

arcus<sup>®</sup>   
Q'ued To Perfection



## A Legacy Of Transformation

In the depths of antiquity, where history's forgotten treasures rest, emerges the word "ANTIQUE," bearing the weight of centuries. It sheds its letters one by one, forming "ANTQ," a fusion of the past and the present, where history whispers softly in every modulation. At the heart of this transformation, our enigmatic "Q" comes to life, guiding switches beyond function, into artistry that elevates living spaces.



## Discover The Past

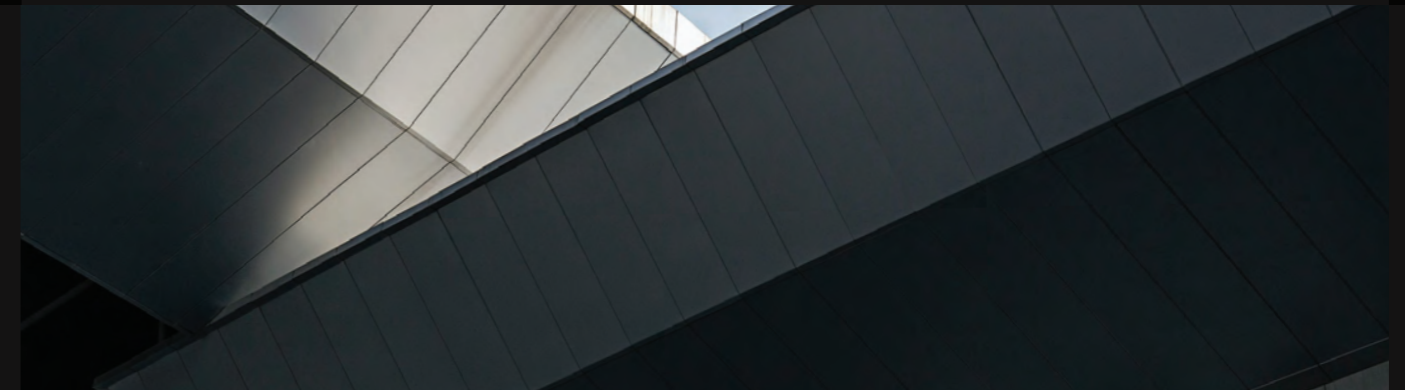
Within this journey of letters and centuries, Arcus Q emerged – a tribute to the enduring allure of time, where the past met the present in an exquisite blend of elegance and modernity. Crafted with keen attention to detail, these switches are a homage to heritage, resurrecting sophistication in your homes. Let these Arcus Q switches be your time-travel ticket to embrace the charm of a bygone era while enjoying the comforts of today.





## Design **Beyond Function**

In the realm of home interiors, where every detail tells a story, the Arcus Q switches by GreatWhite stand as a testament to design that transcends mere functionality. Inspired by the very essence of architectural marvels and the graceful curves of a skyscraper's façade that captivate the eye, Arcus Q switches embrace a similar fluidity in design.





# A Lost Relic



A **Timeless Beauty** Of The Past



In a world of rapid change, Arcus Q stands as a lost relic, meticulously crafted to pay homage to an ancient legacy. Symbols of timelessness that once graced our homes, reborn with a touch of modern luxury. Each Q switch is a carefully designed masterpiece, featuring a durable yet exquisite finish that captures the essence of a bygone era. Our intricate knobs evoke a lost art, inviting you to rediscover a time when craftsmanship reigned supreme.

# A Click Of Distinction

## Arcus Q's Sonic Signature

In spaces where every detail matters, the Arcus Q "Click" emerges as a distinct voice. Each click is a symphony of precision, a fusion of technology and artistry that resonates with elegance. A journey where the act of switching on and off is a wholesome experience, speaking volumes of refined taste and appreciation for finer things in life. One of the most clickable clicks to listen to, with Q.



# Light Beacon

In the realm of illumination, where light transcends its practicality, a touch of anticipation arises as we introduce an inbuilt light indicator in Arcus Q switches. This unique and eccentric shade of blue sparks intrigue, setting the stage for an innovation that's about to redefine user experience. Let the Light Beacon pave the way towards unmatched brilliance and style.

