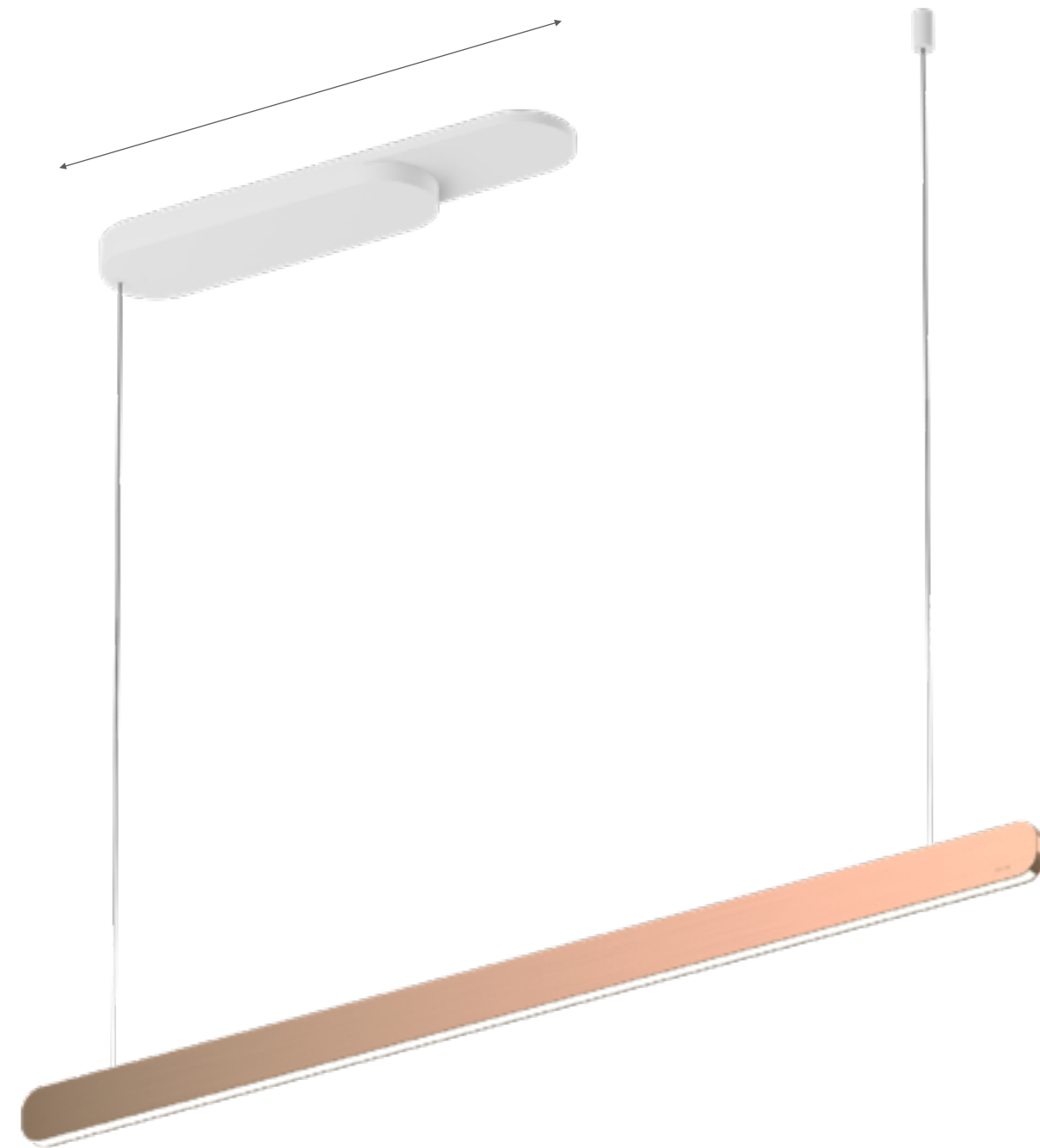
100 - 45W (3.400lm)

140 - 60W (4.500lm)

