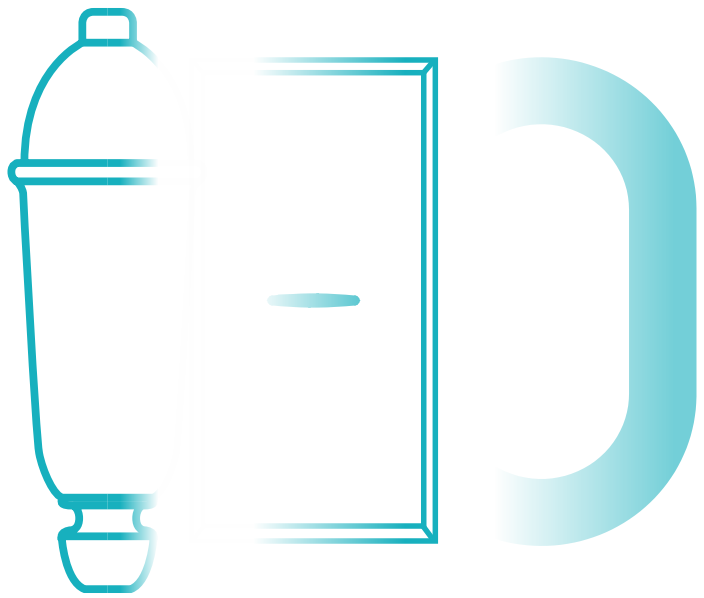


# WHITEK44

Integrated system for residential and commercial space

Dear reader,

welcome to the **Whitek family!**

Get ready to plunge into a world of light, excitement and limitless possibilities.

WHEN THE
PAST MEETS
THE PRESENT

**Modello di design AVE n°269**
Design model n°269

Let’s start our journey from where we began

## ABOUT US

AVE S.p.A. is an Italian company, a leader in the international arena of quality electrical and electronic equipment manufacturers. The company’s head office is in Rezzato, in the province of Brescia, where the Executive Office and other Central Offices are located: Administrative, Commercial, Marketing, Design, Logistics and Production.The overall number of staff employed and the sales network, with pre-sales and after-sales technical support, exceeds 350 at group level, and is notable for its high level of professional training.

Established in 1904, AVE has always taken the lead in adopting innovative solutions in response with market expectations by continually improving its product range and the technology in its production units. It was awarded the ‘Historic brand of national interest’ and the ‘Historical Italian Company’ in recognition of AVE’s centuries-old business and its significant contribution to entrepreneurship.

AVE S.p.A. exports to more than 70 countries worldwide and is active in several countries with commercial subsidiaries and industrial joint ventures. An ever-growing company that can claim to provide more than 3,500 products in its six strategic divisions, consisting of: Wiring Accessories Series (switches, sockets, plates and over 200 modular functions); Home Automation and Hotel Management; Security Division (Burglar and Fire Alarms); Flush-mounted Boxes, Enclosures and Control Units; Modular Appliances; Ventilation.

First of all, let me introduce our awesome company

## OUR VALUES

For over a century and through five generations, AVE has always put human relationships first, thus favouring interaction based on mutual trust and familiarity with our employees. Every aspect of our working style is marked by concrete partnerships with professionals in the electrical supply chain and a common commitment to ensuring the end client's complete satisfaction.

## PEOPLE

AVE dedicates the utmost attention to its human resources through ongoing, targeted and motivated training programmes. Our workforce consists of 350 people with a high degree of preparation and experience in the field.

## MADE IN ITALY

AVE aims for value and quality in its products by keeping its production lines in Italy. Choosing AVE means choosing all-Italian products offering the added prestige of innovative techniques and designs.

## QUALITY

Our unwavering commitment to constant quality excellence is confirmed by the important quality marks and certifications obtained over time. Before leaving our factory, each item is subjected to strict quality controls. Moreover, we also run a functional control test on 100% of our switches.

## CERTIFICATIONS

The meticulous attention dedicated to managing and controlling all company processes, from design and production, through to administration and logistics, has allowed us to obtain important international certifications and to adopt Certified Quality Systems (CQS) in compliance with the standard UNI EN ISO 9001 - UNI EN ISO 45001.

