

# RAEC: CREATING THE FUTURE TODAY

Modern distribution of electric goods is not only about sales. It is a complex ecosystem, which comprises many areas and activities, including large social and innovative projects, which change the people's ideas about the quality of life and technology, change life as it is.

It combines technology, social responsibility, beauty, aesthetics, and, of course, the commercial component. The participants of the Russian Association of Electrotechnical Companies actively build their business in accordance with the concept of modern distribution. And we will tell you about this activity.



## AVS-ELECTRO: MAKING LIFE E-MOBILE

**“AVS-electro” is a successful company, an acknowledged leader, pioneer and the biggest distributor of electric goods for more than 20 years. What else is needed? On September 4, 2018, the second in Russia multibrand showroom of electric cars - AVS Electro Motors Club was opened in the home city of the company, Voronezh. The first one had been successfully started by the partners of the project in Moscow**

The latest models of electric cars are presented: Tesla, Nissan, BMW (in future the line will be enriched with the following brands: Mercedes-Benz и Fiat).

**Total area of the showroom: 250 sq m  
The exhibition hall holds 5 cars.**

The visitors can get professional advice, have a test drive, choose one of the models in stock or to make an order for a car with individual configuration. There you also can buy chargers and original accessories, get consultation regarding the electric car use.



Gorgeous Tesla Model S

According to the data of “Avtostat” Analytic Agency, in the first half of the year 2018, the market of new electric cars in Russia grew by 79.3% compared to the same period last year. Today, about 23% of the total number of electric cars registered in the Russian Federation are registered in Moscow and the Moscow region.

**The owners of electric cars can park for free in Voronezh**

The owners of electric vehicles are experiencing more and more advantages of using them. With the help of the electric cars showroom AVS Electric Motors Club municipal authorities have accepted the initiative to give electric car drivers the right to park for free.



AVS Electro Motors Club – the 2nd multibrand showroom in Russia and the only in the region

Now they can leave their car in the center of Voronezh ignoring the parking meters.

**Comments of the first owners:**

**Vladimir Ivanovich Kazakov, the owner and the first client of the electric cars showroom AVS Electric Motors Club.**

I work in the field of microelectronics, this is why, as long as I can remember, I have always been interested in innovations related to this field.

The idea of travelling using an electric car was particularly appealing to me as a consumer. In my opinion, it is a perfect option for moving in a modern urban environment.

No exhaust fumes, complete absence of noise in the cabin, cost savings due to refueling with electricity, not with petrol, the prices on which are rising every day.

All these benefits are also combined with great dynamics, absolute comfort while driving and characteristics that are no worth than those of traditional vehicles.



Olga's Tesla S

**Olga, the owner of Tesla Model S of the top line P100D:**

Of course, to buy an electric car is a kind of experiment, and you should have enough courage to decide to take such a move. In the minds of the people of our country there is a whole bunch of stereotypes and prejudices regarding electric vehicles.

People are little informed about them and therefore they are cautious. It is clear that some time must pass before everyone will treat electric cars in the same way as cars with an internal combustion engine.



“Once, I became one of the first owners of an iPhone. At that time it seemed alien there, it was treated with suspicion and distrust. But less than ten years passed and now an iPhone is no surprise to anyone. The same is going to happen to electric cars. People will need some time to realize that electric vehicles are reliable, comfortable, eco-friendly, and affordable.

**Andrey Sukhoverkhov**  
**Chairman of the Board of Directors of “AVS-electro”,**  
**Chairman of the Board of Directors of RAEC**



Tesla Model S as the responsible choice of a modern urban family



# Big pro 7 PROJECTS FOR MODERN METROPOLIS LIFE

**Group of electrotechnical companies BigPro has been on the market for more than 15 years, they are experts in the field of lighting projects and solutions and they carry out 1000 projects a year. There are thousands of projects, but we will present 7 of them, those which are most supportive to our life.**

## 1. Religion: Moscow Cathedral Mosque

The project of lighting for Moscow Cathedral Mosque is a full-cycle lighting project, which the company deserves to be proud of. The opening ceremony was attended by the presidents of Russia, Turkey, Palestine, and delegations from Azerbaijan, Jordan, Iran, Kazakhstan, Qatar, Kuwait, and other countries. Moscow Cathedral Mosque is the main mosque in Moscow, one of the largest and tallest mosques in Russia and Europe.