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- Locator  
*(Always on)*



- OFF Mode  
*(Always off)*



- Indicator  
*(On when on)*



# The Diversity

Arcus Q switches offer **3 distinct indication modes.**

## Locator

Provides constant visibility for easy locating

## OFF Mode

Maintains a minimalist and unlit appearance

## Indicator

Acts as an indicator when the device is on, offering functional feedback

# Toggle Tints



BLACK

GOLD

OLIVE  
BROWN

SILK

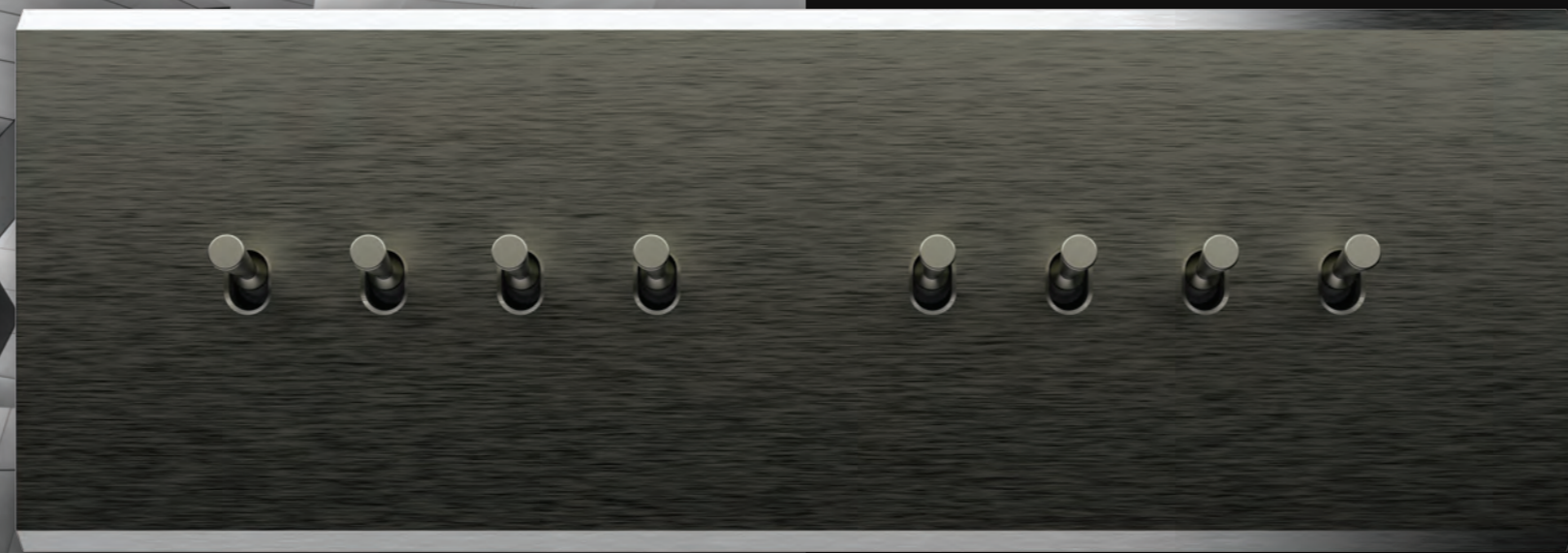
## Where **Style** Meets Functionality

Our toggle tints go beyond colours; they're expressions of both form and utility. From the timeless elegance of black to the luxurious radiance of gold, each tint enhances your space while offering seamless control over your lighting. Smooth and refined like silk, these toggles bring a sense of tranquility, while tones like olive brown ground your surroundings in warmth and comfort. With Arcus Q, toggle switches become not just tools but statements, blending aesthetics and usability for an unparalleled experience.

