

# PHILIPS Lighting

## Press Release

1 September 2017

**During Energetab fair in Bielsko-Biala, Philips Lighting is to present its connected lighting for cities, offices, stores and homes.**

**Bielsko-Biała, Polska** - Philips Lighting, a global leader in lighting will have its stand at Energetab fair in Bielsko-Biała. During the event (12-14 September) the company will present its systems for smart cities, offices, stores and homes but also a new product line. With the VR technology, Philips Lighting will take the visitors in a journey to a future smart city and smart home, to explain how Hue and CityTouch systems work.

Energetab fair will take place between 12 and 14 September and it will be 30th edition of International Energy Fair in Bielsko-Biała. This year, the organizers expect even 643 exhibitors from Europe and Asia. Among them, Philips Lighting, with **stand number 4, in sector L1. It's to the left as one takes the main entrance (entrance I, from Armii Krajowej street).**

With the VR technology, Philips Lighting will be taking the visitors to the future. One will be able to travel to 2030 and see for oneself the future built with connected lighting systems. Autonomous cars, drones serving coffee and interactive public spaces are only some of capabilities of systems from Philips Lighting. Connected **CityTouch** means above all **important energy saving but also an efficient monitoring of the entire lighting infrastructure.**

During the fair, Philips Lighting will also present the ServiceTag **functionality. It allows a quick identification of each LED luminaire thanks to a QR code.** An app will display all the information about a given luminaire, its extra parts and thanks to NFC, will allow a wireless programming. This system represents an important step towards more effective and cheaper maintenance of the public lighting systems.

The Philips Lighting stand will also showcase solutions offered by smart home lighting system, **Philips Hue.** With this one we can, for example, remotely control home lighting and adjust the light's brightness and its colour according to our needs. Philips Hue can be linked to external applications (such as IFTTT), further extending its functionality. With the right applets, home lighting will inform you about the time to leave for work or school or about a change in weather. To show its functionality to the Energetab visitors, the company will show a film in VR technology, presenting a smart home of the future.

One of the most interesting Philips Lighting solutions that will be presented at the stand is the connected Indoor Positioning **system, allowing a store-client communication through the store's LED lighting and a smartphone app.** Indoor Positioning helps clients to find the products they need on shelves (up to 30 cm!), gives detailed information about a product's origin and content and it can even indicate ingredients for dishes that the client wants to cook. What's more, the client also gets an up to date information on best deals available at the store he's in. There're benefits for all: clients make more conscious choices, it's more time and money efficient. The producer's information reaches the client in decisive moment and the retailer has a great tool to build the competitive edge.

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Apart from smart systems, Philips Lighting will also present some products from the new line, including:

1. **Ledinaire wall mount WL060V** - a wall mount with a modern design and intuitive installation - a newbie in the Ledinaire family.
2. **Ledinaire slim downlight DN065B** - a downlight luminaire with a very compact body and aesthetic design.
3. **DigiStreet BGP761 SR** – the first “Sensor Ready” street lamp on the market, allowing a direct connection with Philips CityTouch and integration with future IoT innovations.
4. **Clearway gen.2 BGP307** – new generation of well known Clearway family. Now in new, better version.
5. **Ledinaire floodlight BVP105/106** – a new one in Ledinaire family and a direct alternative to universal outdoor halogen floodlight.

Energetab fair will open to visitors from 9AM to 5PM on 12th and 13th September and from 9AM to 3PM on 14th. The entrance is free of charge. **We'll be glad to see you at our stand 4 in sector L1, where we'll be presenting the latest possibilities offered by smart lighting from Philips Lighting.**

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## **Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com> and on Twitter via @Lighting\_Press.