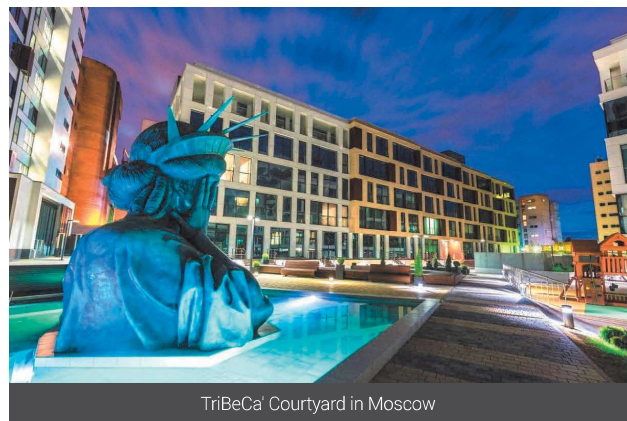


Moscow Cathedral Mosque

Art-lighting of Moscow Cathedral Mosque is based on the local and flooding techniques. The project provides not only accent lighting of architectural forms, minarets, towers, but also lighting of internal spaces and adjacent grounds of the mosque.

To achieve even illumination of the dome and facade, the installation of a specially designed 18-meter high dual-purpose high-mast carrier was required.

## 2. Life: Courtyard of the apartment block TriBeCa in Moscow



TriBeCa Courtyard in Moscow

## 3. Commerce: Street parking lot of Globus supermarket with "smart" lighting

The task was to provide high-quality lighting for the parking lot and the surrounding area with the possibility to control lighting using modern technologies (including a mobile phone).



Parking lot of Globus supermarket

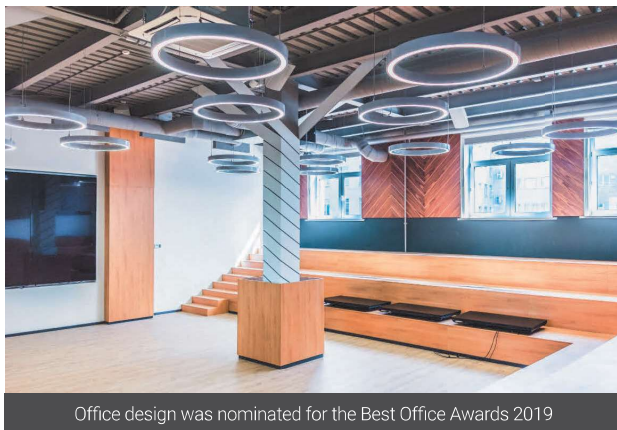
In addition to the fact that the lights are to be controlled, they are to be protected from icicle formation - special attention was paid to this parameter.

The system of lighting control allows regulating each lighter individually as well as all of them simultaneously.

**Special features of the solution:**

- Energy savings up to 70%
- Automated system operation with minimal human involvement
- Data transfer along the power lines through PLC protocol without installation of additional control cables
- Easy access from any internet-connected device
- High security level

**4. Work: central office of “Vipservice” Holding**



Office design was nominated for the Best Office Awards 2019

Project features include stage lighting designed with dimmable ANI LED lights on bus bar, controlled via DALI LINK system with the use of BEG devices. Programming and adjustment of the stages are performed via Bluetooth.

**5. Sport: Open-air sports-grounds of “Letovo” school**

In 2018 the lighting was designed for open-air sports-grounds for “Letovo”, residential school for talented children in Moscow.



Open-air sports-grounds of “Letovo” school

Children comfortably play sports games on the sports-grounds even in the dark, and the commission that accepted the sports-grounds noted compliance with the norms and low maintenance costs associated with the energy consumption of lighting systems supplied and adjusted by BigPro specialists.

**6. New life: Perinatal center**

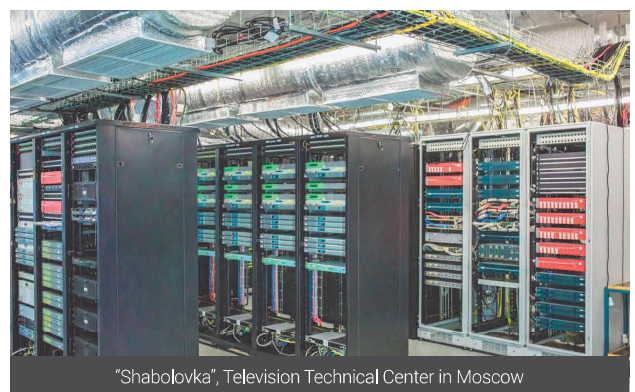


The Perinatal center in Bryansk

It took three years to build the Perinatal center in Bryansk, which was constructed as part of the state program for the construction of perinatal centers and was inaugurated in the presence of top officials of the state by the President of the Russian Federation.

The perinatal center provides specialized medical care for high-risk newborns and pregnant women - with complicated obstetric history, risk of preterm delivery, extragenital pathology.

**7. Television: Technical center Shabolovka**



“Shabolovka”, Television Technical Center in Moscow

“Shabolovka” Technical Center is located in Moscow. First of all, “Shabolovka” Technical Center organizes digital channels and paths, provides the required parameters and routing of telecommunication signal; uses the technical equipment of the terrestrial segment of satellite communications, cable line structures of communication networks, etc.