



**GreatWhite**<sup>®</sup>  
THE FUTURE OF BRIGHT

**arcus**<sup>™</sup>  
Fine Work of Arc

*REDEFINING.*  
**REIMAGINING.**



Norms and rules aren't meant for the world of design. It takes an imagination like no other to start a trend. An idea drives the change and passion fuels the creation.

Welcome to **ARCUS - fine work of arc**

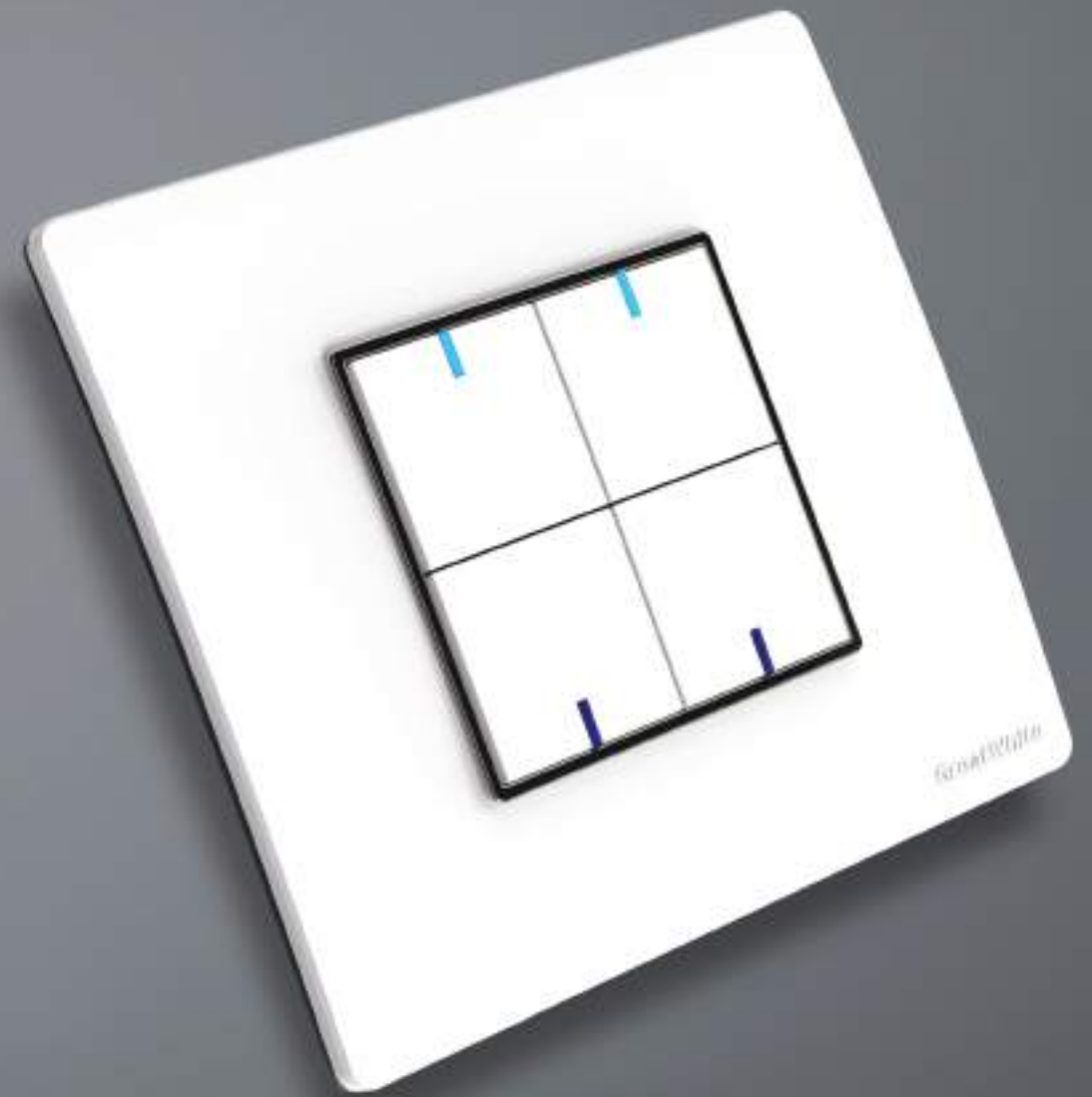
It's taking the world of switches to the next level. Bid adieu to straight-lined designs and welcome the brilliance of curves.