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# METAL

Plate



Brush Finish

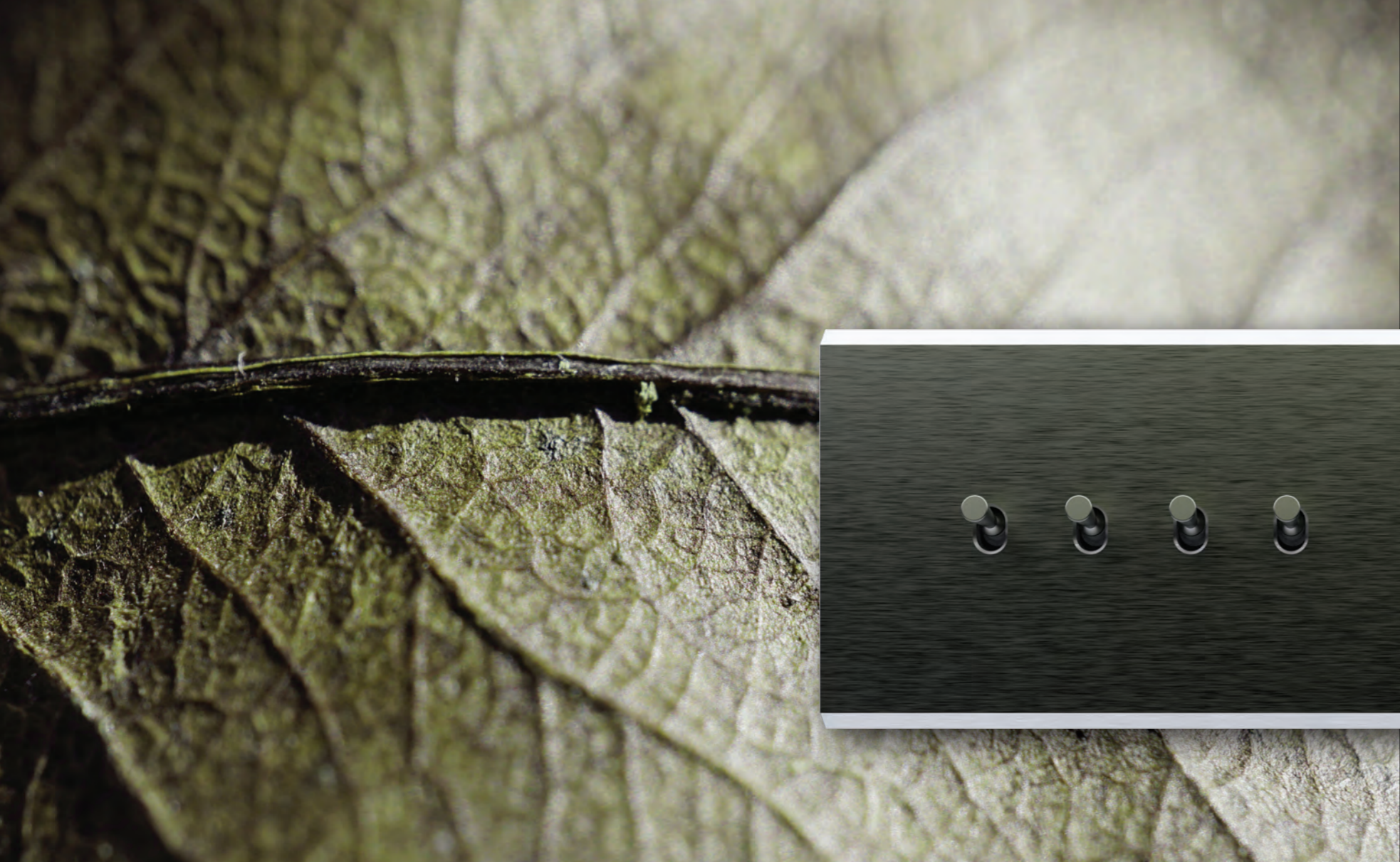
## Unmatched **Strength And Durability**

The Q metal plate serves as a robust and stylish housing for the toggle switch, providing both aesthetic appeal and practical functionality. It is designed to withstand daily use while maintaining its pristine appearance, making it an ideal choice for luxury settings.