Occhio

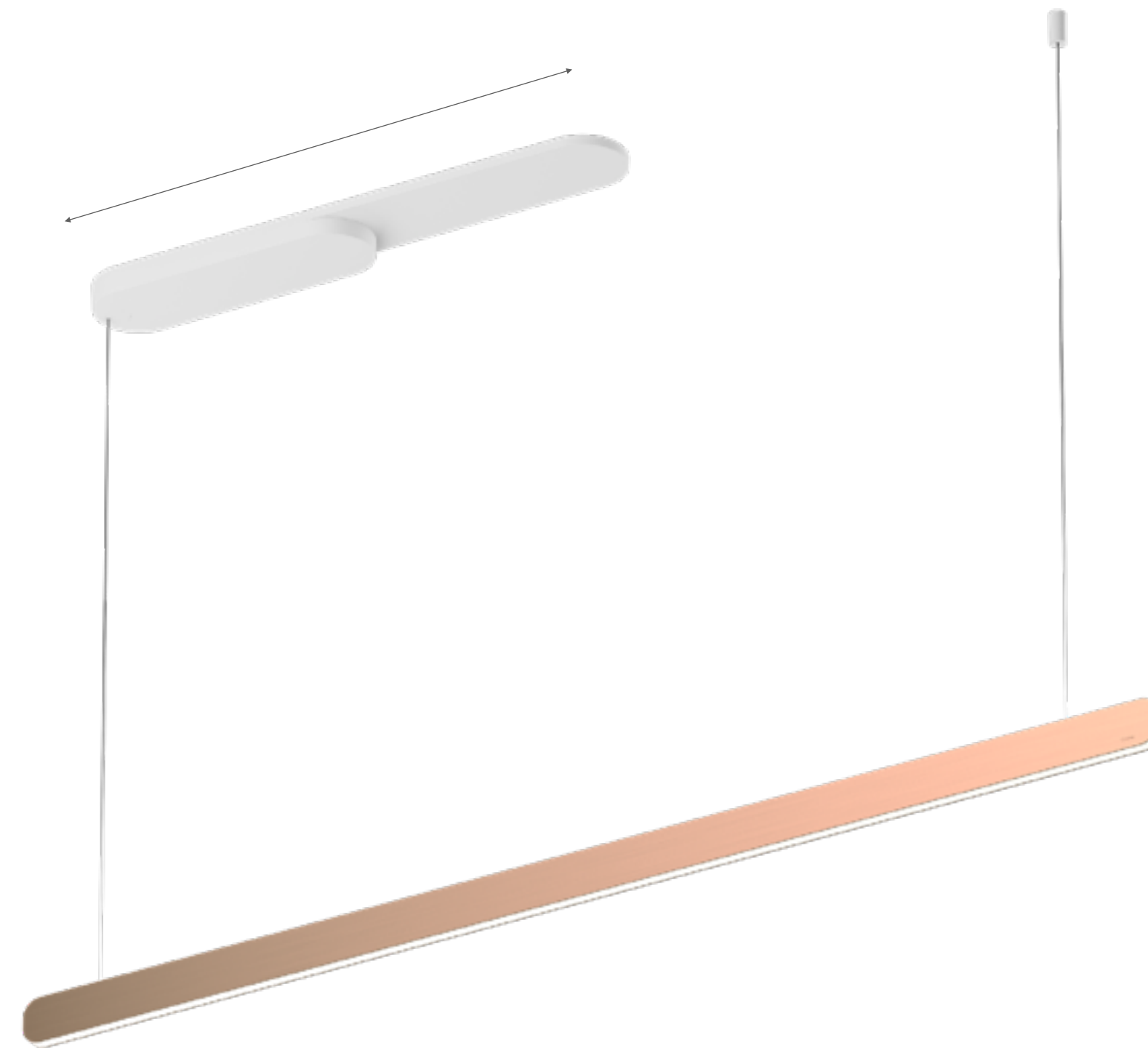
**100**

length head 103cm  
length midfeed 48cm



**140**

length head 136cm  
length midfeed 65cm



# Mito volo **fix flat** 100 / 140

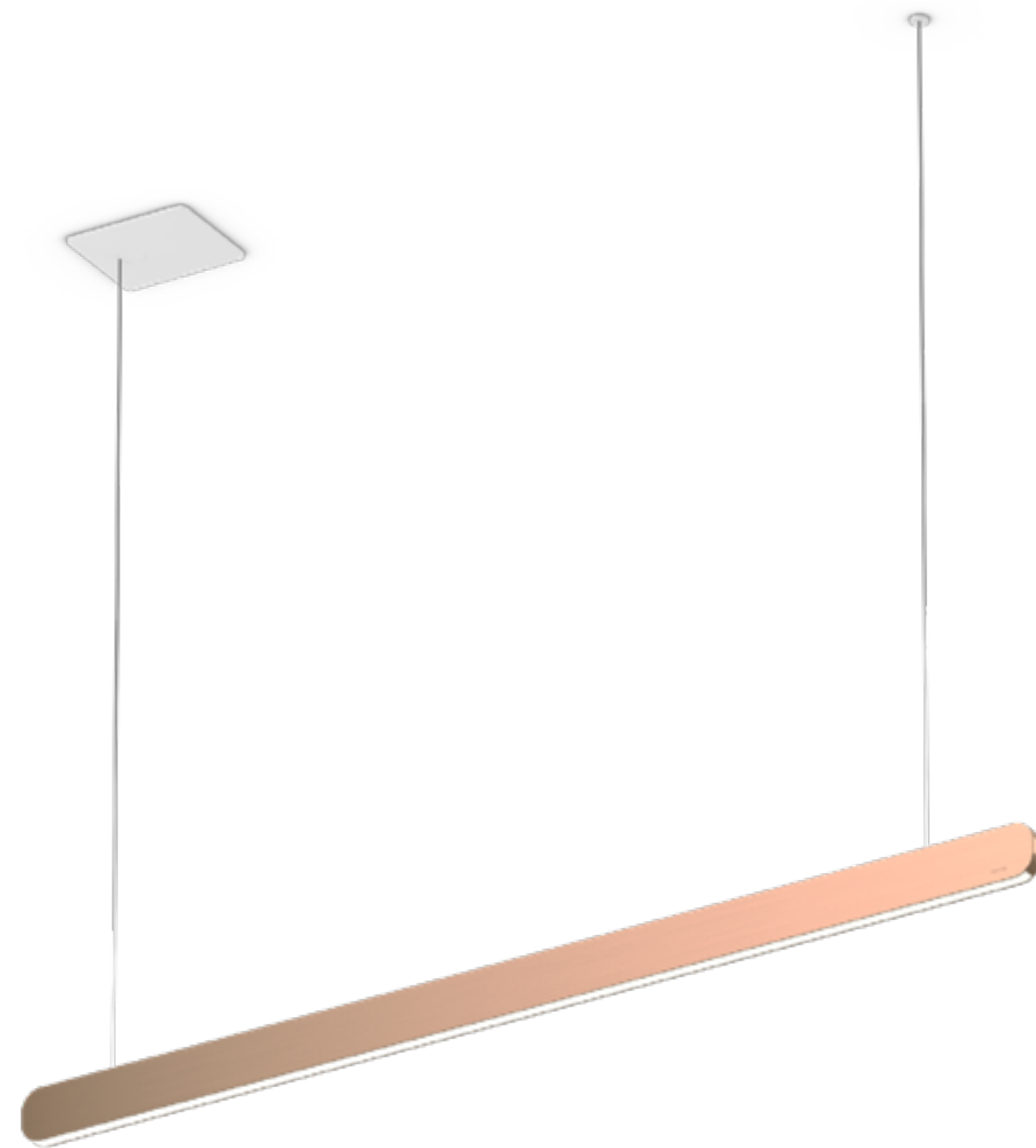
100 - 45W (3.400lm)

140 - 60W (4.500lm)

Occhio

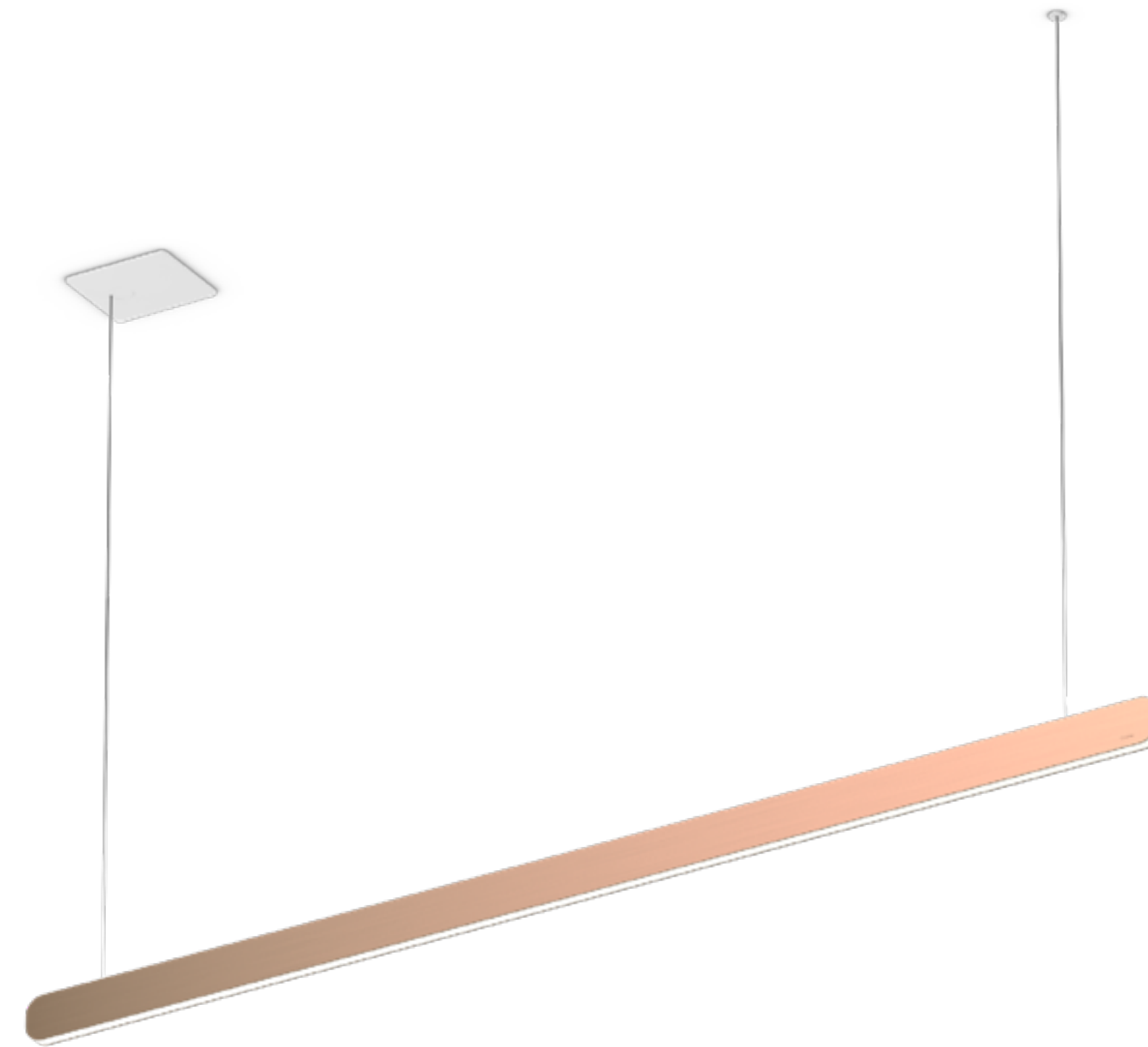
**100**

length head 103cm  
cover W12,5cm x H11cm



**140**

length head 136cm  
cover W12,5cm x H11cm



# Mito volo features

Occhio



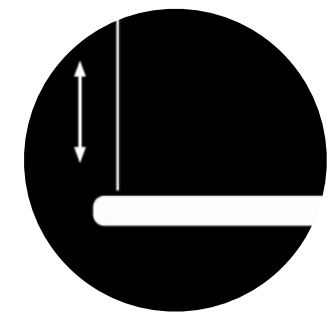
phase-dimmable  
(no touchless control/  
color tune)



Occhio air  
(optional)



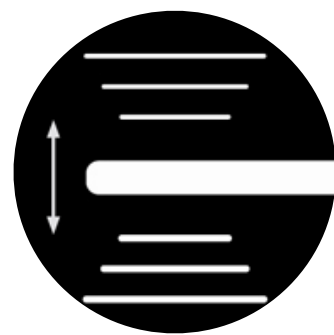
DALI controllable  
(optional)



height adjustable  
(var up)



