

An aerial night view of a city with a glowing network overlay. The city lights are in shades of yellow, orange, and red, while the network lines are bright white and blue. The network lines connect various points across the city, suggesting a global or interconnected network.

# The way Connected Lighting Is changing the world

Bogdan Balaci, Commercial Leader Lighting Philips SEE  
April 7<sup>th</sup> 2016





Connected Light

Energy Efficient Light

More Light

Digitally **CONNECTED**

**SHARING** Resources

**Inner** Drivers vs. External

Incentives

# The lighting landscape is changing

Creating a world of opportunity







# Lighting

## The city of tomorrow today

- City's lighting infrastructure becoming an integral aspect of urban planning and ecology
- Resilient when it's flexible, connected, and intelligent
- Remotely monitor, manage, and maintain thousands of individual light points across a municipality
- Significant energy savings



# Varna CityTouch

Excellent breakthrough project in connectivity

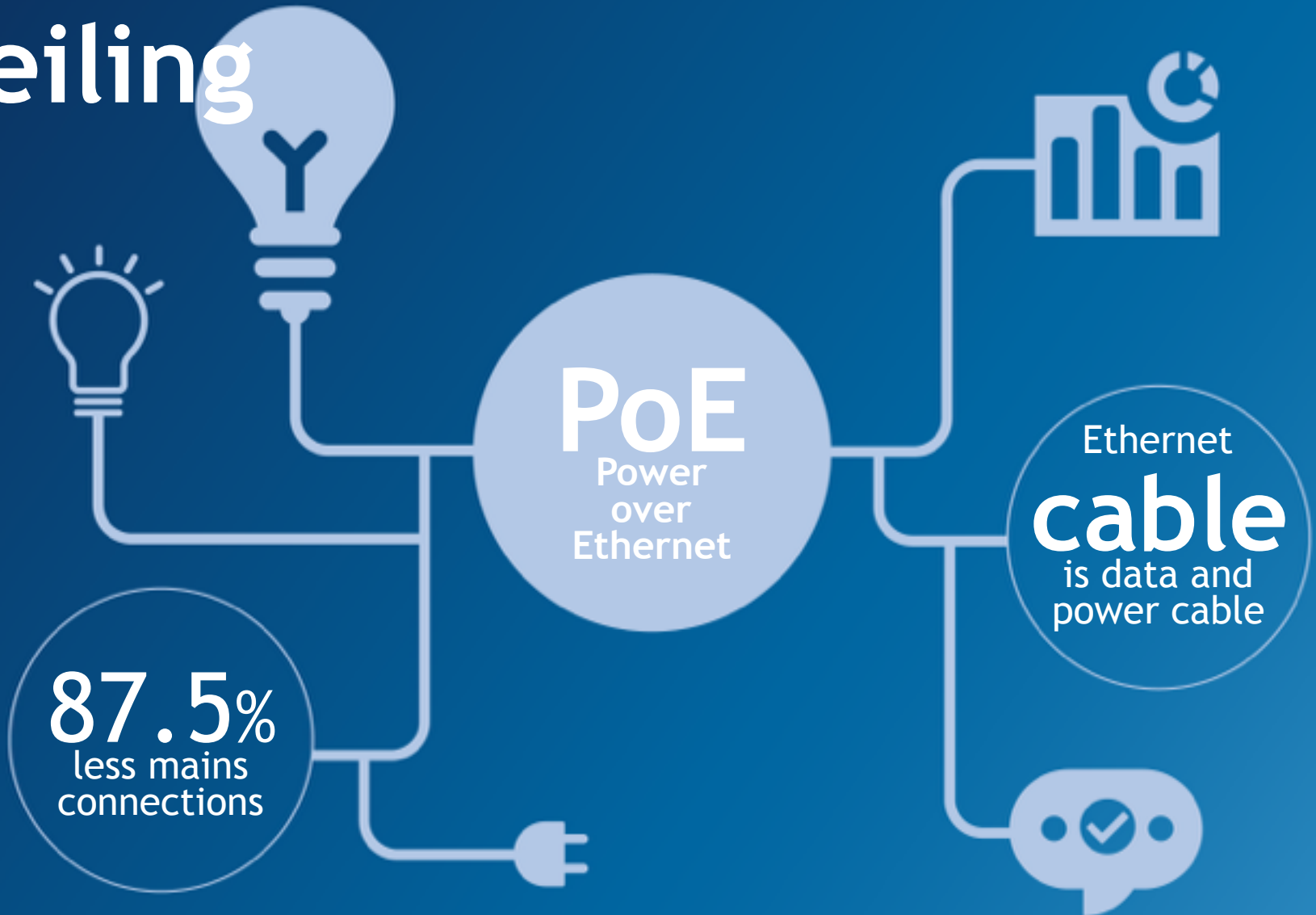




# Fortress Square, Baia Mare, Romania

First Project in CEE winning a prize @  
City.people.light competition

# Beneath the digital ceiling





# Connected lighting for offices

Enabling new levels of efficiency for businesses

- The lighting fixtures - each with their own IP address - are connected to the building's IT network



A woman with long dark hair is shown in profile from the right side of the frame, looking down at a smartphone she is holding with both hands. The background is a blurred indoor space, possibly a store or office, with warm lighting and bokeh effects. The text is overlaid on the left side of the image.

