



IMMEDIATE RELEASE

New year, new logo, same passion for our work

DTS welcome 2020 with a new style and a full agenda of activities to celebrate the company's 40th anniversary.

DTS, the Italian brand of high-quality lighting solutions, started 2020 by introducing a new logo: a celebration of our tradition and expertise in the lighting industry and a sign that we never stop evolving to meet our customers' needs.

While updating our logo, the design team focused on a more modern and contemporary version reflecting the fast-changing demands of both the entertainment and architectural segments. The new logo design, a modern 3D shape, pays tribute to the old logo and to the company's origins while also conveying the dynamic drive behind our industry-leading brand.

We have also updated our company color: a vibrant orange that captures the perfect balance in all our products between light and warmth, and also a color that is not easy to create with LED technology.

2020 is a big milestone in our history as this year we celebrate our 40th anniversary. Founded in 1980, DTS have evolved from a small family company into an industry leader, with three production plants and customers in more than 80 different countries.

Our evolution continues with a series of new commercial strategies and some changes in our management, with CEO Dante Latteo upholding the legacy of President Silvano Latteo. We have seen a very positive response to these developments from our customers and staff.

These changes represent an ongoing evolution where our values remain the same as ever:



we take pride in our Italian origin and the commitment towards our territory; we give our appreciation to our highly-skilled people and honor our tradition of being a family; and we inspire each other with our continual efforts to enhance and improve our processes and products.

The first tangible result of our creative evolution will be the launch of the recessed version of ALCHEMY 3 and EUPHONY 3, two products that offer all the benefits of an LED lighting moving head for any commercial or public space, and also the first products of our architainment catalogue revolution.

DTS will launch ALCHEMY 3 ceiling and EUPHONY 3 ceiling at ISE 2020, the best-attended professional AV and systems integration trade show in the world.

Raffaella Scaccia, DTS Sales Director, says: *“The renewal process undertaken by the company is now at full speed. The DTS logo transformation wants to be a strong message: the growth and development of an Italian manufacturing company adapting to the market changes, keeping high quality standards. We are really excited about the new prospects that 2020 presents to us.”*

ABOUT DTS

Founded in 1980, DTS are industry leaders in professional lighting design. Driven by our passion and extensive experience, we create and manufacture unique projectors for both the entertainment and architectural markets. DTS own 3 production plants (totaling 12,000 square meters) and sell worldwide to more than 80 countries. All production phases are completely based in Italy.

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