A slight curve can make a massive difference. A gentle curve on the switch plate creates an elegant illusion of a floating look on the walls. The curve of the plate lends itself beautifully to the decor of the room with its radiant shine and glossy finish.

Come, discover **ARCUS**.



*THE ART OF  
AUTOMATION*



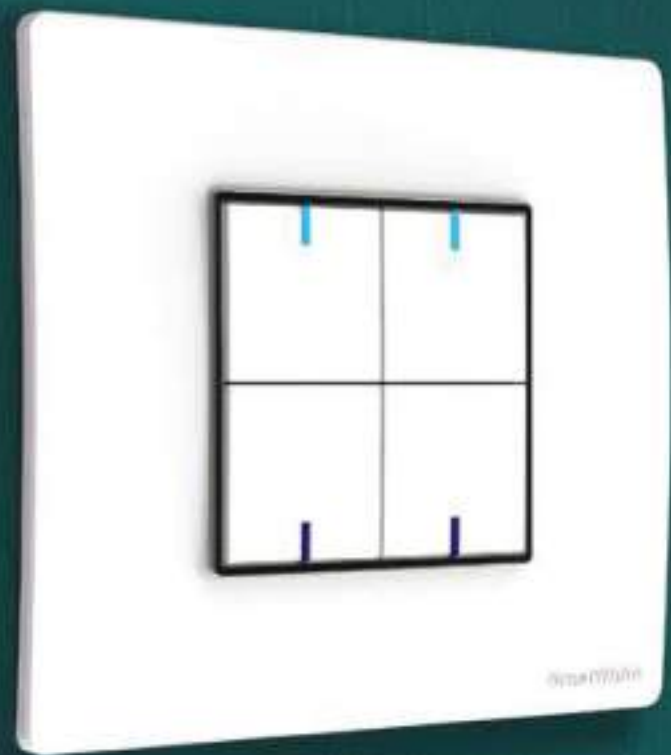
# arcus™

homeautomation

Sit back, relax, give commands and let the state-of-the-art automation do things for you. Immense possibilities await you.

- Modular and Retrofit Devices.
- Control: Curtains, Fans, AC, TV, Blinds, schedule scenes and devices, Lights, Geysers, AV System.
- Built-in connectivity for Wi-fi.
- Compatible with Android (Alexa) and iOs (Apple Homekit).
- Responds to a range of command types - sound, touch and in-app.







*THE*  
**FLOATING LOOK**





Arcus is designed with special attention to detail that is nothing short of a brilliant canvas for the new level in design to take shape. The brilliantly designed plates are arched to perfection with under drafts to achieve the unmistakably fine work of arc.