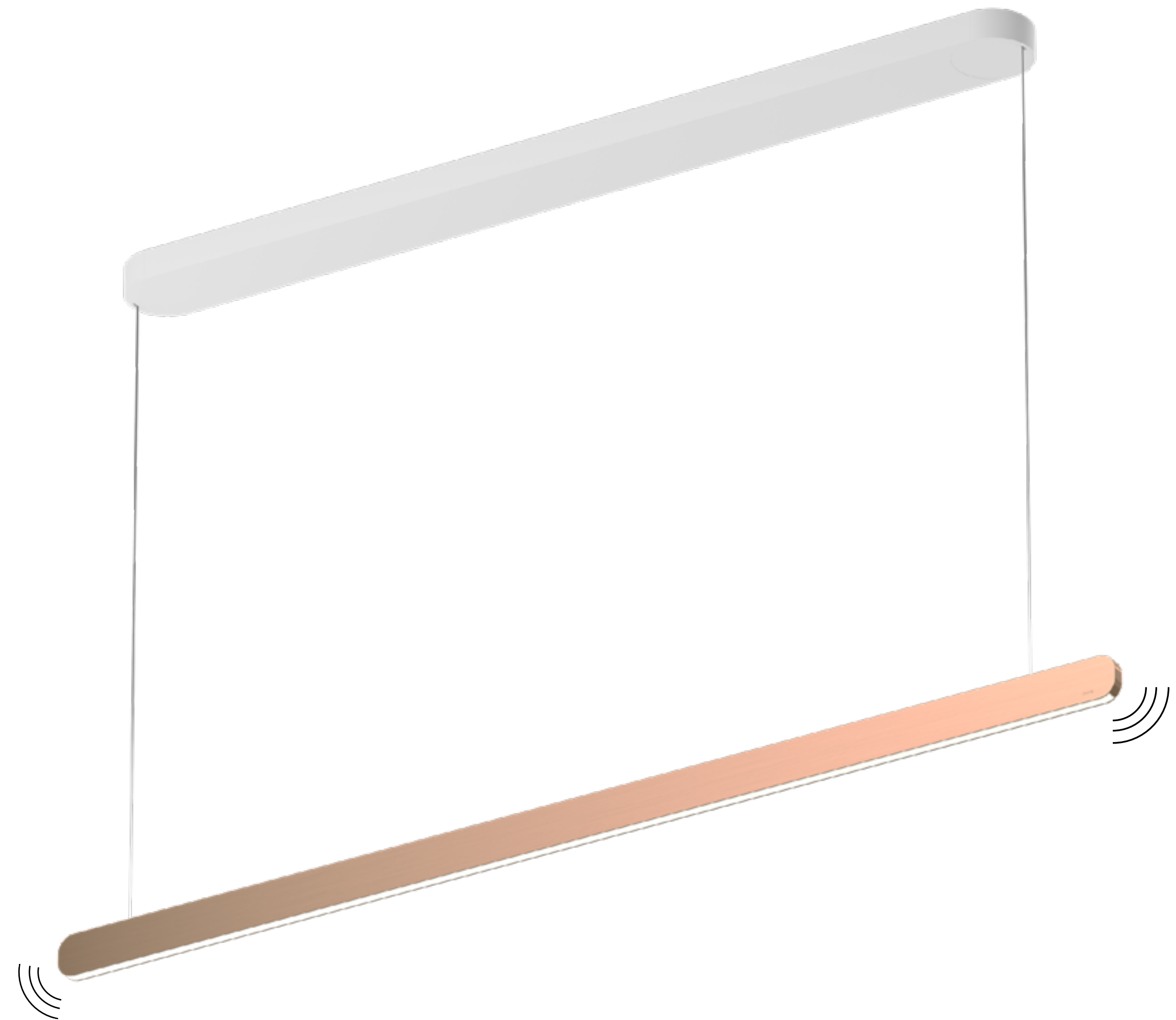
»touchless  
control«



»up down  
fading«



»color tune«



# Mito volo **light**

Occhio



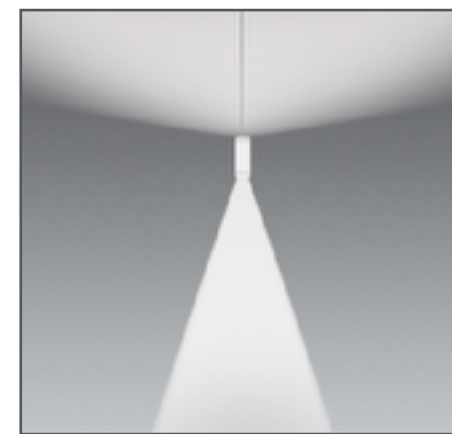
high color  
LEDs



flood / 100°

wide / 80°

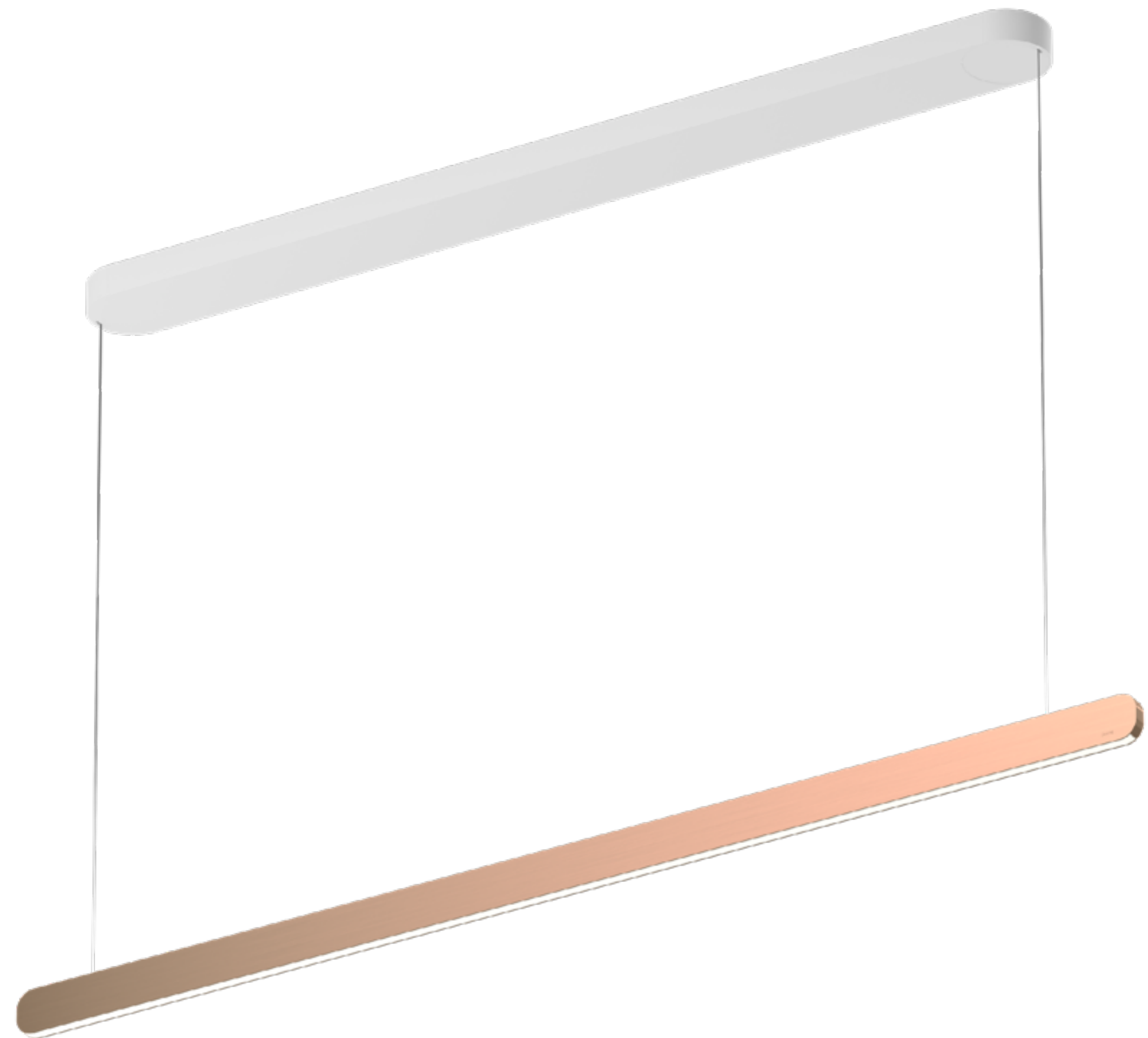
table



diffuse

narrow / 25°

room

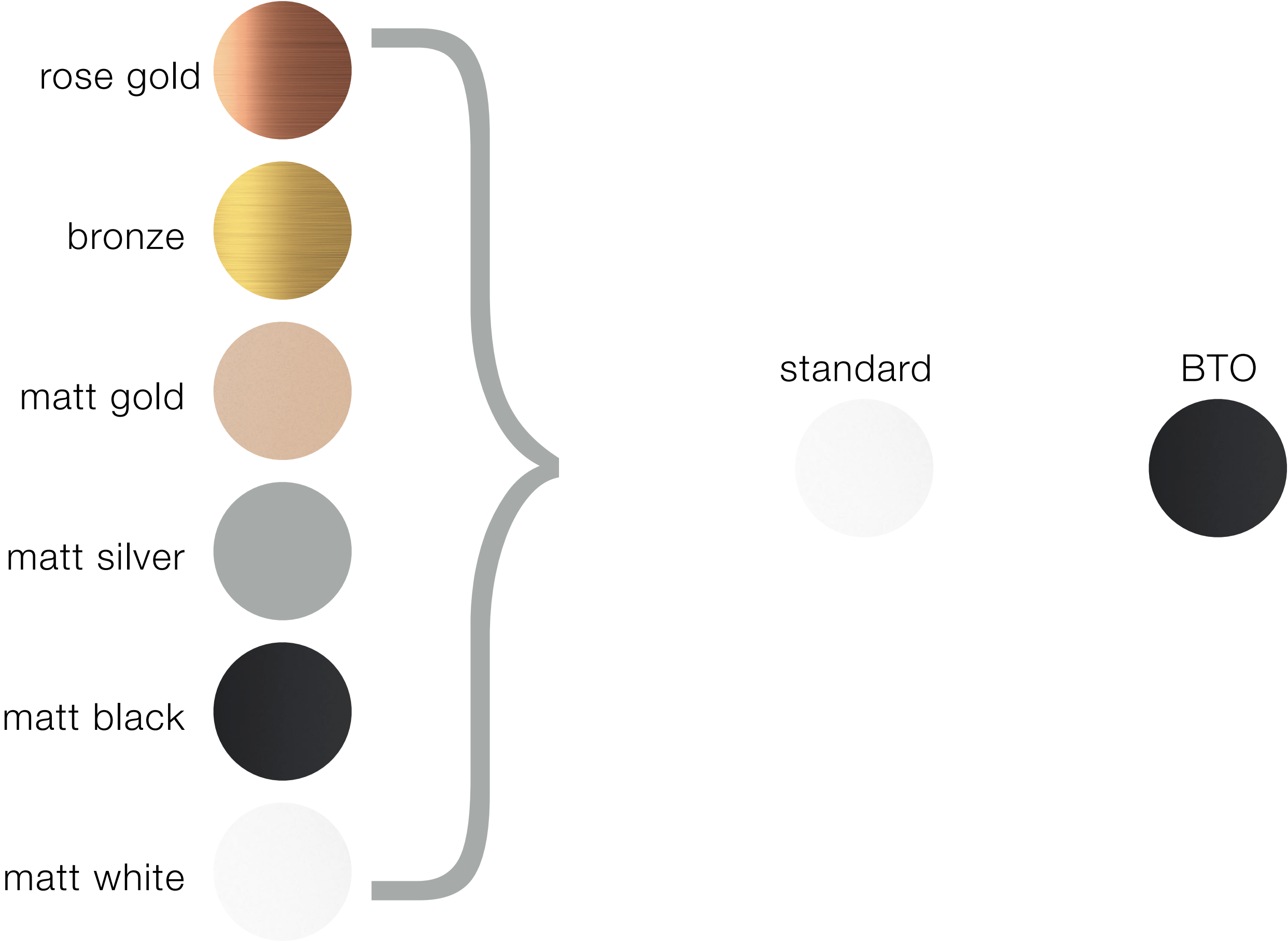


# Mito volo **surfaces**

head

baldachin

Occhio







Mito alto



# Mito alto **up** 40 / 70 / 100

40 - 15W (1.000lm)

70 - 30W (2.000lm)

100 - 45W (2.900lm)

Occhio

**40**  
length 37cm

**70**  
length 70cm

**100**  
length 103cm

height 5cm, width 2cm





# Mito alto **flat** 40 / 70 / 100

40 - 15W (1.000lm)

70 - 30W (2.000lm)

100 - 45W (2.900lm)



## Occhio

**40**  
length 37cm

**70**  
length 70cm

**100**  
length 103cm

height 3cm, width 2cm



# Mito alto features

Occhio



phasendimmbar  
(no touchless control/  
color tune)



Occhio air  
(optional)



DALI controllable  
(optional)



»color tune«



inlay

»air« inlay

cover for ceiling  
box

# Mito alto **light**

Occhio



high color  
LEDs



narrow / 25°



wide / 80°



Mito alto side



# Mito alto **side** 40 / 70 / 100

40 - 15W (800lm)

70 - 30W (1.500lm)

100 - 45W (2.200lm)



## Occhio

**40**  
length 38cm

**70**  
length 71cm

**100**  
length 104cm

height 5cm, width 2cm



