

A woman with blonde hair, wearing a white cardigan and blue jeans, is looking at her smartphone in a store aisle. The background shows shelves with Philips products and a red wall. The Philips logo and 'LED' logo are visible in the top left and top right corners respectively.

PHILIPS

Lighting



Case study

MediaMarkt Eindhoven
creates ultimate customer
experience with **StoreGuide
App** and **Philips Indoor
positioning system**

Locate
products
easily

“

We were immediately interested in Philips' LED-based Indoor positioning system. We have found that it is a good alternative regarding accuracy and maintenance.”

Martin Wild, Chief Digital Officer, MediaMarktSaturn Retail Group

Customer experience

Online shopping is an indispensable phenomenon in today's retail landscape. Shopping via the digital highway has its advantages. It is fast, easy and offers people the comfort of browsing in a personalized environment. MediaMarktSaturn, Europe's leading consumer electronics commerce company, is actively responding to this trend with the integration of its own StoreGuide app with the Philips Indoor Positioning System (IPS). "MediaMarkt likes to be at the forefront when it comes to innovations in retail," says Martin Wild, Chief Digital Officer at MediaMarktSaturn Retail Group.

Location related information

The solution that MediaMarktSaturn developed together with Philips and other partners is as simple as it is effective. "Through Visible Light Communication Technology each LED luminaire sends a unique identification code to the customer's smartphone via the smartphone camera, which can determine the location highly accurately," says Kevin Raaijmakers, Marketing Manager Indoor Benelux Philips Lighting. "Depending on their position in the store, customers receive real time, location related information about specific products and attractive offers in their StoreGuide app. Customers will be directed to within

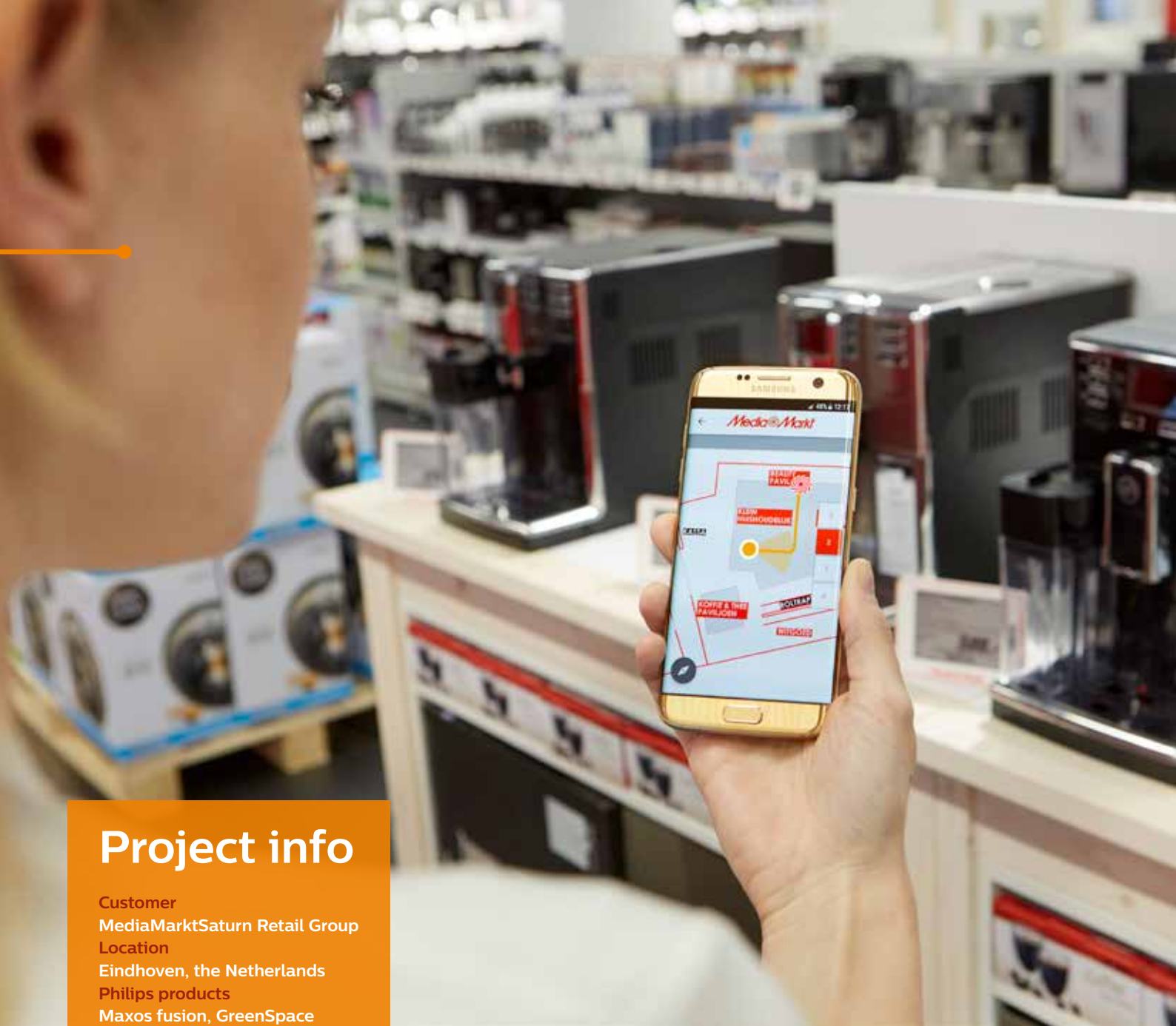
30 centimeters of interesting products through indoor positioning. Searching is no longer necessary. And: privacy is guaranteed because no personal data is collected by the lighting system."

