

## Press Information

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### **PHILIPS PRESENTS INTELLIGENT AND PEOPLE-FOCUSED OUTDOOR LIGHTING SOLUTIONS TO ENHANCE LIVABILITY OF CITIES**

**Frankfurt, Germany** – At Light + Building 2012, Philips introduces a range of intelligent, people-focused lighting solutions that can enhance the quality of life in cities, making them safer, better connected and more desirable places to live and work, while increasing energy efficiency.

Over half of the global population currently lives in urban areas; a figure that is expected to rise to over 70% by 2050. This amounts to over three billion extra city dwellers, mostly in emerging economies like China, India and Africa, meaning cities will face tough challenges to ensure that they remain safe, environmentally-sound, attractive and supportive of vibrant communities.

Cities today require lighting solutions that go beyond traditional light sources, fixtures and fittings. They are looking for an integrated and cleverly connected network that brings public lighting, lighting management and controls together, behind-the-scenes, through ICT.

High quality and hassle-free interconnected systems enable unprecedented control over lighting effects, and radically reduce the cost of maintenance and energy consumption.

#### **Intelligent Total Lighting Solutions**

Philips is playing a key role in making cities safer, more sustainable and desirable environments for businesses, residents and tourists, through its Intelligent City program offering smart, connected LED lighting solutions and service models. Cities now have the power to fully control, plan and maintain urban lighting in a safe, easy and efficient way. In the near future, these solutions can also be linked to a range of other urban operation networks including energy, traffic, waste and communication systems to achieve absolute connectivity.

Philips' innovative **CityTouch** software platform provides an intelligent management system for the outdoor environment. The solution enables online, dynamic, intelligent and flexible control of lighting on a city-wide scale. CityTouch allows cities to use light only when and where it is needed, maximising efficiency and reducing light pollution. Combined with LED lighting, it delivers energy and maintenance savings of up to 70%.

Major city lighting operators across Europe, including Prague, Rotterdam and London, are already using these intelligent lighting management systems. For example, the Croydon Council with the London Borough of Lewisham are using CityTouch as the light management service for a full PFI city lighting renovation project over the next 25 years – replacing more than 42,000 light points. The solution is empowering the lighting operators to adapt to the boroughs' specific needs, providing both safety and flexibility. At the same time, it is enabling them to realize significant savings on energy use and maintenance costs compared to previous lighting used, while delivering accurate and detailed data that ensures the quality of the lighting service to the municipality.

## LED Innovation for City Lighting

Philips introduces the new **Metronomis** solution at Light + Building 2012, which includes the latest innovations in LED city luminaires. The solution consists of both a luminaire range and dedicated masts but is designed to appear as one visual element, which is an important factor for landscape architects and urban planners.

Philips' Metronomis solution allows complete personalisation according to the city's needs and requirements by day and night. It will be equipped with state-of-the-art wireless control technology to maximize efficiency and provides cities, urban planners, landscape architects and lighting designers the ability to create unique lighting effects. The solution allows users to achieve their desired atmosphere, while enhancing a community's sense of comfort and safety, and can be used in both urban spaces and rural environments.

Philips also provides completely customized LED solutions through its co-development projects; working alongside designers, city authorities and energy companies to develop tailor-made solutions specific to local needs.

For example, in Stuttgart, Germany, where the vast majority of lighting is provided by cable suspension lights, Philips worked in partnership with local energy supplier EnBW and designer PodPod to create a modern, attractive and energy-efficient lighting solution to replace classic sodium vapour lights which were energy and maintenance intensive. The result was a customized modern LED cable light, **UrbanSky**, developed to provide uniform, standardized and energy-efficient lighting. UrbanSky is also one of the first LED cable lights on the market.

Furthermore, a co-development project in Almere, the Netherlands, resulted in the creation of **UrbanStar**, the first LED street lamp alternative to the traditional conical design that has dominated street lighting in the country for several decades. Philips worked with architectural company West8 and public spaces management company CityTec to develop the environmentally-friendly UrbanStar solution, an alternative LED design that minimizes light pollution, providing a calm and pleasant atmosphere while also offering 30% energy savings over conventional outdoor lighting solutions. Urban Star also received the prestigious Red Dot Design Award in 2012 in the Lighting and Light Design category.

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### About Royal Philips Electronics

*Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).*