# Mito alto side **features**

Occhio



phase-dimmable  
(no touchless control/  
color tune)



Occhio air  
(optional)



DALI controllable  
(optional)



»color tune«



inlay



»air« inlay



cover for ceiling  
box

# Mito alto side light

Occhio

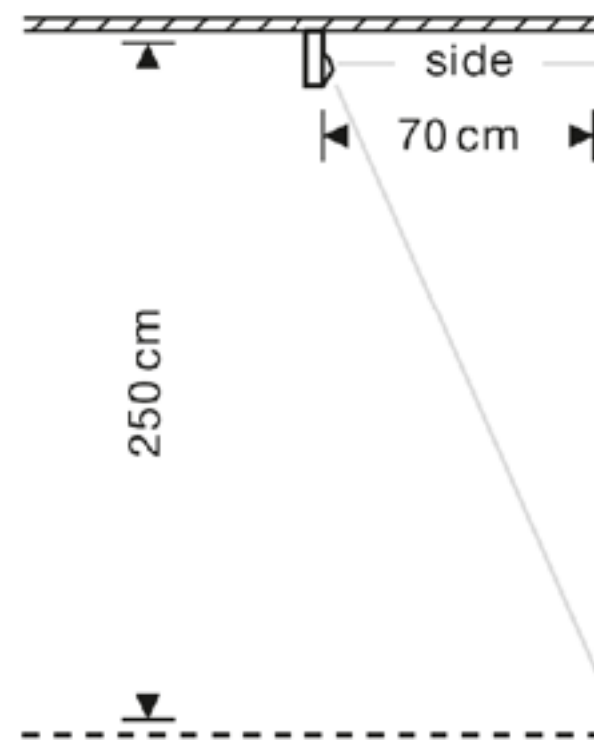


high color  
LEDs



wallwash

side





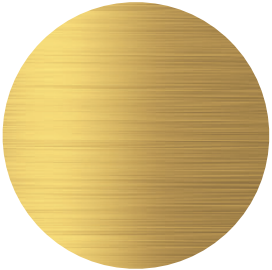




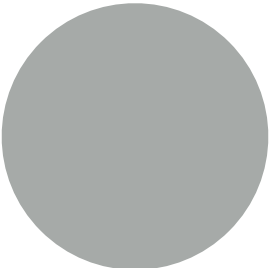




recommended wall distance:  
approx. 70cm at 250cm room height  
approx. 85cm at 300cm room height





# Mito alto **surfaces**

# Occhio

	head		cover		inlay / »air« inlay
rose gold					
bronze					
matt gold					
matt silver					
matt black					
matt white					

always in the color of the cover included

exception:  
inlay for head matt silver /  
matt black / matt white in  
color of the heads





Mito terra



Mito terra 3d



# Mito terra **fix** 190

70W - 5.300lm (black matt, white matt, silver matt, gold matt)

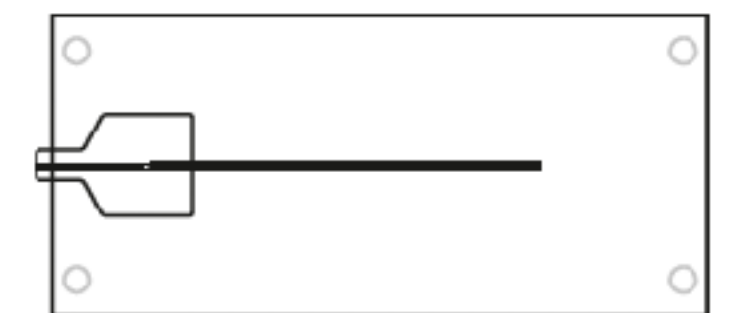
56W - 4.200lm (rose gold, bronze)

length head 115,6cm

height 190cm



Occhio



# Mito terra **fix** 220

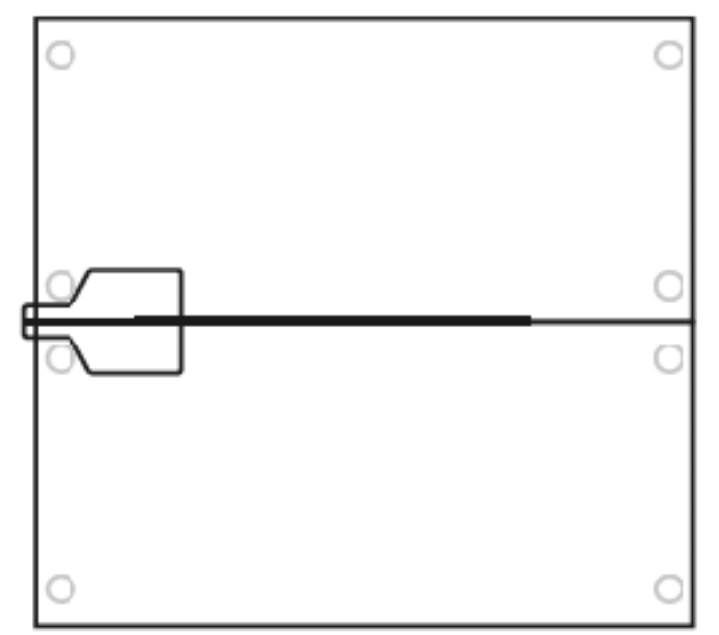
70W - 5.300lm (black matt, white matt, silver matt, gold matt)

56W - 4.200lm (rose gold, bronze)

height 220cm



Occhio



# Mito terra **var**

70W - 5.300lm (black matt, white matt, silver matt, gold matt)

