

A young child is smiling and holding a glowing light stick at a night festival. The background is filled with blurred lights and people, creating a festive atmosphere. The child is wearing a light-colored t-shirt with a graphic design.

# Shaping the future with Philips Connected lighting

Bogdan Balaci, Commercial Leader Lighting Philips  
SEE

March 5<sup>th</sup> 2015

**PHILIPS**



The world needs...

Connected Light

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Energy Efficient Light

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More Light

Connected lighting Outdoor

IntelligentCity - an intelligent approach

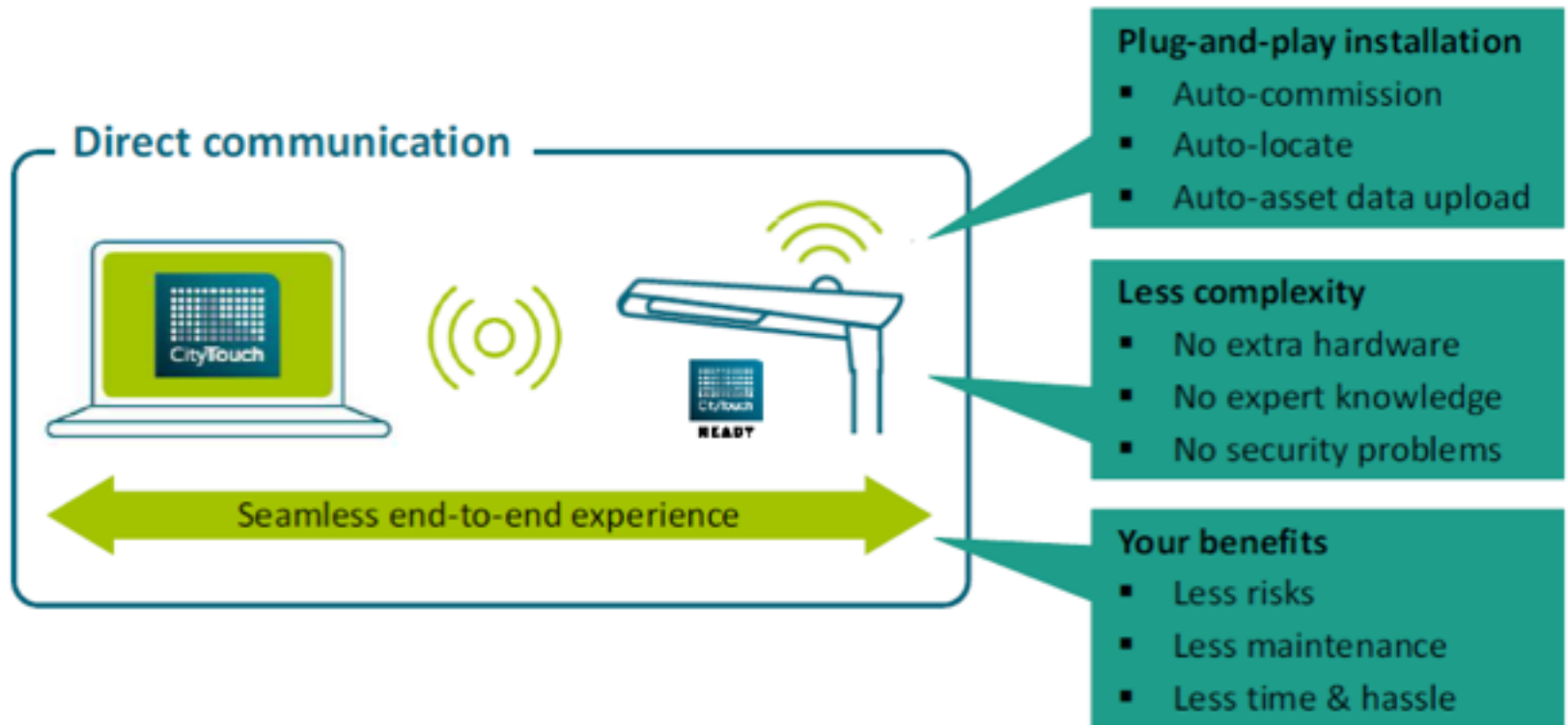
# IntelligentCity: How it works

- IntelligentCity is a total integrated solution that connects light points, controls with advanced lighting software and dedicated services
- Dynamic, intelligent and flexible to any situation
- Detailed, real-time insight into status of lighting assets
- Seamlessly balances city ambiance with sustainability and safety



# Simple and seamless direct communication

CityTouch Ready luminaires will significantly simplify and speed up your start into remote lighting management as it can be handled like traditional luminaires before.