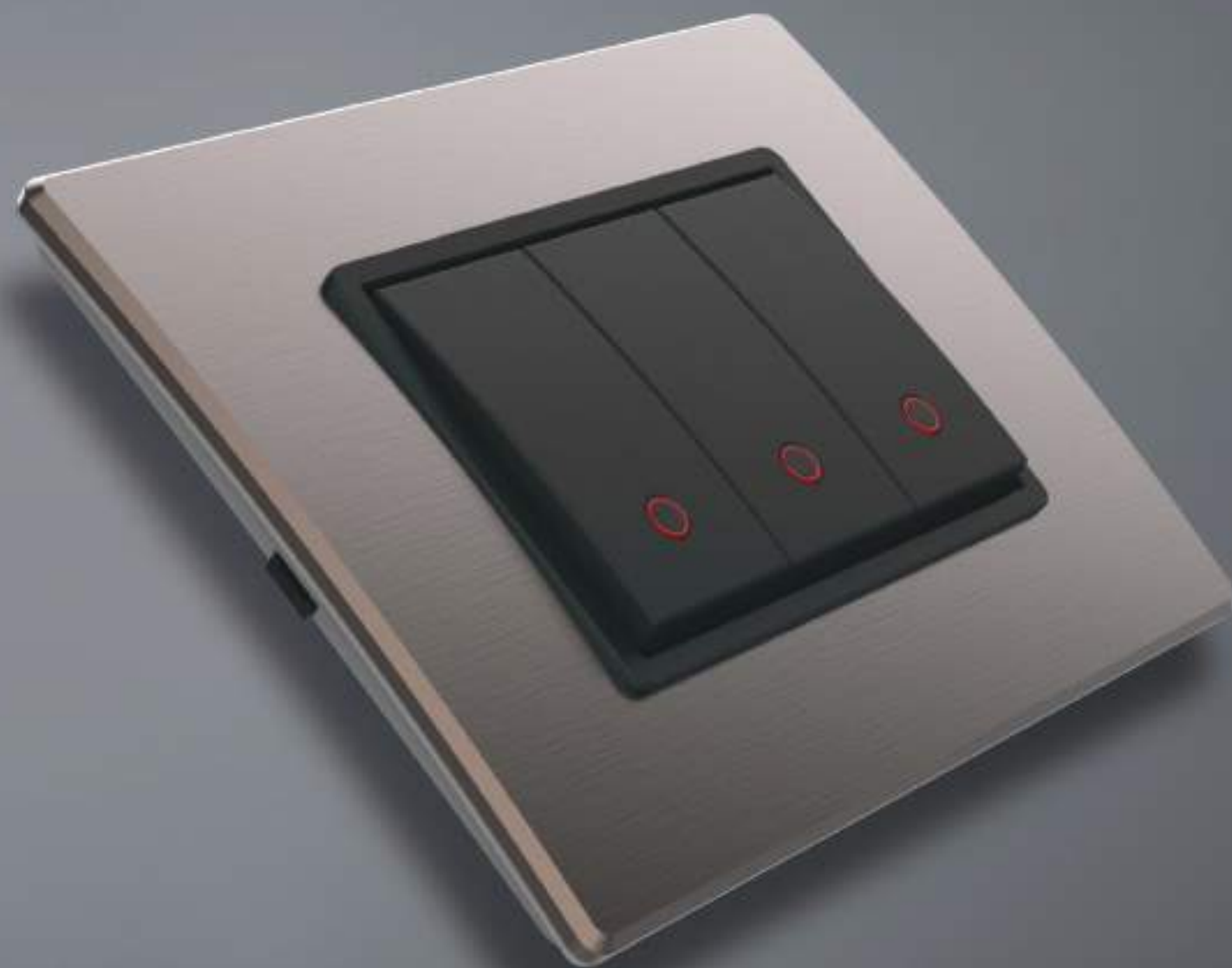
Arcus switch plates come with a curve that creates a stylish illusion, almost like it's floating on the wall.

A stunning view that echoes technology and brilliance.