56W - 4.200lm (rose gold, bronze)

length head 115,6cm

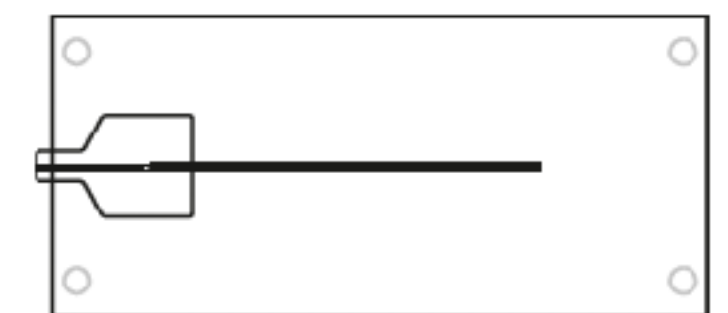
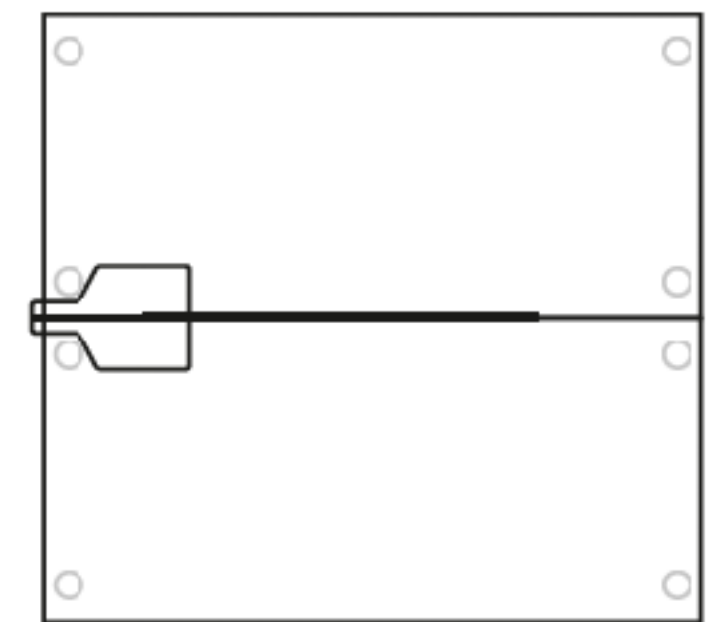


190 - 220cm



# Occhio

also for the application  
at height-adjustable tables



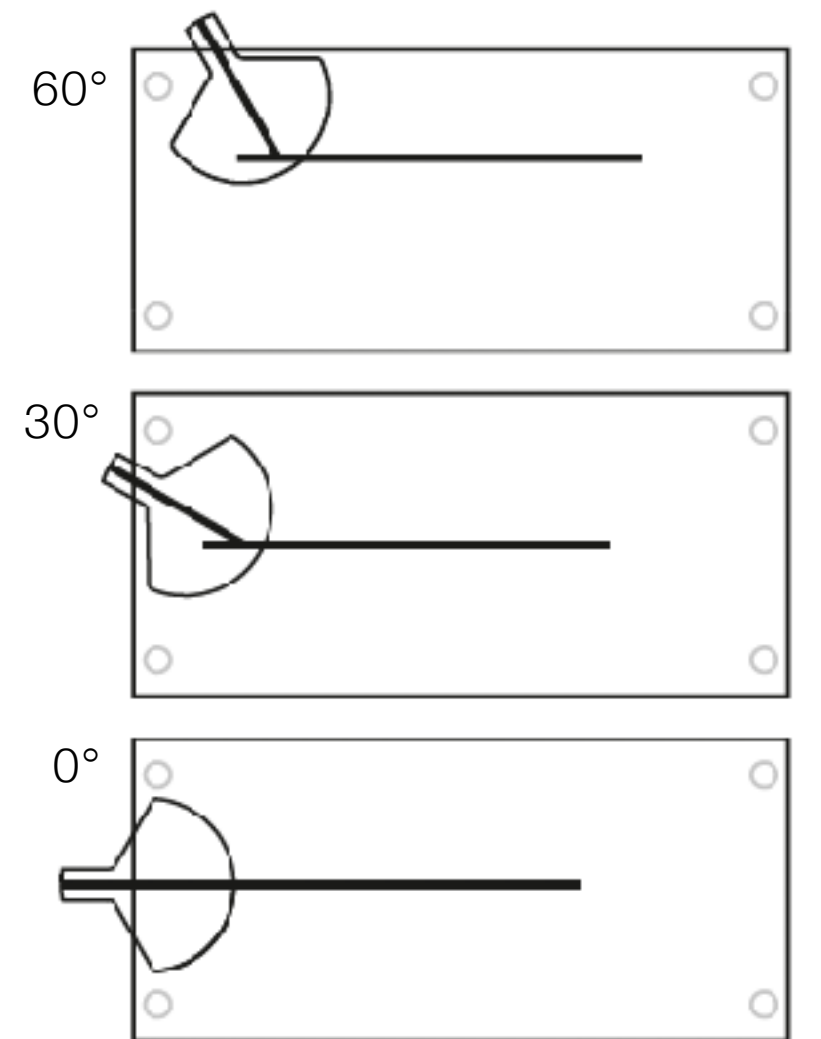
# Mito terra 3d

70W - 5.300lm (black matt, white matt, silver matt, gold matt)

56W - 4.200lm (rose gold, bronze)

length head 115,6cm

## Occhio





# Mito terra **features**

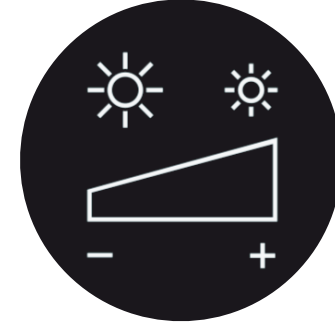
Occhio



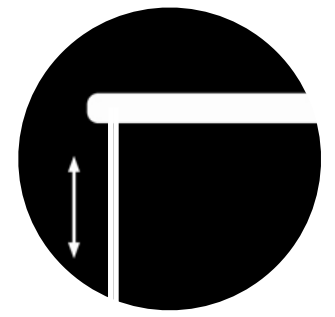
Occhio air



»presence sensor«  
(deactivatable)



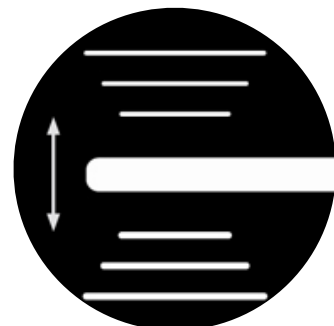
»ambient light  
control«  
(deactivatable)



height adjustable  
(terra var)