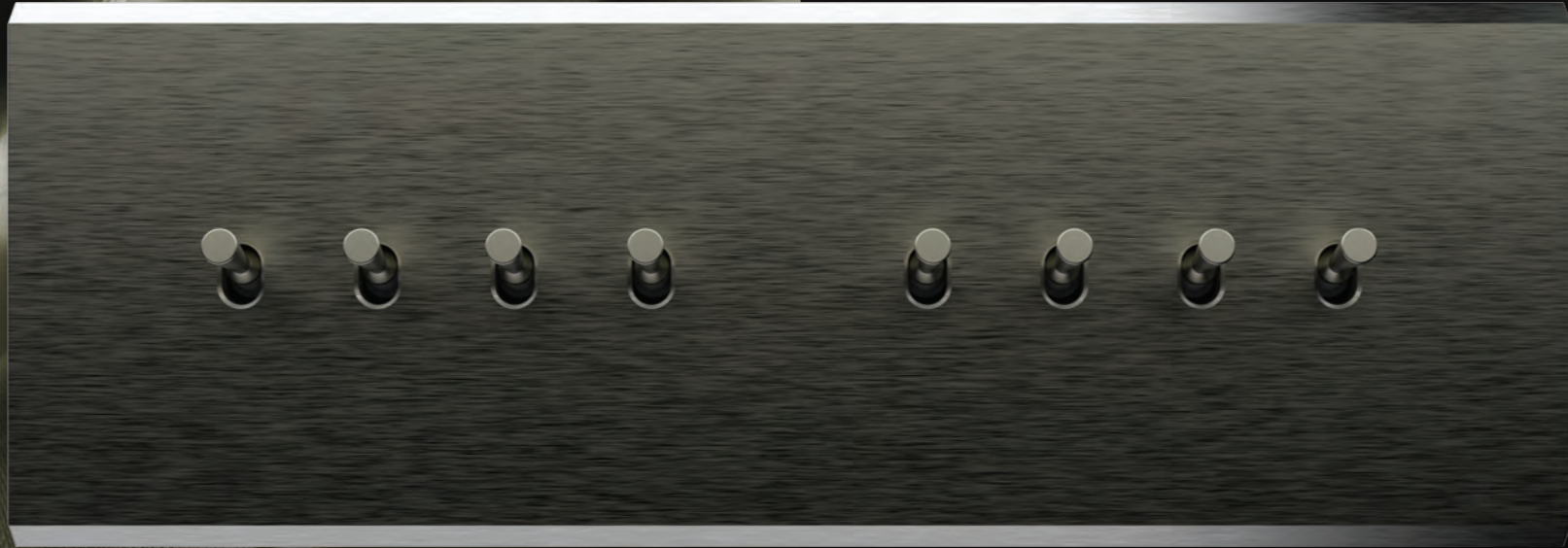