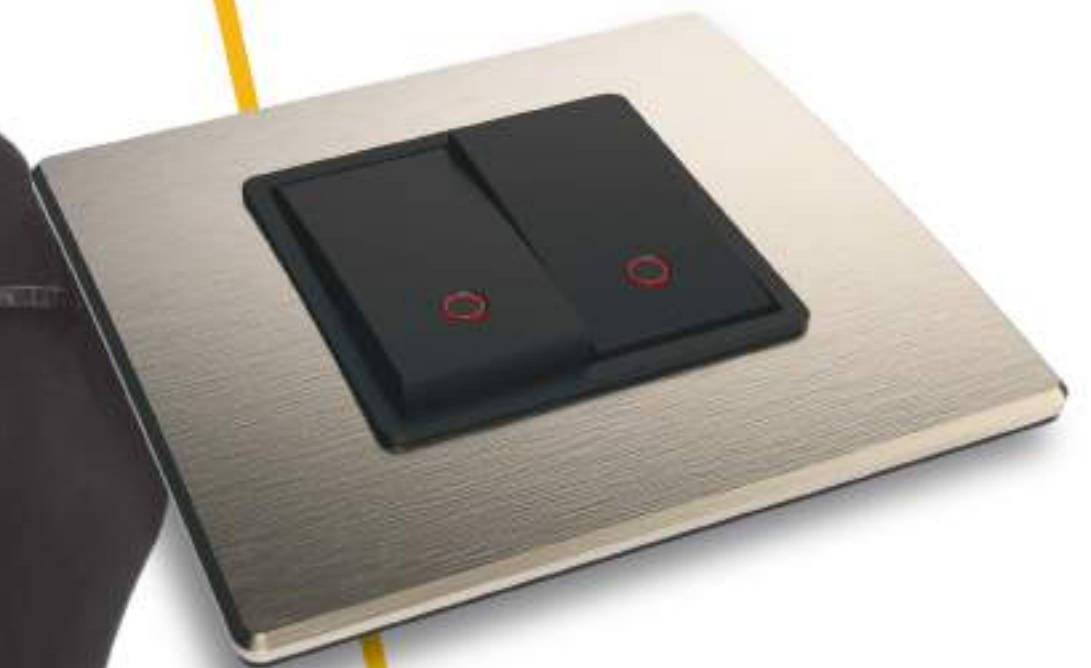
*LOWRISE*  
**SWITCHES**

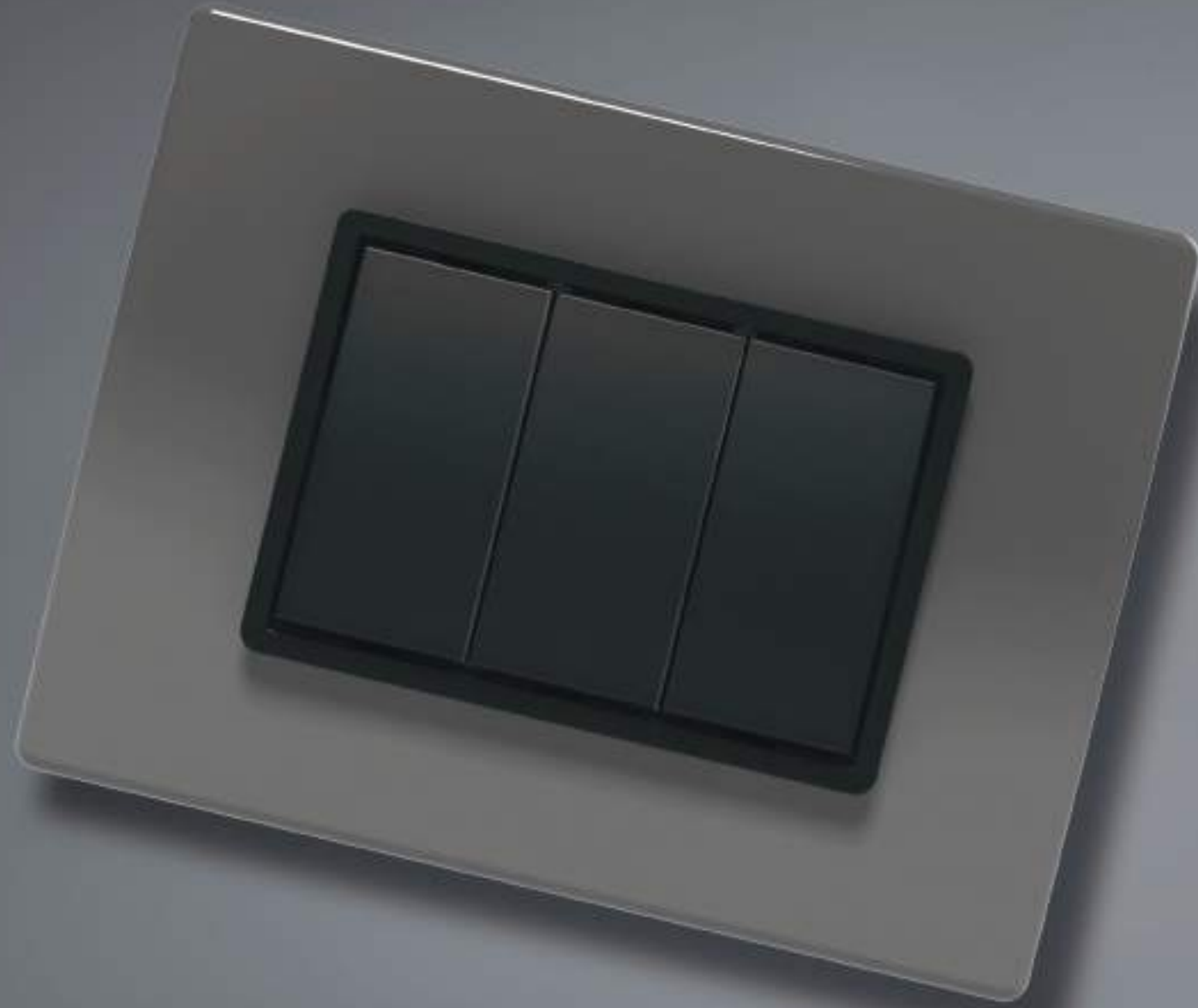




Switches that protrude often interrupt the seamless look of a wall and Arcus switches are designed to reduce that. Experience the seamlessly integrated floating look with the bold **Low Rise Switch Mechanism**.