## DESIGN

At AVE, design is synonymous with project quality, technology innovation, competence, professionalism and creative know-how. Several architects and designers have collaborated with AVE, including famous talents such as Giò Ponti, Andries Van Onck and Makio Hasuike. AVE has also received many prizes and awards, including the prestigious Compasso d'Oro Award.

## GREEN

AVE has developed and patented a series of products that make it possible to reduce the ecological impact of a building's electrical systems. Both the materials and the technological systems used help to save energy and materials, thus benefitting the environment.

## TECHNICAL ASSISTANCE

AVE offers professional technical support in Italy and abroad guaranteed by internal and external networks of technical assistance in all the markets where the company is present.

## TRAINING

In addition to "standard" training programmes held at the company, AVE collaborates with electrical materials distributors to organise in-store training courses - regarding its product ranges with a high technological content - on the subject of home automation and access control systems for hotels.

## RESEARCH AND DEVELOPMENT

Every year, a significant part of our investments are destined to research and development programmes. Each AVE product is the result of the most advanced production technologies, sound sector-specific know-how, and concrete experience gained working alongside architects, technicians and installers.

## 5-YEAR WARRANTY

AVE switches are covered by a 5-year warranty, another sign of the reliability of its products and the attention paid to its clients. In this way, AVE products are sure to satisfy every need, offering a guarantee of quality, design, safety, functionality and comfort.

## LOGISTICS

AVE warehouses are managed by remote control. Employing this technology has proven to be a winning move with over 96% of lines being processed within 72 hours of ordering.

Now we meet the creator/father/master of the Pills plaques line

## Architect **Simone Micheli**

Simone Micheli, the internationally renowned and award-winning architect, founded the Architecture Studio in 1990 and in 2003, alongside Roberta Colla, the architecture company Simone Micheli Architectural Hero. The company is based in Florence, Milan, Puntaldìa, Dubai, Rabat and Busan.His professional activity ranges from master plans and architecture to interior, from design to visual, through graphics, communication and event organization. He holds masters, conferences, workshops and lectures at universities, cultural institutes and institutions in many cities around the world. His creations, always sustainable and environmentally conscious, are characterized by a strong identity and uniqueness. His works have been featured in the most important international exhibitions as well as in Italian and international newspapers, magazines and periodicals.

# A collection designed by **Simone Micheli**

Simone Micheli's latest collection of touch-plates for AVE represents an harmonic mix of innovative design and cutting-edge technology. With an insightful attention to aesthetics and functionality, Micheli created a series of touch-plates that transcend the ordinary, redefining the way we experience our living spaces. The touch-sensitive controls are seamlessly integrated into the minimalist design, allowing users to easily adjust brightness and create personalised lighting atmospheres, with a simple touch.

AVE's commitment to quality and crafts-manship is clear in every detail, making this collection a statement of the seamless fusion between form and function. From residential to commercial spaces, Simone Micheli's touch-plates for AVE elevate the user experience, providing a sophisticated and intuitive solution for modern interiors.

Let’s see the most important new developments

Ave’s axial controls are noted for their minimalist design and reliability. Combined with the new Easy Smart plates in ultra-thin technopolymer.

A harmonious union of innovative design and cutting-edge technology. A series of Smart Touch plates in Corian®

The AVE Wi-Fi T44 chronothermostat is a new concept – it is the link between aesthetics and functionality for the Smart Home. Like all devices in the AVE Wiring Accessories Series, it requires no communication gateway and integrates with professional wired home automation. A high-tech and design product, ideal for bringing out the best in temperature control and giving it a smart twist.

Touch screen with 18" colour graphic LCD. Two-material design: natural brushed aluminium and with black inner frame. User-selectable colour bar. Customisable graphical interface of new generation, user friendly with modern, elegant themes and colour schemes to add a touch of style and character to your environment.

Touch keypad for access control that can receive input access codes entered by the user. The device is based on Modbus protocol and can be used as a component in an access control system for small facilities in combination with the home automation web server.

The outdoor stations of the V44 EASY and V44 SMART video intercom systems employ MIFARE® contactless technology, which guarantees reliability even for auxiliary access control (available on the 'Villa' model one and two-call outdoor stations and on the 'Building' model).

Let’s start with the new line of plates in Corian® Pills

## touch front plates

The new touch plates in Corian® feature an innovative, illuminated gem design.

Touch technology guides you through the LED light. Activate the control by touching the Corian® surface.