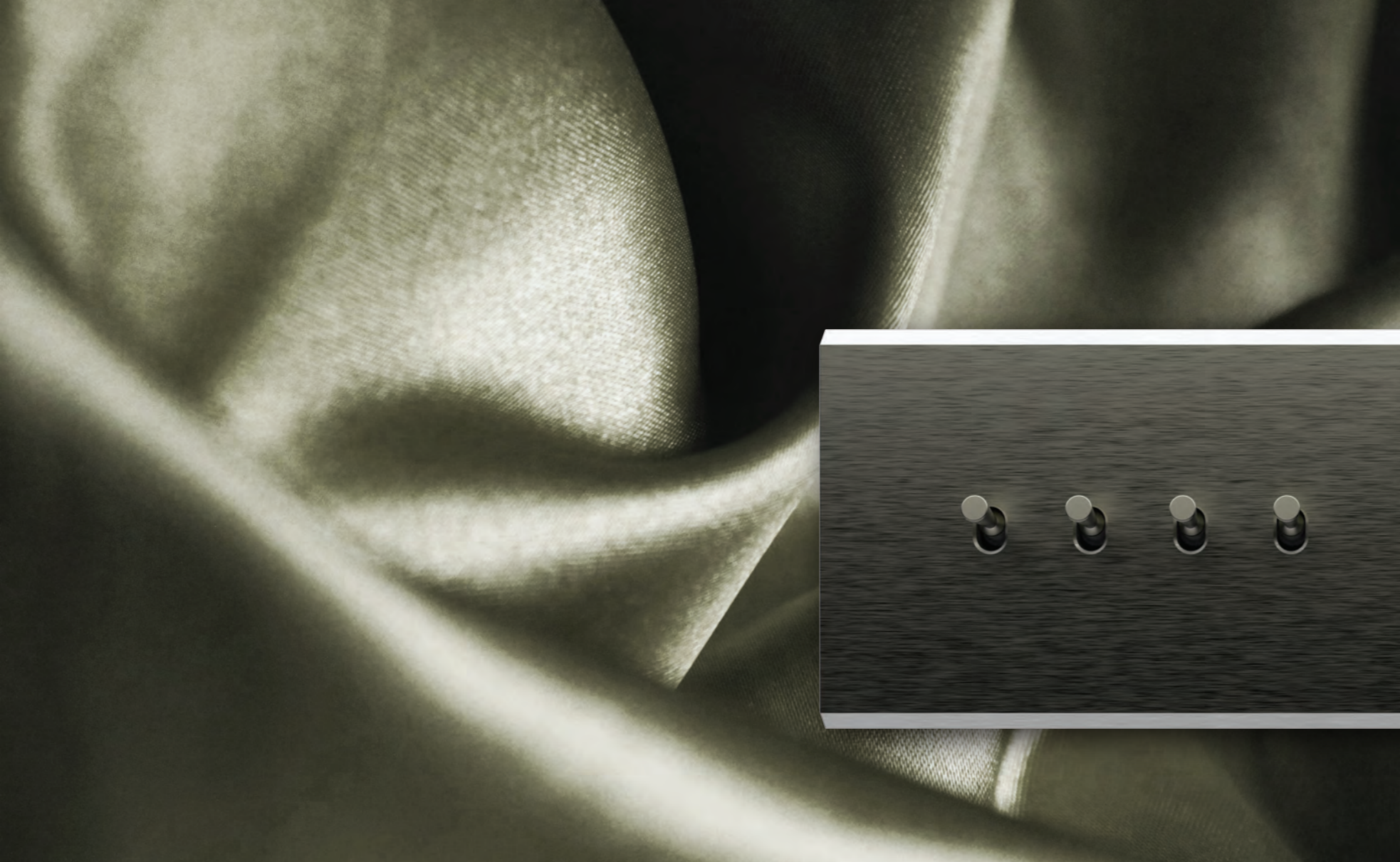
# BLACK