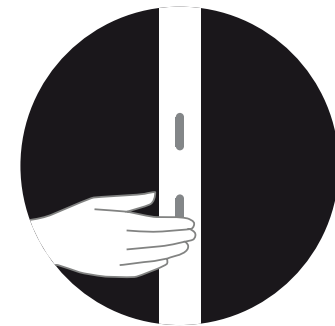
»touchless  
control«



»up down  
fading«



»color tune«



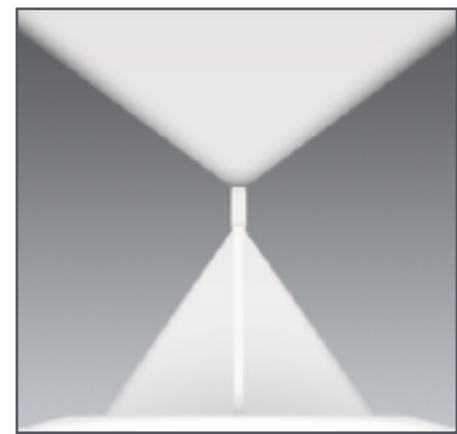
»body sensor«



# Mito terra light

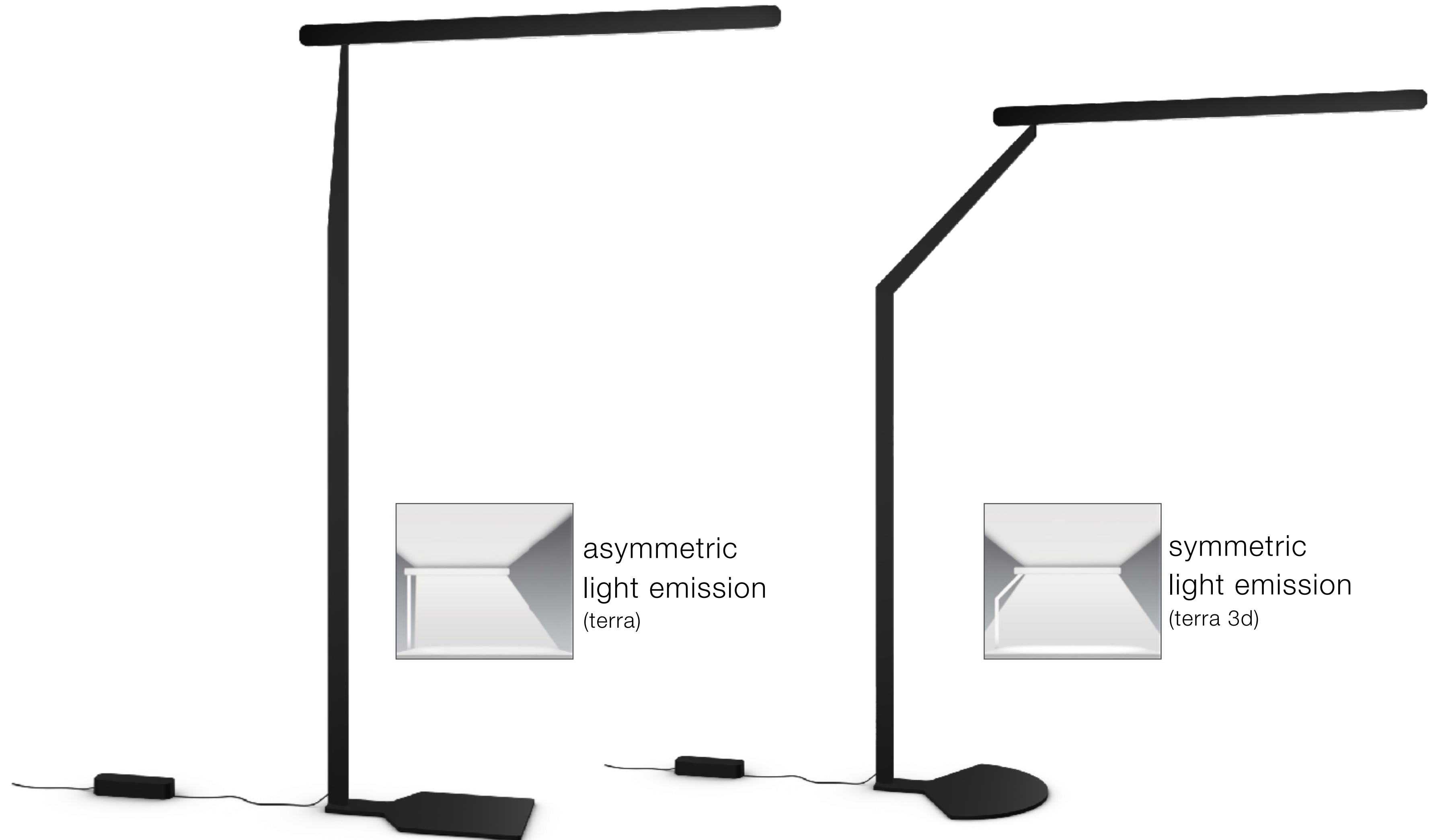
CRI  
95

high color  
LEDs



flood / 100°

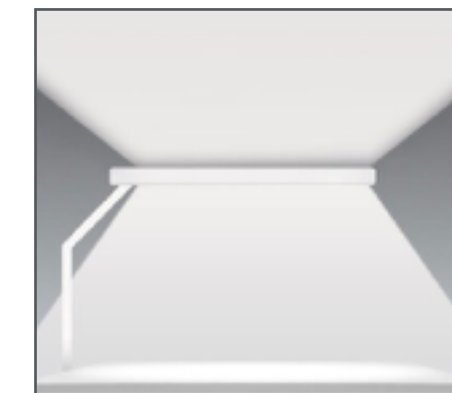
wide / 80°



# Occhio



asymmetric  
light emission  
(terra)



symmetric  
light emission  
(terra 3d)



# Mito terra **surfaces**

Occhio

	head	body/base	
rose gold			
bronze			
matt gold			
matt silver			
matt black			
matt white			



Occhio



PoS integration



Presenter

Occhio store by/gallery

Occhio





shop / studio + X

Occhio



Occhio satellite + X home



Occhio satellite + X office



point + X

Occhio



Occhio point +X premium



spot + X

Occhio



Occhio spot + X advanced



# POS Rollout

Occhio



Occhio spot + X advanced

The PoS rollout of Mito linear will start at the end of February.

If you have already ordered Mito linear for your showroom, our PoS team will contact you shortly to arrange an installation date.

You haven't yet ordered Mito linear as an addition to your exhibition? Please contact our sales manager as soon as possible for a consultation.

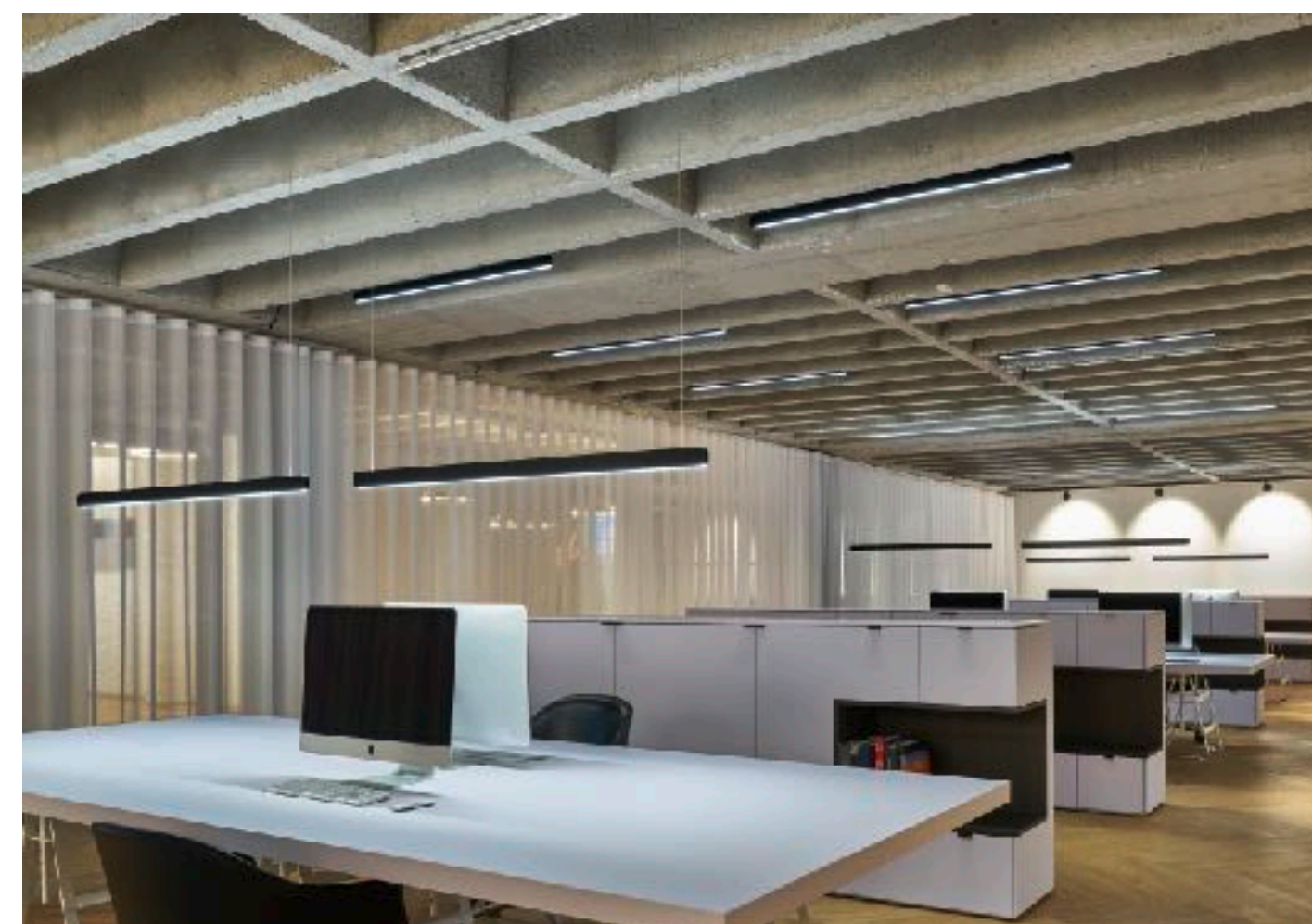


tools



image material - available in the image portal

Occhio






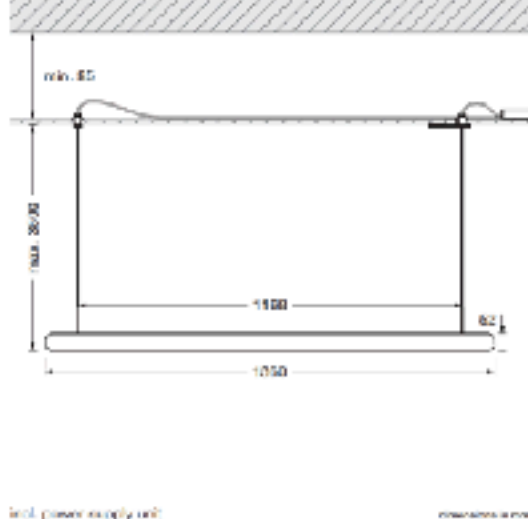
## Occhio

### Mito volo 140 flat datasheet

Linear LED suspended luminaire with double-sided light emission and length of 135 cm. There is a choice of two lighting effects: table (wide) for use over tables – wide light beam directed downwards and upwards, room (narrow) for freely suspended luminaire lighting – concentrated light beam directed downwards, diffused light directed upwards. The maximum suspension length is 350 cm (can be adjusted during fitting).

Version for hollow ceilings incl. power supply unit with embedded suspension wires and cover for fitting and inspecting the power supply unit. Can be controlled via touchless control (on the head) and Occhio air or DALI, alternatively, dimmable via a trailing-edge phase-cut dimmer\*. Connection to 230V AC mains voltage. The colour temperature can be continuously controlled via touchless control or Occhio air or DALI from 2700 to 4000K or can be preset (2700/3000/3500/4000 K).