# Connected lighting for streets

Brighter safer streets, reducing costs and carbon footprint

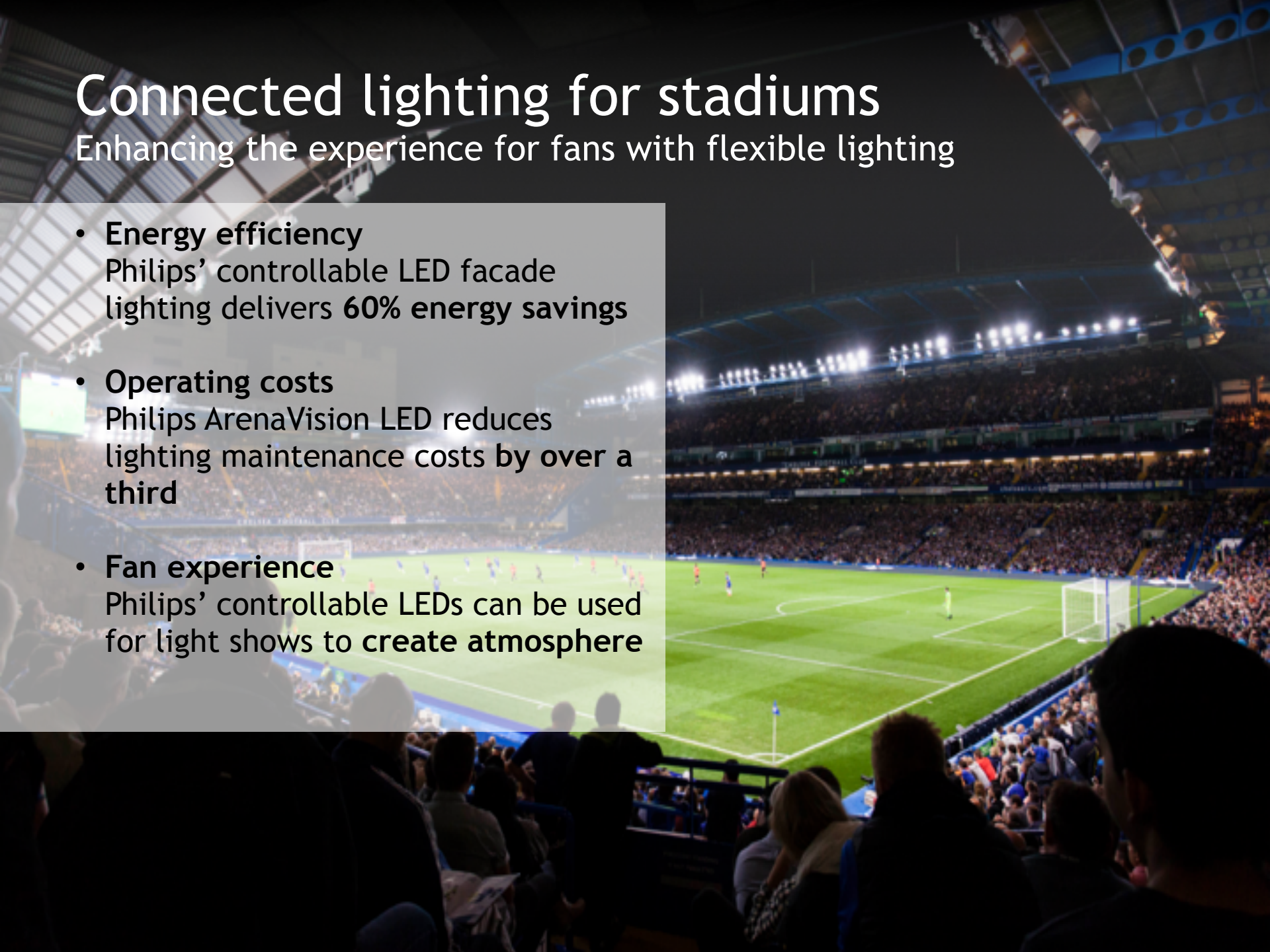
- **Energy efficiency**  
Philips City Touch with LED can deliver up to **70% energy savings** over conventional lighting
- **Operating costs**  
Reduced maintenance costs by **20%** and commissioning time from **8 months to 1 day** with plug n play CityTouch-ready fixtures
- **Safety**  
Citizens reported improved visibility and **feeling safer** with LED lighting