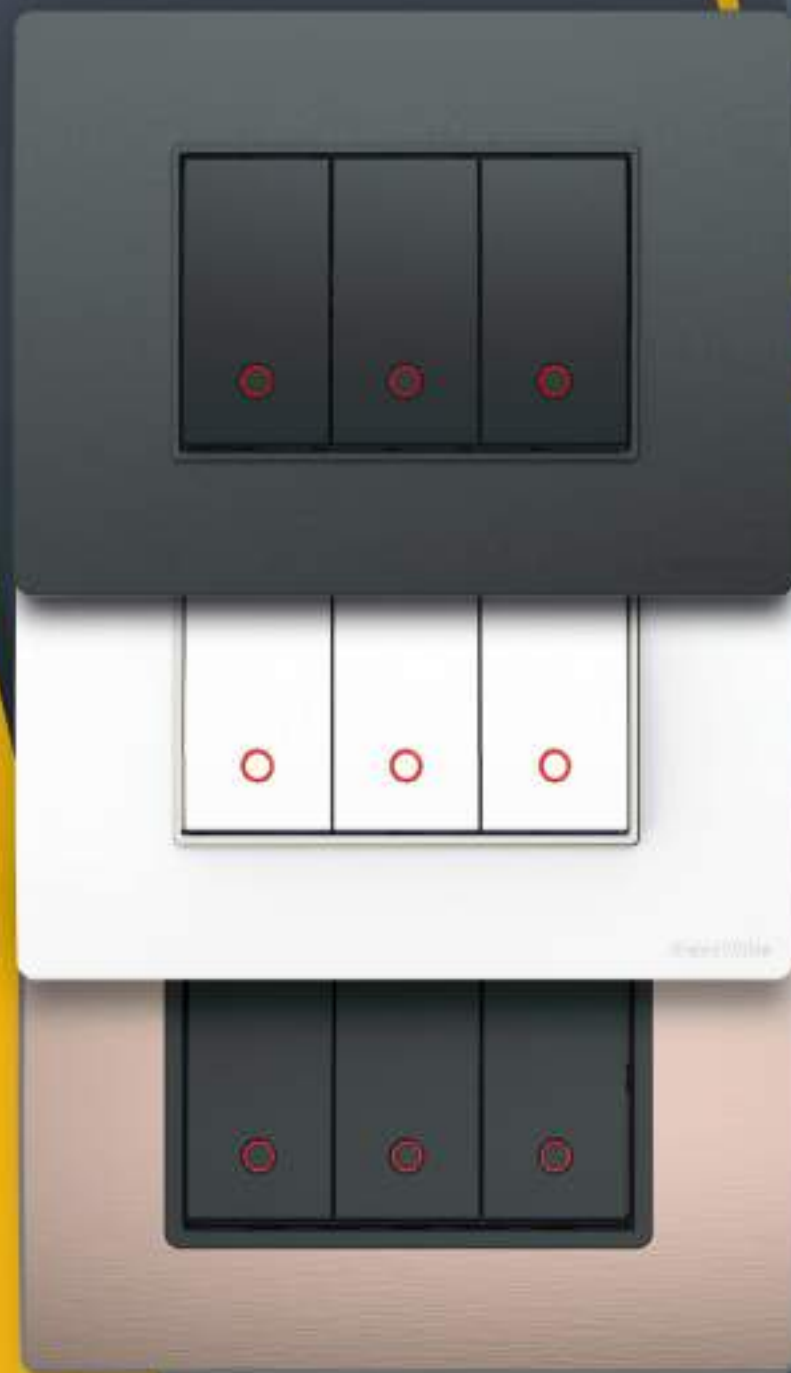
Each switch is designed with a completely re-engineered switch mechanism that considerably reduces switch rise whilst in the 'on' or 'off' position.





*THE BEZEL  
OF ELEGANCE*





The bezel of Arcus enhances its beauty and exclusivity. Each with a bezel that can blend in or stand out exquisitely. Presenting three bezel looks to choose from.

**The Muted Look (Self-color bezel)**

A seamless transition of colour from the switch to the frame. A perfect design for those who like it subtle.

**The Bold Look (Nickel bezel)**

A nickel bezel to add a futuristic touch to the switch. Apt for those who prefer décor with cutting-edge boldness.