Research and analysis allowed a plate thickness of only 4 mm.

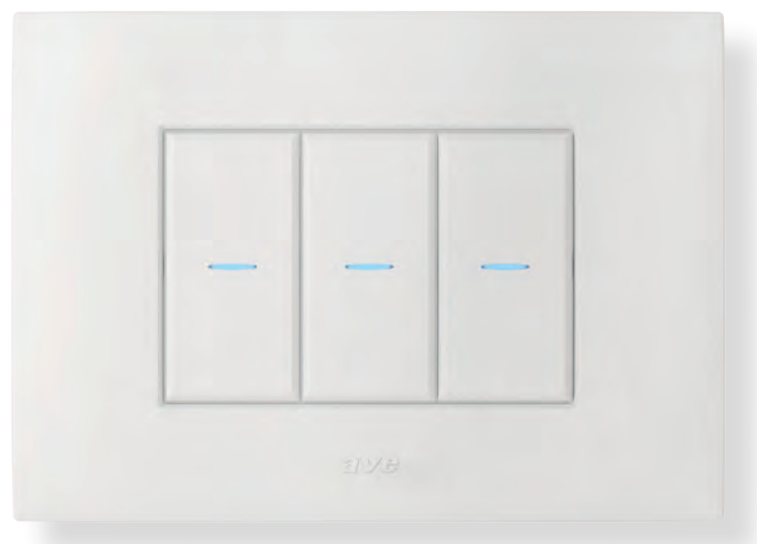
The new design features a light, harmonious shape. Distinctive edging with a rounded inish that blends harmoniously into the spaces of the most sophisticated environments.

Now I present to you WHITEK44 matt white wiring accessory series

## new generation axial controls

Flawless alignment.
Keys with illuminated and customisable symbols.
Paired with Easy Smart plates.

Axial control with dedicated gem for the Whitek series.
Paired with Pills Smart plate.



Axial control operable over the entire surface. Paired with Young 44 plate.

The new axial control line is even more pleasant to the touch with its silky material and minimal lines that make for a re ined design.

Matt white, modern, in line with current interior design trends.

# Multi-socket, all your utilities in one package.

## version with USB

paired with Pills Smart plate

4 socket types in only 3 modules,
powered with single wiring
AVE Patent No. 254

## standard UK version

## EU version with USB

paired with Young 44 plate

MULTI-SOCKET

A device that meets the needs of modern electrical systems, a solution in line with the evolution of living, which is flexible, aesthetically aware and designed to facilitate the work for professionals. An entirely new product on the market, quick and easy to install, a single wire is all that is required to power the device and obtain up to 4 combinations at a one-plug point.

The new design features a light, harmonious shape. Distinctive edging with a rounded inish that blends harmoniously into the spaces of the most sophisticated environments.

Data and signal sockets, staying connected to the world

## CAT7

The ultimate in reliability, in a complete range of sockets, ideal for professional and domestic connections.

## TV+SAT

Your entertainment, TV and satellite are always at hand.

## Data

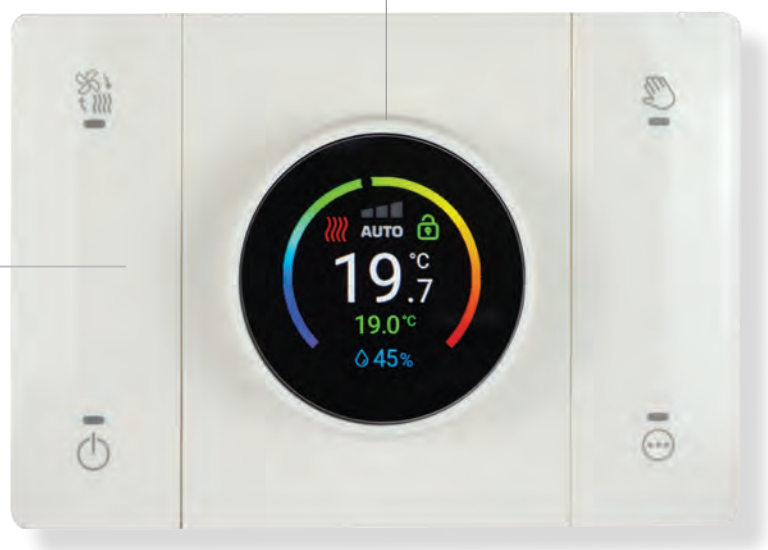
Cable connection systems

quick and easy installation, characterise the range

## Comfort and control, link between aesthetics and functionality

Rotating dial for temperature setting

### Wi-Fi T44 chronothermostat




The AVE Wi-Fi T44 chronothermostat is a fresh concept: it is the link between aesthetics and functionality for the Smart Home. The T44 excels both in terms of functionality and aesthetics. Designed to ensure the ultimate in home comfort, the AVE Wi-Fi T44 chro-nothermostat features top-class technical specifications.