# Connected lighting for stadiums

Enhancing the experience for fans with flexible lighting

- **Energy efficiency**  
Philips' controllable LED facade lighting delivers **60% energy savings**
- **Operating costs**  
Philips ArenaVision LED reduces lighting maintenance costs by **over a third**
- **Fan experience**  
Philips' controllable LEDs can be used for light shows to **create atmosphere**



# Connected lighting Indoor solutions



# Connected lighting for offices

Enabling new levels of efficiency for businesses

- **Energy efficiency**  
Philips' connected LED lighting for offices is **80% more efficient** than conventional lighting
- **Efficient facility management**  
Lighting system gathers data on **how space is being used** for more efficient facility management
- **Installation costs**  
Uses Power over Ethernet fixtures thus **reducing installation costs by 50%**



# Connected lighting for retail

Helping retailers drive sales and build customer loyalty

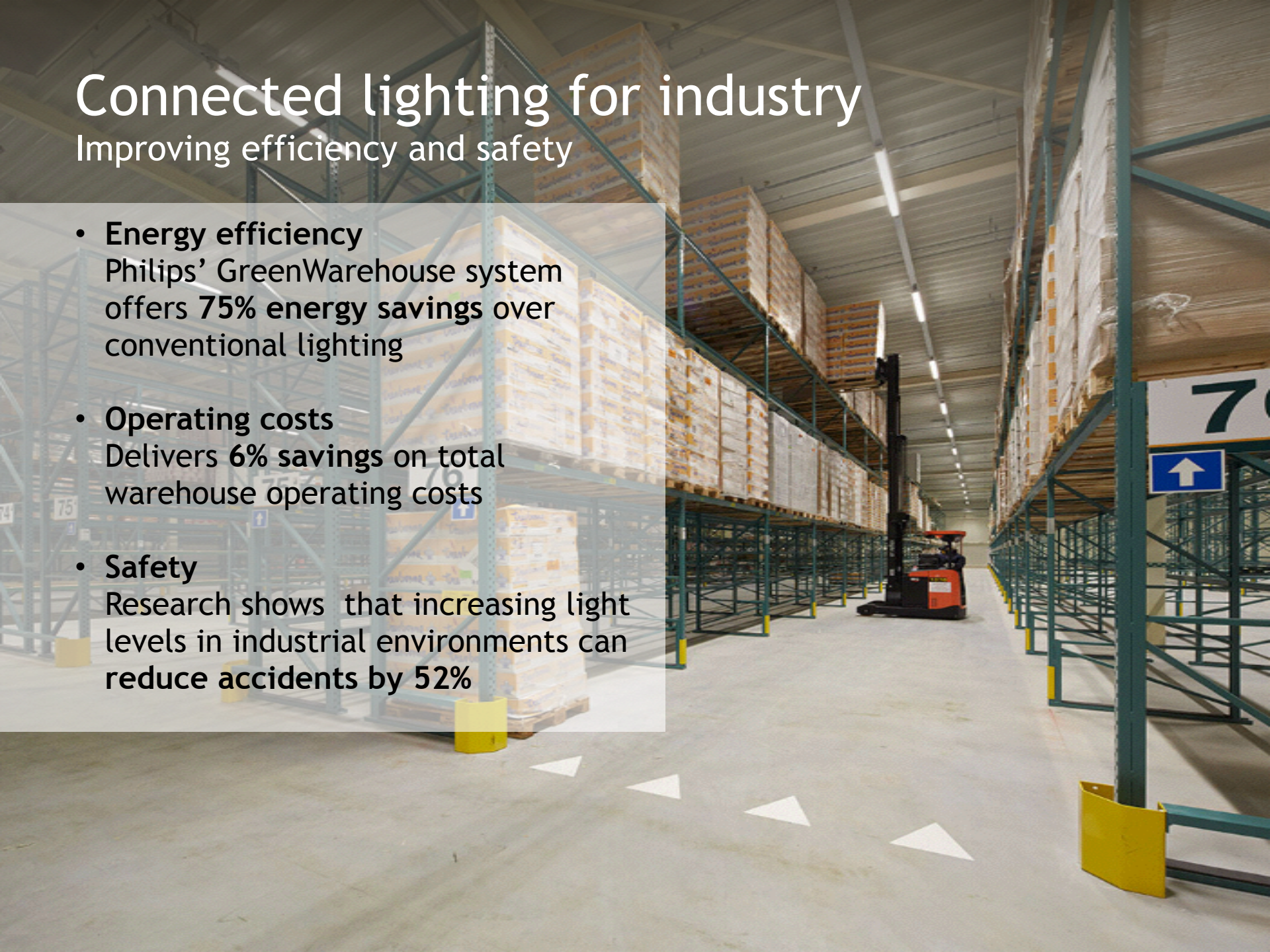
- **Energy efficiency**  
Philips GreenStore enables **35% energy savings** using controls and **40% energy savings** from LED
- **Revenue enhancement**  
Trial of Philips LED retail lighting showed sales of **vegetables rose by 4.7%**
- **Enhanced experience**  
Survey showed that **7 out of 10 visitors** using Philips' connected lighting appreciated **location-based information** delivered via light on smart devices