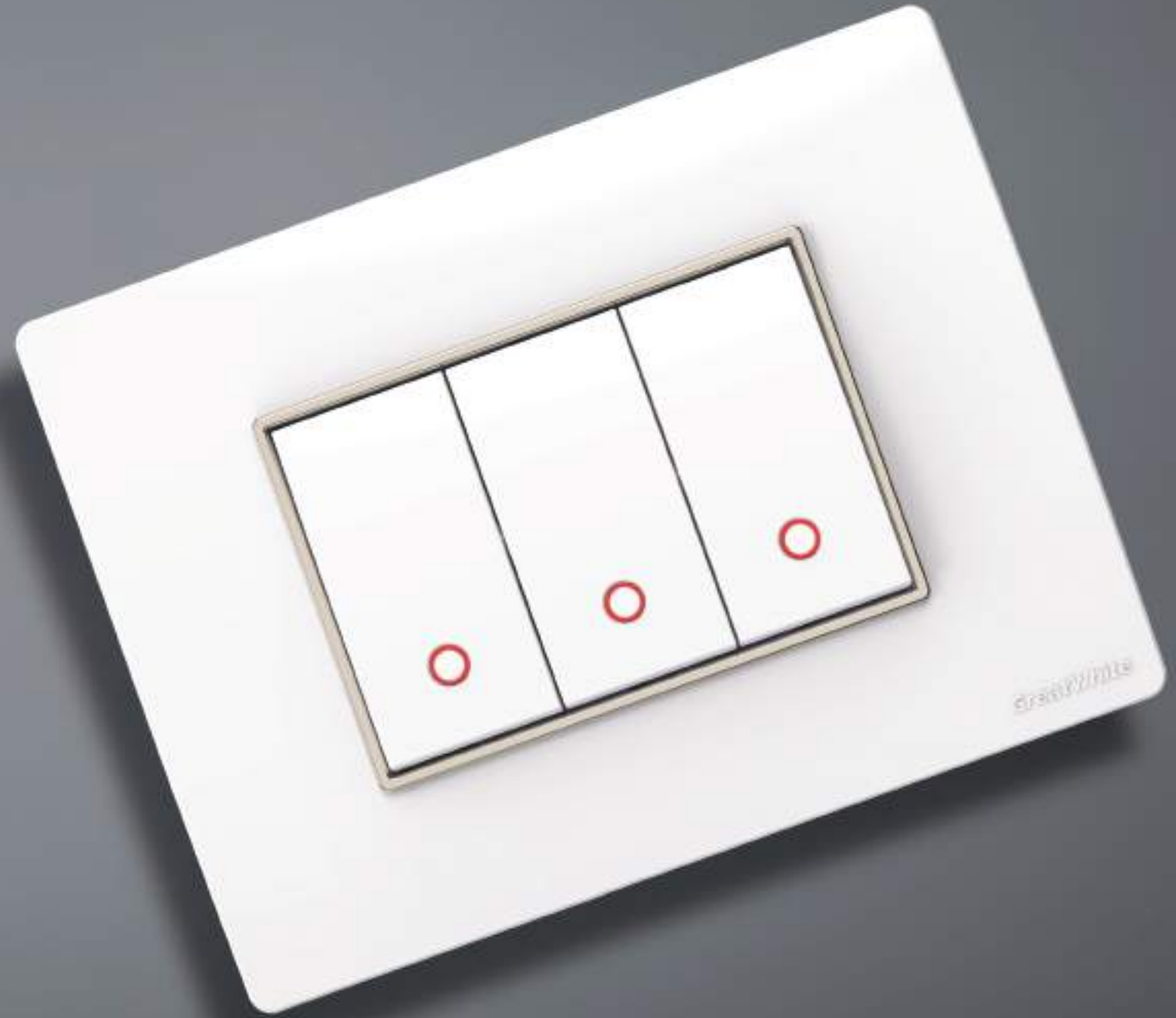
**The Total Look (Black painted bezel)**

Black is timeless, classy and enigmatic. The black bezel blends well with black switches and devices for a more uniform look. It turns the plate into a focal point.

Whatever your choice, each creation is set to change the look of your wall.

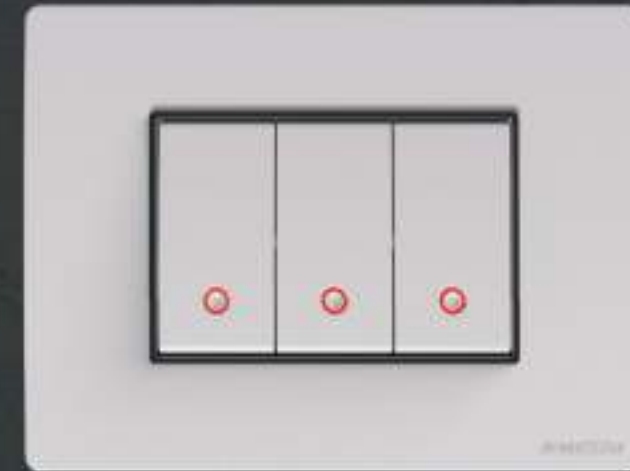


*THE  
DEVICES*



Monochromatic colours are so in and will continue to rule the design world. Keeping up with this trend, the Arcus devices are available in two shades – **majestic matte black and elegant glossy white.**

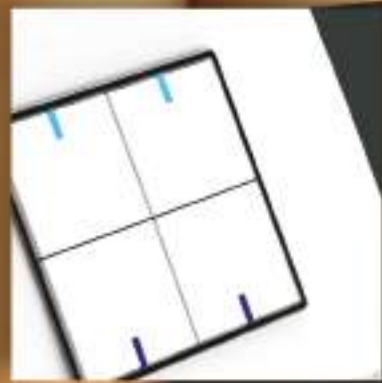
Two classic yet contemporary colours that never go out of style and neutral to any décor of a room.