Ideal set up

That MediaMarkt in her quest for a partner chose Philips, is no coincidence. Martin: "We were immediately interested in Philips' LED-based Indoor positioning system due to its accuracy, its easy maintenance. "Especially for the occasion, Philips provided the flexible Maxos Fusion LD lighting system that guarantees an excellent light quality, is 50% more energy efficient than fluorescent or CDM lighting and has integrated the IPS technology by default. Maxos Fusion also reduces the installation and maintenance costs and provides the freedom to place spots anywhere on the light line.

Collaboration

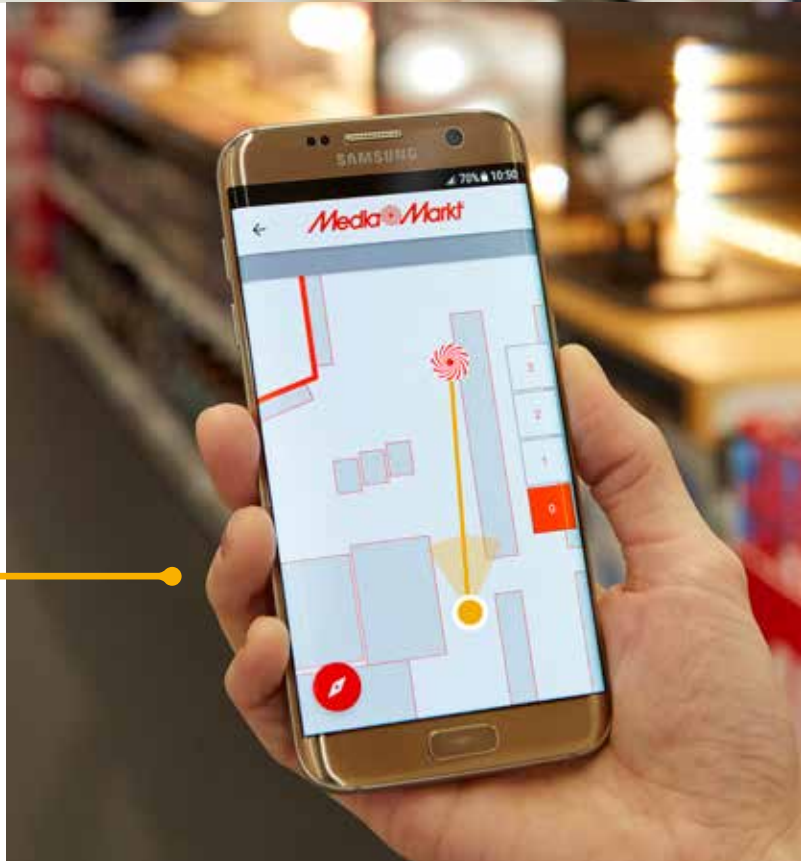
The MediaMarkt StoreGuide app has been developed by MediaMarktSaturn together with German e-solution provider novomind. US company Aisle411, a long-term partner of Philips Lighting, was responsible for the digital map and routing. Pricer, a supplier in Electronic Shelf Labels from Sweden, designed the system for determining product locations. The app runs on iOS and Android systems and is available in Eindhoven and Arnhem.



Project info

Customer
MediaMarktSaturn Retail Group
Location
Eindhoven, the Netherlands
Philips products
Maxos fusion, GreenSpace
Accent Projector
Philips system
Philips Indoor positioning system

Up to
30 cm
accurate





© 2017 Koninklijke Philips N.V. All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use. Publication thereof does not convey nor imply any license under patent or other industrial or intellectual property rights.

Date of release: May 2017

www.philips.com/IndoorPositioning