“Black” emerges as a powerful hue, a profound embodiment of mystery and depth. It adds an intriguing layer to the canvas of artistic expression, enriching the visual narrative with the essence of darkness. The enigma in every stroke, a realm of profound secrets.



## OLIVE BROWN

“Olive Brown” like a forest's embrace harmonizes with nature's palette and echoes the rich hues of woodlands. Inviting the serenity of nature into your home, it offers a timeless blend of forest charm and modern style. The beauty of nature is an everyday delight here.



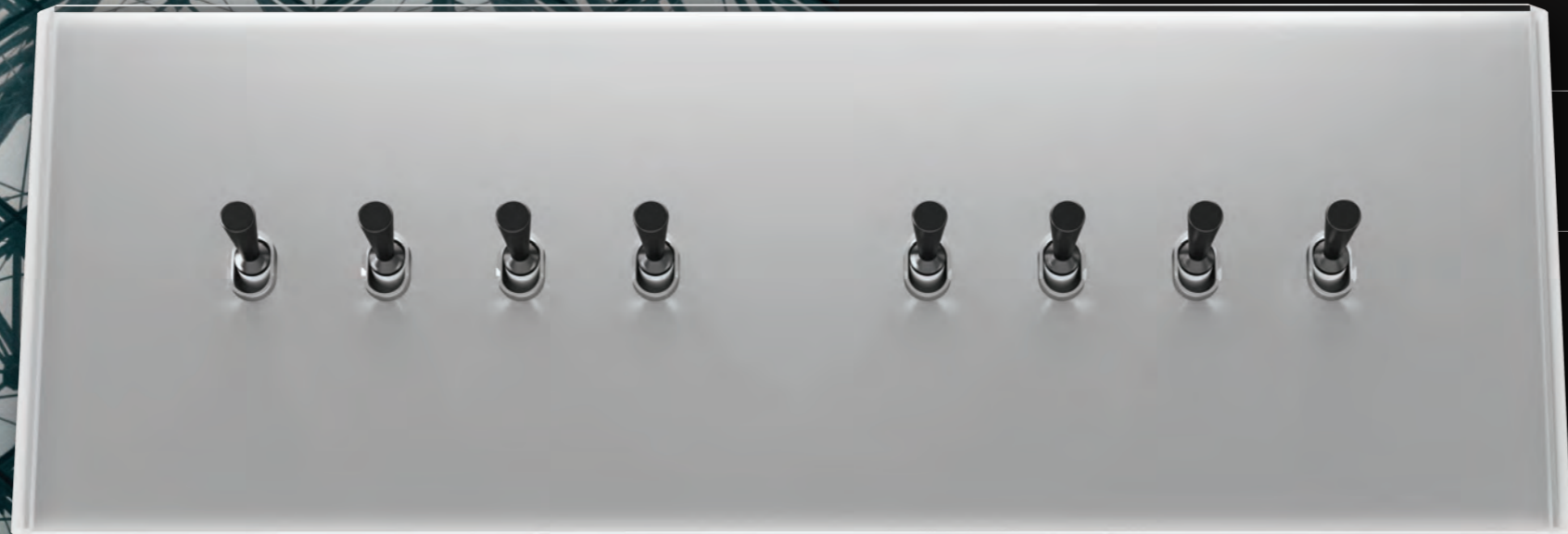
# SILK

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"Silk" seamlessly bridges past elegance and modern comfort. With soft, silky tones reminiscent of sepia photographs, it effortlessly evokes the charm of simpler times, creating a unique connection to a world where simplicity was the pinnacle of sophistication.