Other versions: Mito alto flat (40/70/100), Mito alto up (40/70/100), Mito alto side (40/70/100), Mito volo flat (100/140), Mito volo var up (100/140), Mito volo fix up (100/140)

technical data Mito volo 140 flat													
<b>properties</b>	<table border="0"> <tr> <td>material</td> <td>head: aluminium, painted, anodised or PVD-coated steel, optical plastic cover: painted plastic</td> </tr> <tr> <td>height setting</td> <td>max. 3500mm (can be adjusted during fitting)</td> </tr> </table>	material	head: aluminium, painted, anodised or PVD-coated steel, optical plastic cover: painted plastic	height setting	max. 3500mm (can be adjusted during fitting)								
material	head: aluminium, painted, anodised or PVD-coated steel, optical plastic cover: painted plastic												
height setting	max. 3500mm (can be adjusted during fitting)												
<b>surfaces</b>	<table border="0"> <tr> <td>head</td> <td>bronze, matt gold, rose gold, matt silver, matt white, matt black</td> </tr> <tr> <td>cover</td> <td>matt white, matt black</td> </tr> </table>	head	bronze, matt gold, rose gold, matt silver, matt white, matt black	cover	matt white, matt black								
head	bronze, matt gold, rose gold, matt silver, matt white, matt black												
cover	matt white, matt black												
<b>Occhio-color tune-LED</b>	<table border="0"> <tr> <td>average life time</td> <td>&gt;50,000 hrs</td> </tr> <tr> <td>energy efficiency class</td> <td>A+</td> </tr> <tr> <td>power</td> <td>90 W</td> </tr> <tr> <td>color rendering index</td> <td>high index: CRi Ra 95</td> </tr> <tr> <td>color temperature</td> <td>2700-4000K</td> </tr> <tr> <td>recommended use</td> <td>residential, commercial, office</td> </tr> </table>	average life time	>50,000 hrs	energy efficiency class	A+	power	90 W	color rendering index	high index: CRi Ra 95	color temperature	2700-4000K	recommended use	residential, commercial, office
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energy efficiency class	A+												
power	90 W												
color rendering index	high index: CRi Ra 95												
color temperature	2700-4000K												
recommended use	residential, commercial, office												
<b>electricity</b>	<table border="0"> <tr> <td>dimming</td> <td>via trailing-edge phase-cut dimmer*, Occhio air or DALI</td> </tr> <tr> <td>connection</td> <td>230V AC/50Hz</td> </tr> <tr> <td>permitted operating conditions</td> <td>max. 30°C for indoor use only</td> </tr> </table>	dimming	via trailing-edge phase-cut dimmer*, Occhio air or DALI	connection	230V AC/50Hz	permitted operating conditions	max. 30°C for indoor use only						
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connection	230V AC/50Hz												
permitted operating conditions	max. 30°C for indoor use only												

\*For a list of compatible dimmers, see [www.occhio.de/en\\_us/setting-up-a-phase-cut-dimmer-and-Occhio-air-not-compatible](http://www.occhio.de/en_us/setting-up-a-phase-cut-dimmer-and-Occhio-air-not-compatible)

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## Occhio


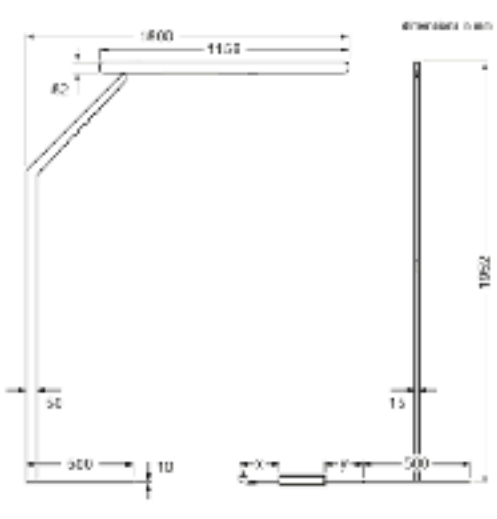
### Mito terra 30

Free-standing luminaire with double-sided light emission, height of 190 cm and swivel-mounted head for the use over the table. The fixed luminaire unit is located on the head over the table or counter/workstation. Symmetrical for homogeneous lighting – wide, anti-glare light beam directed downwards and upwards.

Model is available for Office applications: Measurement of ambient light by ambient sensor and automatic brightness according to the desired settings. The presence sensor of the luminaire allows switching by absence from the room.

plug-in power supply (converter) to 230V AC/50 Hz mains voltage, head can be removed for maintenance via EDW control via touchless control (gesture control on the head) or ambient/presence sensor at the head (activated), via body sensor at the luminaire unit (can be deactivated) or with Occhio air.

Mito terra fix 190/220, Mito terra var

<b>version</b>	fixed/fully adjustable, painted, anodised or PVD-coated, optical plastic												
<b>width length</b>	power supply unit: 165 x 110 mm luminaire (5.2 m of which LED is adjustable): 21.5 kg												
<b>head</b>	bronze, matt gold, rose gold, matt silver, matt white, matt black												
<b>body/base</b>	matt silver, matt white, matt black												
<b>LED</b>	<table border="0"> <tr> <td>average life time</td> <td>&gt;50,000 hrs</td> </tr> <tr> <td>energy efficiency class</td> <td>A+</td> </tr> <tr> <td>power</td> <td>90W</td> </tr> <tr> <td>color rendering index</td> <td>high index: CRi Ra 95</td> </tr> <tr> <td>color temperature</td> <td>2700-4000K</td> </tr> <tr> <td>recommended use</td> <td>residential, office</td> </tr> </table>	average life time	>50,000 hrs	energy efficiency class	A+	power	90W	color rendering index	high index: CRi Ra 95	color temperature	2700-4000K	recommended use	residential, office
average life time	>50,000 hrs												
energy efficiency class	A+												
power	90W												
color rendering index	high index: CRi Ra 95												
color temperature	2700-4000K												
recommended use	residential, office												
<b>dimming</b>	via touchless control on the head (can be deactivated), via body sensor on the luminaire body (can be deactivated) or with Occhio air												
<b>connection</b>	230V AC/50Hz												
<b>permitted operating conditions</b>	max. 30°C for indoor use only												

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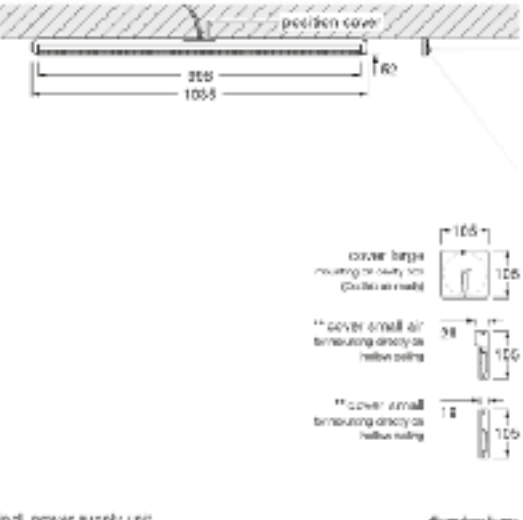
## Occhio

### Mito 100 side sheet

Coating light with single-sided light emission and length of 100.5 cm. With the side light (wallwash) wall surfaces are lit homogeneously without causing any glare.

Integrated power supply unit and cover (optional) for mounting on plaster surfaces; connection to 230V AC mains. Dimmable via trailing-edge phase-cut dimmer\*; can alternatively be controlled via Occhio air or DALI. Color temperature can be preset (2700/3000/3500/4000K) or can be continuously controlled from 2700 to 4000K via air or DALI.

Other versions: Mito alto flat (40/70/100), Mito alto up (40/70/100), Mito alto side (40/70), Mito volo fix flat (100/140), Mito volo var up (100/140), Mito volo fix up (100/140), Mito volo fix up instead (100/140)

<b>material</b>	head: aluminium, painted, anodised or PVD-coated steel, optical plastic cover: painted plastic												
<b>weight</b>	2.0 kg												
<b>head</b>	bronze, matt gold, rose gold, matt silver, matt white, matt black												
<b>cover</b>	matt white, matt black												
<b>for term: LED</b>	<table border="0"> <tr> <td>average life time</td> <td>&gt;50,000 hrs</td> </tr> <tr> <td>energy efficiency class</td> <td>A+</td> </tr> <tr> <td>power</td> <td>45W</td> </tr> <tr> <td>color rendering index</td> <td>high index: CRi Ra 95</td> </tr> <tr> <td>color temperature</td> <td>2700-4000K</td> </tr> <tr> <td>recommended use</td> <td>residential, commercial, office</td> </tr> </table>	average life time	>50,000 hrs	energy efficiency class	A+	power	45W	color rendering index	high index: CRi Ra 95	color temperature	2700-4000K	recommended use	residential, commercial, office
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color temperature	2700-4000K												
recommended use	residential, commercial, office												
<b>dimming</b>	via trailing-edge phase-cut dimmer*, Occhio air or DALI												
<b>connection</b>	230V AC/50Hz												
<b>permitted operating conditions</b>	max. 30°C for indoor use only												

\*For a list of compatible dimmers, see [www.occhio.de/en\\_us/setting-up-a-phase-cut-dimmer-and-Occhio-air-not-compatible](http://www.occhio.de/en_us/setting-up-a-phase-cut-dimmer-and-Occhio-air-not-compatible)