Temperature and relative humidity probe

Flush-mounted chronothermostat, a professional solution that is sensitive to the aesthetics of the system, with a new dis-play to ensure a seamless lush- it inish.

Presence detectors that detect the movement of persons while minimising energy wastage.

A high-end design product, engineered for comfort, ease of use and smart functionality, with no need for a gateway.

CORTE CAPITELLI
CORTE CAPITELLI

PULL-OUT EMERGENCY LAMP
keep your light to hand in all situations.

Now I present to you the integration of the system

## hospitality

The new line of Pills Touch plates also includes a version for the Hospitality sector. A version with three overlapping modules is available with the option of customisation using symbols and logos.

The internal reader activates all devices in the room when a card is inserted, avoiding unnecessary waste and better management of the indoor temperature.

Touch keypad for access control that can receive input access codes entered by the user. The device is based on Modbus protocol and can be used as a component in an access control system for small facilities in combination with the home automation web server.

147
DO NOT DISTURB
-Belvedere-
Luxury Resort

ROOM THERMOSTAT
temperature set point adjustment taking into account the room’s occupancy status.

CARD READER
activation of loads only when a valid guest/staff card is presented.

# Integrated solutions for intelligent buildings

## wiring accessories series

AVE's Smart Home solution is the intelligent evolution of the conventional system with no need for any intrusive modifications. An easy-to-install system that allows you to manage your home via Smartphone or Tablet. A gateway is not necessary and it can be programmed even without a router.

### Wi-Fi multifunction control

dimmer, keypad, scenario management

avebus

## Wired home automation

AVE's Home Automation Pro solution is designed to control and manage buildings in coordination with the entire wiring accessories series. Quicker system programming and configuration via smartphone or tablet. The system's flexibility and scalability allow it to respond to current market needs.

### 10" touch screen

A single language for both solutions that enables the AVE bus to become ever more connected.

Intelligent devices with co-ordinated, exclusive finishes. Building management and supervision monitoring.

Touch screen 18” whit new user-friendly graphical interface. Colour customisation and user experience designed for intelligent building management.

# Anti-Intrusion System, the future is connected to Ave Cloud.

## control units with integrated web server and Wi-Fi module

Integration with:

- AVE DOMINA SMART home automation system
- Smart wiring accessories series
- IP video cameras with HTTP protocol JPEG snapshot.

Wired and/or wireless sirens with the option of independently managing optical and acoustic alerts for all types of events.

Control of user and installer functions via a single APP for Android and iOS smartphones.

With DOMINA SMART ANTI-INTRUSION, the world of security and the world of connected objects come together, enhancing the features of both via AVE CLOUD. AVE's first true IoT burglar alarm is create - a fully integrated system for your building, ever ready to protect you and meet your technological needs.

11.28
20.04.23
OFF
GSM
ave

# Intercoms systems, with IP and 2-wire technologies.

AVE intercoms provides professional solutions with both 2-wire and IP technology, which share a unique aesthetic with two-material design in aluminium and glass. For both ranges, the 'Villa' outdoor stations are available, featuring a reduced width so that they can be installed on columns with 100 mm sides. The 'Building' outdoor stations with 7» colour touch screen display are particularly suitable for installations with large numbers of users.

The systems provide a wide range of indoor stations ranging from the classic intercom handset to Wi-Fi touch screen monitors which can be used to manage incoming calls from mobile device applications.

The range Pills Smart plates meticulously selected finishes based on in-depth research into interior design trends.