# Connected lighting for industry

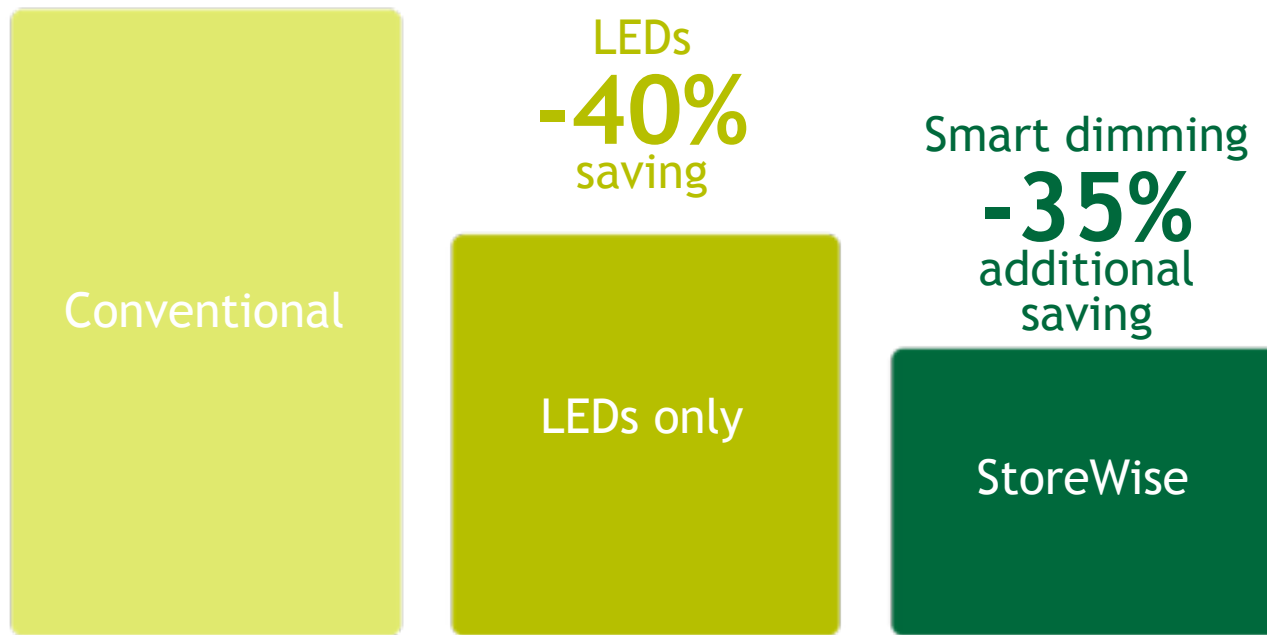
Improving efficiency and safety

- **Energy efficiency**  
Philips' GreenWarehouse system offers **75% energy savings** over conventional lighting
- **Operating costs**  
Delivers **6% savings** on total warehouse operating costs
- **Safety**  
Research shows that increasing light levels in industrial environments can **reduce accidents by 52%**