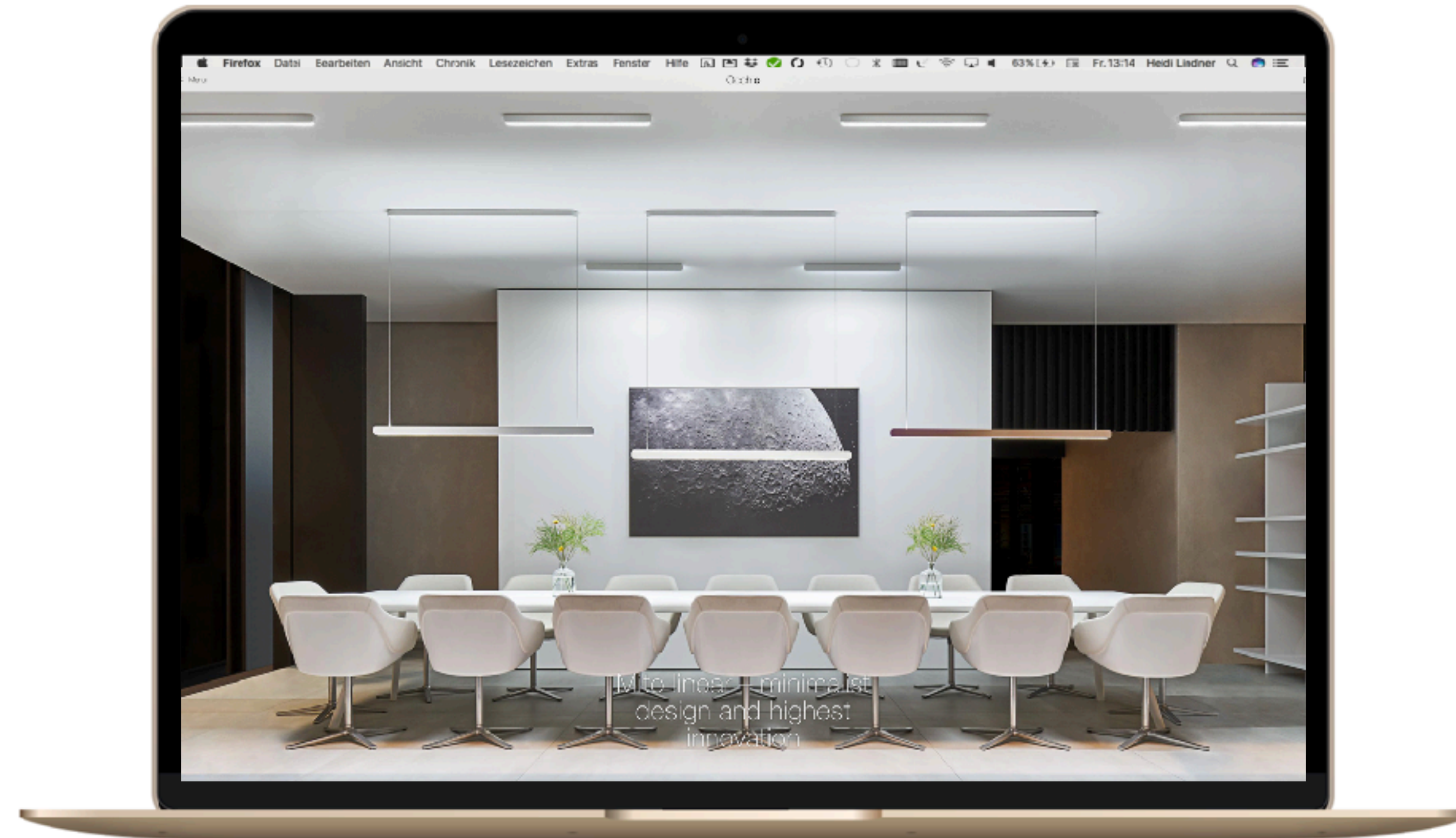
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Available at the partner portal or at the [occhio.de](http://occhio.de) download area.

preview microsite

Occhio

A preview microsite with Mito  
linear is available via  
[occhio.com/mito-linear](https://occhio.com/mito-linear)





print material - X book

Occhio



Attractive print material to be shared with your customers will be sent to you beginning of May.

academy

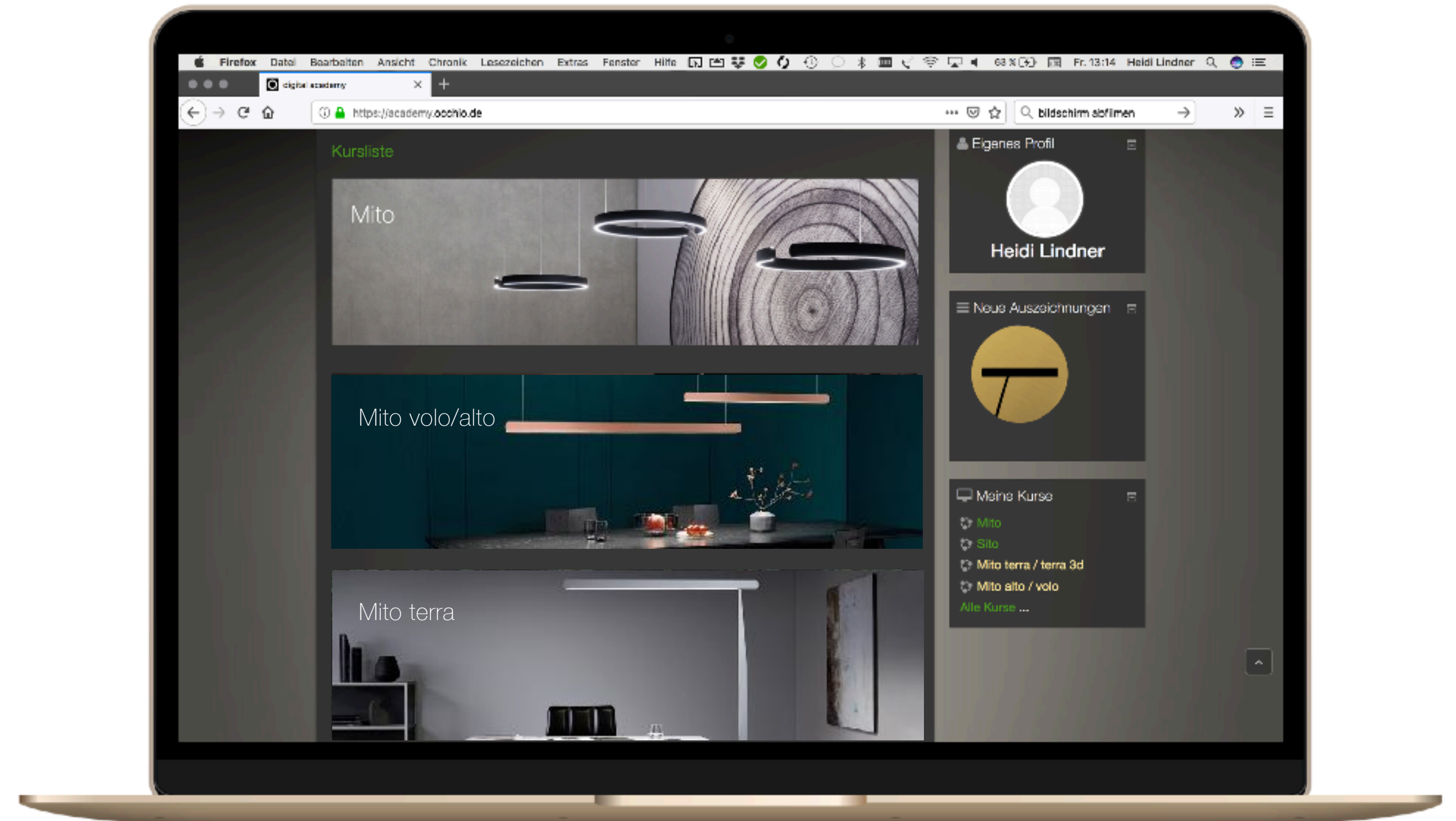


digital academy

Occhio

Join our new Mito linear courses of the Occhio academy digital and get to know Mito linear in detail: <https://academy.occhio.com>.

Or visit our Occhio academy events in Munich and Cologne.



marketing



# marketing timing

Feb

March

April

May

June

July

Aug

Sept

Oct

Nov

## Phase I

- DOS
- B2B configurator
- price overview
- data sheets
- image material
- print material
- microsite

For our partners to sell  
and plan projects

## Phase II

- cooperation with Stylepark & Architonic
- update product book
- professionals mailing & newsletter
- professionals area at occhio.de
- social media
- local ads
- myOcchio
- pr & events

Targeted activation of professionals  
like architects, interior designers,  
lighting designers and builders

## Phase III

- B2C campaign
- newsletter
- social media
- press events
  
- windows
- local ads
- local mailing
- local events

addressing customers and professionals  
in the light season

-> SEPARATE INFORMATION FOLLOWS



advertisement (e.g. AIT)

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a new culture of light

Mito linear – die neue Form des Lichts



[www.occhio.com/mito-linear](http://www.occhio.com/mito-linear)

EUROLUCE  
9.-14.04.2019  
Halle 13, C01-D08



Occhio