# GLASS

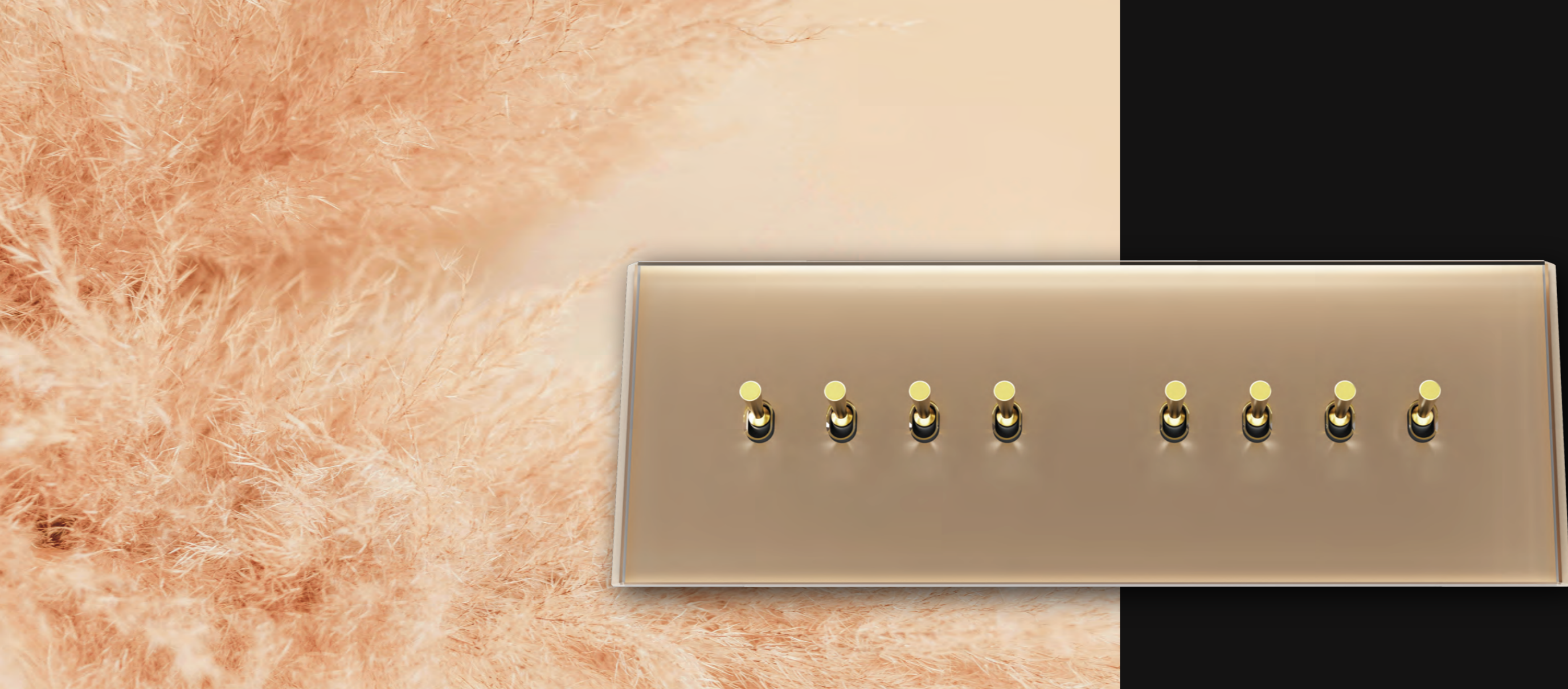
Plate



Frost Glass

## Translucent And Refined Elegance

The Q plate with its superior-quality toughened glass boasts of a substantial thickness that ensures exceptional strength and durability. Engineered and tempered for added mechanical strength, it withstands daily use while maintaining its pristine appearance. Offering excellent translucency, it imparts a uniform luster and radiance to your interiors, making it an aesthetically superior choice.



## FROST BLUSH

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“Frost Blush” is like the first light of dawn, offering a gentle charm with its soft, delicate hue. Inspired by the subtle blush of early morning skies, this colour brings a sense of calm and tranquility to any interior space.



## FROST WHITE

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The “Frost White” glass plate is reminiscent of freshly fallen snow, exuding purity and serenity. Its sleek, glass surface enhances the minimalist aesthetic, creating a clean and modern look.



## FROST BLACK

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“Frost Black” is like the night sky, bold and sophisticated. Inspired by the depth and mystery of a moonlit night, this colour adds an intriguing and dramatic layer to your decor.



## FROST SAND

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“Frost Sand” evokes the warmth of a sunlit beach, capturing the essence of golden sands bathed in sunlight. This colour brings a natural, earthy feel to interior spaces, harmonizing beautifully with wooden and neutral-toned furnishings.



# Residential

## A **Tranquil** Abode

Our toggle switches are designed to seamlessly integrate into the comfort and style of your home. Whether it's adjusting the lighting to create the perfect ambience for a cozy evening or managing your home's energy efficiency, Arcus Q provides stylish and reliable solutions. Each interaction with these 'clickable' Q switches enhances your living experience, making everyday tasks effortless and enjoyable.





# Living Room

The Click Of Class

Arcus Q toggle switches, with their silk finish, bring a sophisticated touch to interiors, merging style with the practicality of lighting and ambience control.





## Bed Room

Your Queue To Serenity

Bedside toggle switches, in the olive brown plate, provide the luxury of adjusting room settings from the bed, ensuring comfort and convenience are just a click away.





# Study Room

The Genius Switch  
Strategically placed toggle switches in the black plate with gold knobs enhances the study room aesthetic, providing all the necessary tools for an efficient and productive workspace.





# Entertainment Room

The Director's Cut  
Toggle switches in entertainment rooms with their black plate, sets the scene for an immersive experience, ensuring that every aspect of the room can be tailored to create the perfect ambience.





# Hospitality

## The Grand Retreat

Arcus Q switches are crafted to blend into the luxurious ambience of a hotel room while offering durable and intuitive solutions for room management. Whether it's adjusting the lighting to create the perfect mood or signaling service preferences, these switches ensure that every guest interaction with their environment is seamless, contributing to convenience and personalized service.