# Life imitates the web

## personalized shopping experience

- Shopper convenience
- Shopper engagement
- Staff & Store efficiency for a seamless online to offline experience
- Data & Analysis for enriched personalized multi-channel marketing
- Perfect Light, Precise Location

**Revolutionary Philips LED-based indoor positioning technology: Visible Light Communication (VLC)**

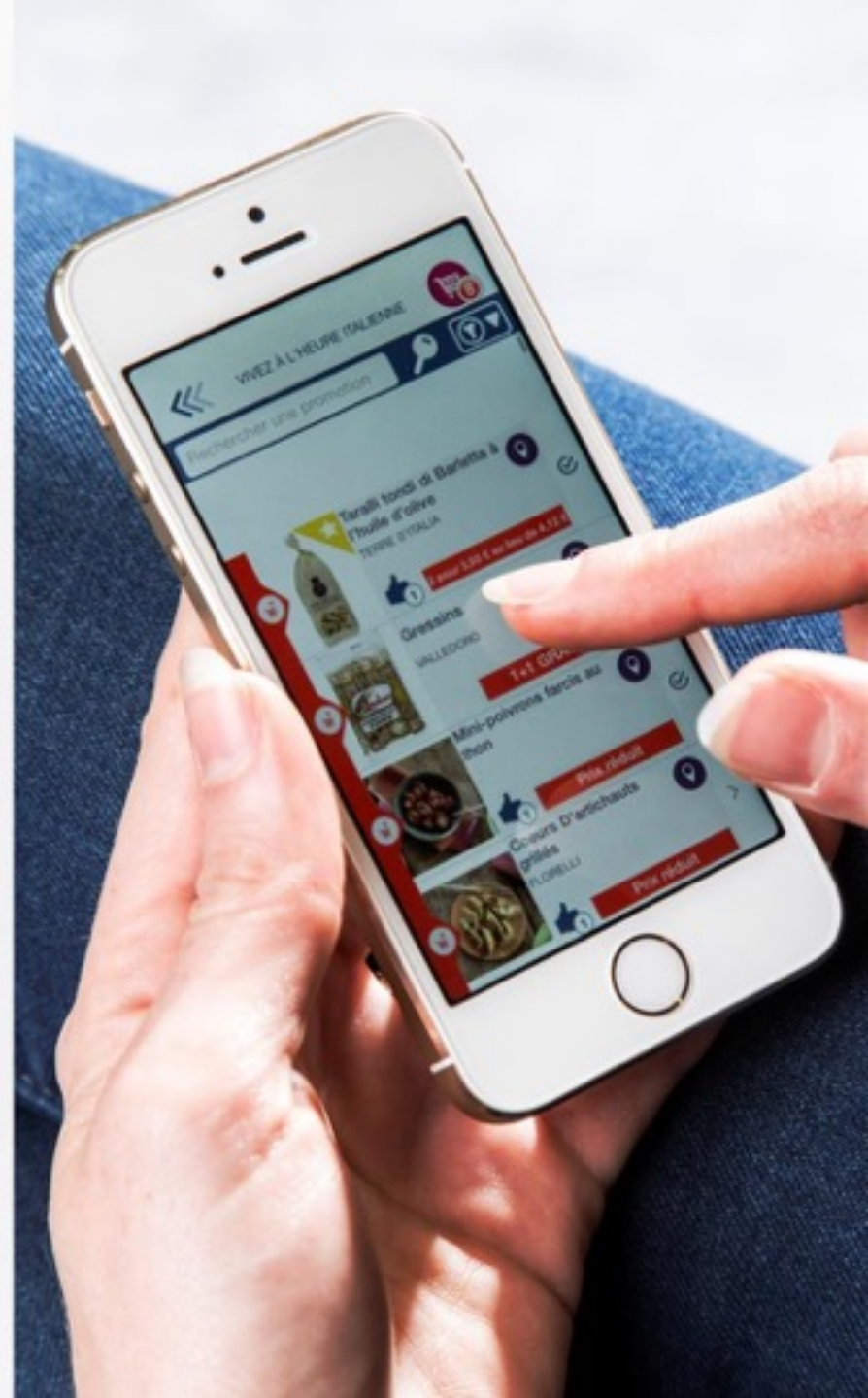


# Philips indoor positioning in action

Carrefour hypermarket, Lille, France became the world's first supermarket to have 2.5km of energy-efficient LED lighting, with enabled indoor positioning.

This has enabled shoppers to easily navigate and find promotions across the shop floor.

- Located in Lille / EuraLille mall
- 8,000m<sup>2</sup> hypermarket
- 3.2m shoppers a year
- 200-300 products on promotion each day



# Wake up right, no worries

Connected lighting, the heart of any smart home vision

- Personalization
- Scene setting
- Geofencing
- Mood enhancement
- Notification

More than 300 apps

Lighting experience you  
create and control





# Connected lighting trends



Lighting the city of tomorrow today



Wake up right, no worries



Making business personal (again)



Beneath the digital ceiling



Life imitates the Web