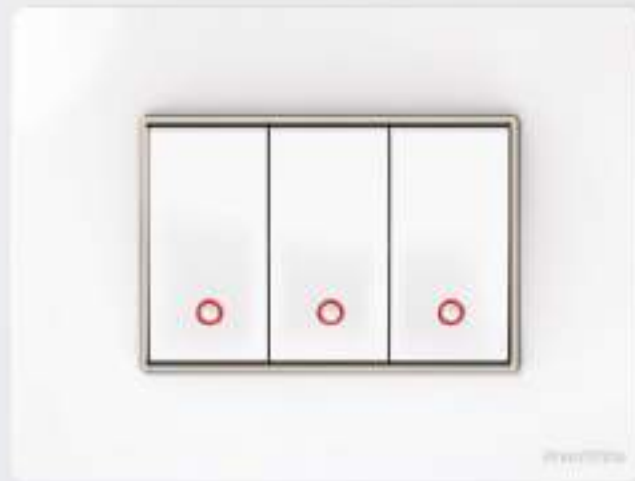


*THE FORM OF  
TRANSFORMATION*



Each Arcus device is a statement piece, created to transform every wall into a masterpiece.

Every piece of art needs an artistic touch. Explore the subtlety, boldness and textural surprises on Arcus switch plates - available in **Techno Polymer, Metal and Glass Finishes**. Each switch plate is designed to awe and impress which curves gently and elegantly to create a stylish illusion of the switch floating seamlessly mid-air.



The **Techno Polymer plates**, made with the highest quality engineered plastic, are available in virgin plastic colours and painted colour variants. Each plate presents a smooth and chic look that enhances the glam quotient of the room.

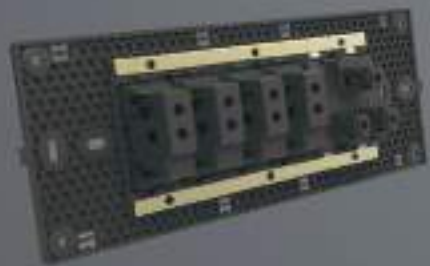


The striking beauty of the **Metal finishes** is attributed to its full metal body (Aluminum) which bears the classic hairline finish lends itself beautifully to the decor of any wall it's placed on.



The sleek **Liquid Glass plates** enhance the decor of the room with the right mix of sass and class encapsulated in chic white and stylish black plates.

## ADDING STRENGTH TO BEAUTY



### FRAME

- **Honeycomb design** of a closely-knit texture, providing strength to the whole structure
- **Metal inserts** within the frame enhance the durability of the switch plate
- **Robust in design** for life time performance



### SWITCHES

- **Encapsulated on a solid, robust curved** designed plate for timeless beauty
- **Solid rear housing** that gives unmatched strength
- **Silent Rocker Mechanism (SRM)**, making switches



### SHUTTER SOCKET

- **Dynamically Designed Socket (DDS)** for smooth functionality of removal/insertion with a firm grip
- **Shutter** for safety and protection
- **Rear housing design** is new age and robust



### FAN REGULATOR

- **New Rotary design knob** that adds brilliance to functionality
- **Indicator ring** speed indicator with a special glow



### PLATES

- **Curved design** for that extra oomph
- **Thicker plate** of 2mm for durability and beauty
- **Solid plates** for enhanced endurance