


Secretariat's
World

TEN FURLONGS

2019 DUBAI WORLD CUP GOLD SOUVENIR



Proximal: Lighting Up Equine Future

PROXIMAL designs and sells LED lighting solutions dedicated to equestrian activities and infrastructures. These lighting solutions improve the horse's welfare, safety and performances. Development resulting from a collaborative research between equine veterinarians, specialists in chronobiology and ethology applied to horse, breeders, riders and the PROXIMAL team, expert in lighting.

Ten Furlongs had the opportunity to speak to CEO, Bruno Duvault about his exciting new product line which will soon be available in the Middle East:

Q: Tell us more about your products/services

A: The originality of PROXIMAL's approach is to consider the main subject, the horse, from scientific and behavioural point of view in order to design and offer tailor-made lighting solutions to its day-to-day living environments: resting areas, working areas, transport vehicles.

Q: What has been the impact of your solutions on the health of the horse?

A: The key benefits of using Proximal include:

- Less stress meaning optimal conditioning before the effort to reduce the risk of accidents,
- Calm the horse and facilitate boarding and transportation in trucks, horse-trailers, planes,
- Facilitate recovery after the effort or stress event/situation,
- Improve eye contact between horses and reduce boredom and behavioural problems,
- Optimise reproductive cycles for the mares and fertility for the stallions,
- Reduce drop shadows in horse arenas meaning less risks of accidents and unexpected behaviours.

Q: Do you see a general trend requiring this kind of product? If so, where is the trend coming from?

A: We receive numerous positive feedbacks from the professionals of the equine industry. They have a benevolent

attitude with PROXIMAL team and solutions.

- Horse breeders with a special focus on welfare, the recovery of horses and the optimization of photostimulation practices.
- Trainers preparing the horses for competitions and races by providing them with the best conditions to optimize comfort, the concentration and the performances of the horses.
- Professionals of equine transport by integrating solutions to improve the safety of horses when boarding and their relaxation during their travels.
- Prescribers (architects and firms specialized in equine buildings/projects)
- Equine veterinarians and stud farm managers for better lighting conditions for horse check-up.
- Horse owners and professional horse riders, again providing optimal lighting conditions

Q: On the basis of which scientific study was PROXIMAL created?

A: The first scientific and behavioral study "Effects of LED lighting during loading and stationary confinement into a trailer for young horses" by Claire NEVEUX (French Ethologist specialized in equine behaviour and well-being), was achieved in France (Stud farm in Normandy) for 3 months (2016-2017) with 22 young trotter horses (sixteen 2-year-olds and six 3-year-olds) all in the early stages of training with little experience of loading and travelling.

The trailer was equipped with customized lighting solutions designed and provided by PROXIMAL.

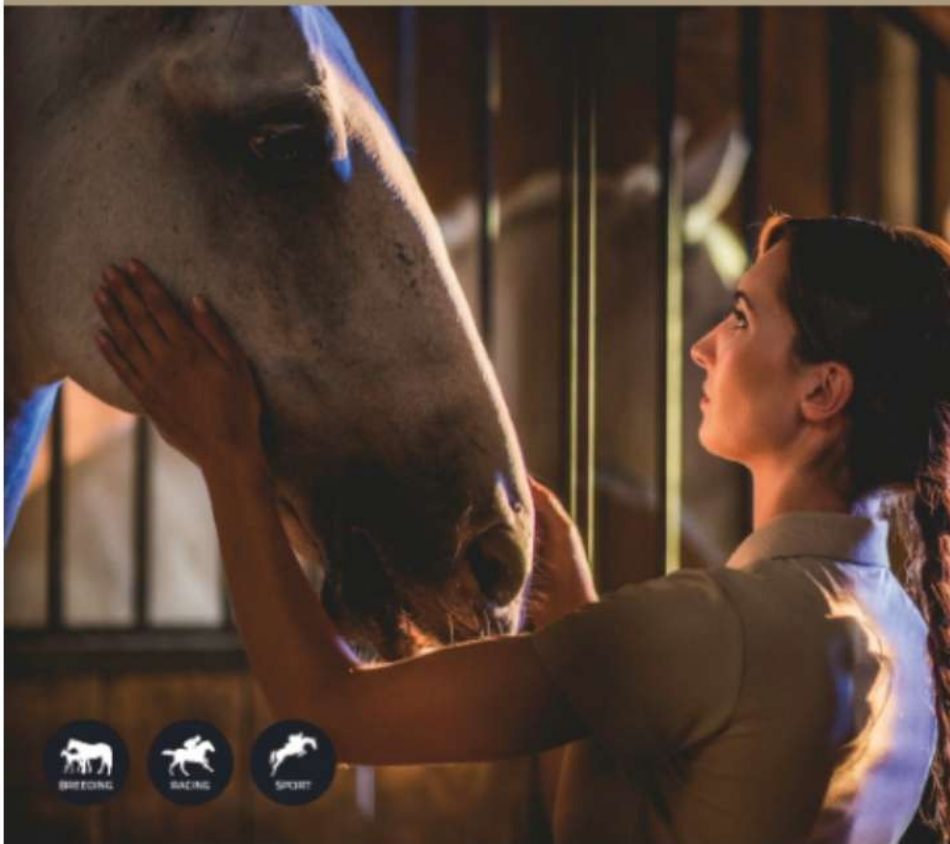
Among the conclusions:

At the right levels of illuminance (expressed in lx) with homogeneous lighting inside the trailer, it can ease a horse's transition from outside to inside:

- Less stress-related behaviour
- Less time to approach

Once the horses were loaded in the trailer and waiting, the researchers found that their heart rates dropped from the loading

HEALTH, WELFARE & PERFORMANCES FOR HORSES



Model PROXI-BOX-C

KEY POINTS

- Customized digital lighting ID card for each horse
- Non-disturbing night stand-by lighting for horses
- Programmable photostimulation through artificial lighting (reproductive cycles for brood mares, stallion fertility, horse's circadian rhythms, ...)
- No glare effects through uniform lighting

stress levels fastest when they were exposed to specific Correlated Colour Temperature—meaning more yellowish (3000 K) or more blueish (6300 K)

These first trends and results led PROXIMAL to develop and propose their Intelligent equine LED lighting solutions to be easily installed into stables as well as transportation means.

Q: Where is the bulk of your clientele coming from?

A: So far, most of the projects we have are coming from France and UK with a huge interest for our lighting solutions dedicated to indoor horse arena and stables/barns.

We are starting with opportunities from other countries in Europe (Germany, Belgium). Our presence for the first time in Dubai through DIHF 2019 means an important milestone to our export strategy in the U.A.E.

We are looking for local partners for setting-up a subsidiary as well as 3 to 5 sites (stud farms) in order to achieve with our first local pilot sites installation as we made in France. We do place great

importance on the needs and comments of our customers.

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LED lighting solutions dedicated to equine sector



Improve its welfare

Guarantee its security

Optimise its performances



PROXIMAL
EQUINE LIGHTING EXPERT

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