**44PSMCTC...**
Front plate in Corian® Pills Smart Touch

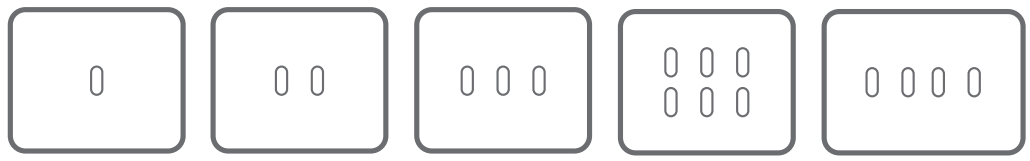


**44PSMC...**
Front plate in Corian® Pills Smart

**44A..SM**
Smart support

**44PCTC..GA-B**
Front plate in Corian® Pills Smart

Lighting versions 1-6 controls



**01B**
3 mod.

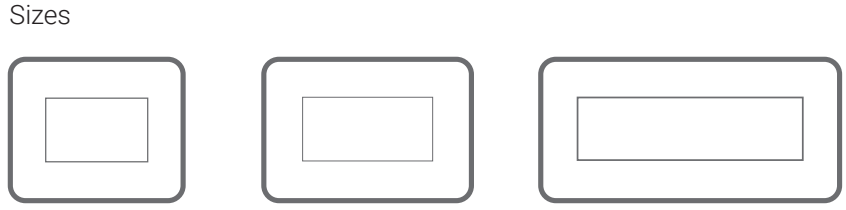
**02B**
3 mod.

**3B**
3 mod.

**16B**
3 mod.

**4B**
4 mod.

**Formati**
Sizes



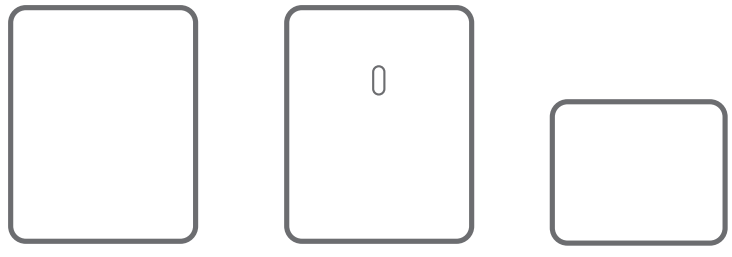
3 mod.

4 mod.

7 mod.

Corian® - Colours

B



3+3 mod.

3+3 mod.

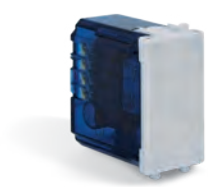
3 mod.

**44A33**
Standard support

**44A03**
Standard support

# The range Touch Controls

## Traditional systems

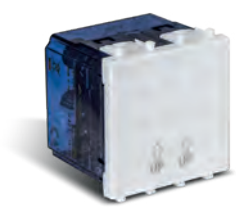


**442TC01 - 1 mod.** Electronic touch switch - relay output

**442TC16 - 3 mod.**
Electronic multi-touch control device - 6 monostable output-relay

## Connected wiring accessories series

WIFI mesh
Tecnologia Smart Evoluta



**442TC14-W - 2 mod.**
Multi-function 2.4GHz wireless electronic multi-touch device

**442TC16-W - 3 mod.**
**Wi-Fi®** Multi-function 2.4GHz wireless electronic multi-touch device with IoT technology on standard Wi-Fi®

## Sistemi domotici
Home Automation system

domina Pro
Professional Home Automation

KNX

**442ABTC1 - 1 mod.**
AVE Touch control device with 1 channel

**442ABTC6 - 3 mod.**
Multi Touch control device from 1 channel to 6 channels

## Sistema alberghiero
Hotel management system

domina Pro
Hotel Management System

**442GA02-M - 3 mod.**
External reader for hotel management - AVE Touch

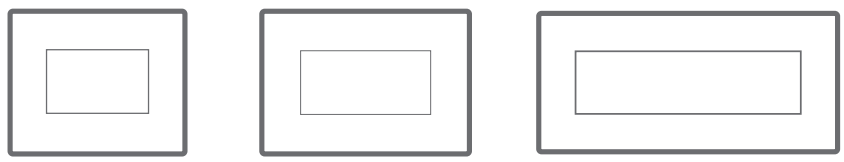
**442TC76 - 2 mod.**
Customizable light signal/lighting

The front plates Easy Smart range meticulously selected colours and finishes based on in-depth research into interior design trends.