**P.S.** Custom engraving for our toggle switches is available on request to align with your branding needs.





## Reception Lobby

The Welcome Touch Toggle switches in the reception lobby, featuring a frost blush plate, create a welcoming atmosphere, ensuring that every guest's first impression is one of sophistication and warmth.





## Guest Room

The Luxe Retreat  
Bedside toggle switches in guest rooms, with a frost white plate, offer guests the convenience of adjusting room settings from the comfort of their bed, ensuring a luxurious and comfortable stay.





## Office Space

### The Productivity Boost

Strategically placed toggle switches in a frost black plate, with knob options in gold and silk, are essential for guests who need a productive workspace while staying at the hotel or on vacation.





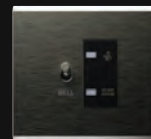
# Powder Bathroom

Your Personal Oasis

Arcus Q toggle switches, in a frost sand plate with knob options in silk and black, are essential for powder bathrooms and surrounding vanity areas. These switches provide precise lighting control, crucial for tasks such as makeup application and grooming.

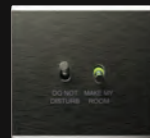
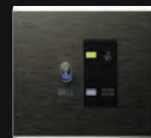


# Functionalities



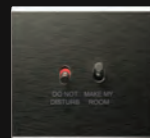
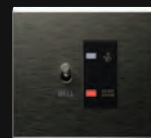
## Occupied Mode

In this mode, the room's switches adjust from their default settings to reflect current use. The DND and MMR services are activated as needed. The bell toggle switch outside the room is engaged and external lights signal occupancy, ensuring the room indicates a welcoming and prepared environment for the residing guest.



## Make My Room (MMR) Mode

Activated by the guest internally, the Make My Room (MMR) mode with its green LED light signals a request for room cleaning or service. The MMR toggle switch prompts the external board to promptly update with a green LED light, reflecting the MMR status for efficient staff response to provide the requested service based on guest preferences. Additionally, the bell toggle switch outside the room is switched on in this mode.



## Do Not Disturb (DND) Mode

Activated internally by the guest, the Do Not Disturb (DND) mode with its red LED light indicates privacy preferences and prevents disturbances. The DND toggle switch activates the external board to display the DND status with a red LED light, notifying hotel staff to refrain from entering or providing services, ensuring guest privacy and comfort. Additionally, the bell toggle switch outside the room is switched off in this mode.



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Since our inception, we have been striving to provide an extraordinary lifestyle through revolutionary products in the home electrical space.

We started our journey with a vision to make comfort and luxury a reality. With passion, relentless efforts and commitment; we have developed quality and innovative solutions. We are proud to be honoured as the **"World's Best Brand Of The Year 2017-2018"** for South East Asia. In the year 2022, we have bagged 'The Pride Of India Brands' award in the home electrical category at the Best of Bharat Awards 2022 hosted by Exchange Media. We have added another feather in our cap by being awarded as the **'Most Trusted Brands Of India'** as an outstanding Home electrical solution provider by Marksmen daily Group. With the latest addition in 2024, we have received two awards for the LumaPro Shockingly Bright campaign : Best Data-Driven Creative Storytelling 'Gold' Award by Datamatix (Adgully) as well as the Best OTT Platform - Marketing Award by Marketing Minds.

With extensive research and development, we have developed products that are a perfect blend of design and technology. All GreatWhite products are crafted to perfection at our two state-of-the-art manufacturing facilities at Haridwar and Valsad that are over 2,00,000 sq. ft. and 3,00,000 sq. ft. respectively. To provide an extraordinary lifestyle, we have developed revolutionary products like New Age Switches, LED Lighting Solutions, Fans, Home Automation, Wires And Cables, Switchgears, Sensors and more.

At the heart of GreatWhite lies innovation, luxury and passion. At GreatWhite, we leave no stone unturned to raise the quality of life and therefore, we create solutions that harmonize design and technology.

Join us in our journey of luxury, indeed in the journey of Great.