# Saving beyond LED

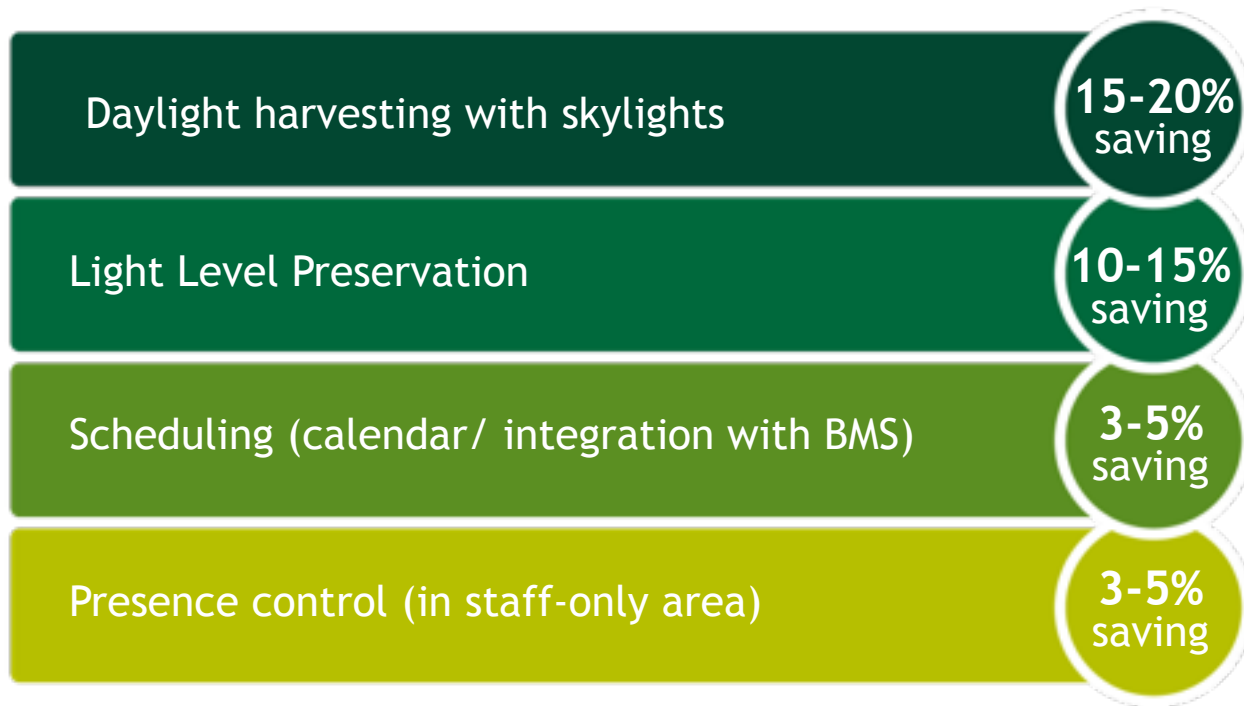
StoreWise energy saving comparison chart



Conventional

# StoreWise Smart dimming

## Control scenarios



# Connected lighting At home

# hue bulb



## Key Features

- Tuneable White & RGB retrofit LED bulb
- Light all around bulb design
- Connected by RF Zigbee LightLink
- Perfect Dimmability | Tuneable white
- Full colour control
- Software upgradeable over internet
- Spotlight versions coming in 2014



## Light Source Information

- High CRI >80
- 600 lumen light output (50W equivalent) @ 4000K
- 80% energy saving
- E27 cap type
- 15,000 hours lifetime

# In summary

The world needs **more light**, **more energy efficient light** and **more digital light**

LEDification introduces an efficient light source ... but **digitalization** is resulting in a paradigm shift for the lighting industry to **connected lighting**

Connected lighting enables value creation **beyond illumination**

The battle in lighting is now in the **connected space** ... and we are in **pole position**





# Call to action

Promote an ambitious regulatory framework

Speed up infrastructure renovation

Reinforce compliance

Support new business models

Invest in innovation