**44PSME...**
Moulded front plate Easy Smart

**Formati**
Sizes



3 mod. 4 mod. 7 mod.

**44A..SM**
Smart frame

Moulded - Colours range

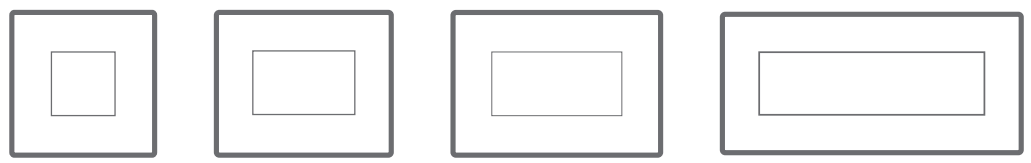
BO GTK GO BRZ TO TCO OTN VIO ORO

The front plates range Young 44



**44PJ...**
Moulded front plate Young 44

Sizes



2 mod. 3 mod. 4 mod. 7 mod.

**44A03**
Standard frame

Moulded - Colours range

AVN AVR B BT CNR GM GOLD GSO GTK
GTKT NAL SA SAL B/3D BEG /3D CBS /3D ONC /3D BO
BR TO RD RA GO

New

# The range of Axial Controls

**44600..AS**
one way switch

**446001AS**
1P 16AX one way lightable switch - interchangeable rocker - 1 module

**446002AS**
1P 16AX two way lightable switch - interchangeable rocker - 1 module

**446004AS**
1P 16AX lightable intermediate switch - interchangeable rocker - 1 module

**446005AS**
1P NO 10A lightable push-button - interchangeable rocker - 1 module

**446010AS**
2P 16AX one way lightable switch - interchangeable rocker - 1 module

**446TLPAS**
one way switch

**446TKPAS**
one way switch

**446TSPAS**
one way switch

# Multi-socket 4 combinations in a single item

**44609015USB** Multi-socket with USB

**44609015USB**

P17/11 2P+E 10/16A Combined Italian standard socket - P40 (UNIVERSAL) 2P+E 10/16A Schuko + Italian standard socket - shuttered - USB 5V - 1 type C outlet - 1 type A outlet - max output load 3A- 3 modules

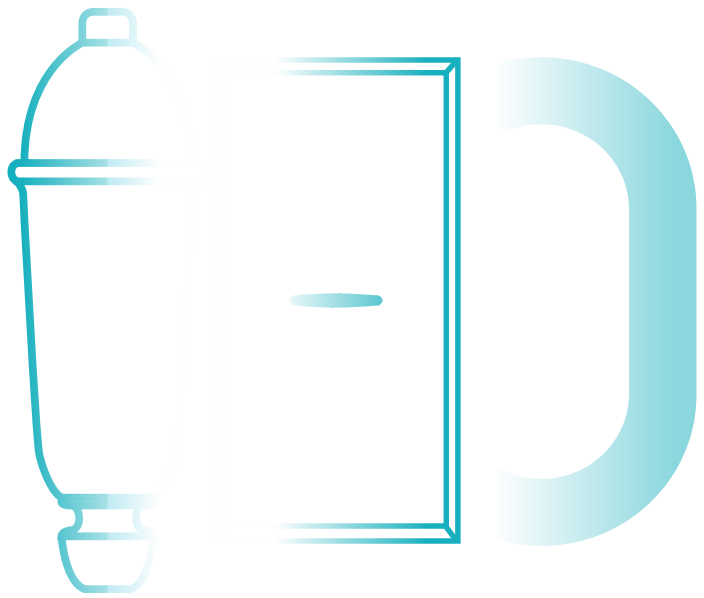
**44609015MB**

P17/11 2P+E 10/16A Combined Italian standard socket - P40 (UNIVERSAL) 2P+E 10/16A Schuko + Italian standard socket - shuttered - 3 modules

Do you want to know more about our family?

**UK:**
**www.fw-lighting.com**

**info@fw-lighting.com**



**RICONOSCIMENTI:**

COMPASSO D'ORO

100 ECCELLENZE ITALIANE
Award for the
100 EXCELLENT ITALIAN Companies

Top selection innovation
"Innovation design award"

Winner of
"Qualitec design award"

DESIGN Index

Membro KNX n.423 (M-Ø1A7)
KNX Member n.423 (M-Ø1A7)

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