

**interact** Sports



**Case study**

## **IDB Santa Hortensia, Madrid, Spain**

Interact Sports Light control API helps create an innovative app



Through a connected lighting system and the Interact Sports API, the Aluzina Madrid app was able to gain valuable insights into customer usage and habits at this Madrid sports facility.

### Customer challenge

The City Council of Madrid wanted to learn more about the use of sports centers around the city in order to provide a better experience for its citizens. In a pilot project at local sports center IDB Santa Hortensia, tech company, Aluzina, created an app called Aluzina Madrid which uses the Interact Sports Light control API to measure valuable usage data.

The research program was designed to measure different types of activities, profiles of players and timing of participation. The app captures critical data on energy consumption and the influence of light management software.

“The relationship with Signify has been perfect. They gave us a very clear introduction to their open software platform, Interact Sports. Signify also allowed us to make the connection between their lighting hardware and our app.”

Alejandro Hernández  
Founder, Aluzina



## Solution

The Aluzina Madrid app is oriented towards the public. People who download the mobile app on iOS or Android devices can locate a sports center near them and turn on the lights at that sports facility. The app also supports the work of facility and public district managers.

The Interact Sports Light control API enables the Aluzina Madrid app to display data collected by the luminaires. City authorities can then analyze that data and make decisions that will help the city achieve energy savings and provide better facilities to its citizens.

User data that was captured from December 2018 to April 2019 confirmed that most players came from the area of the city immediately adjacent to IDB Santa Hortensia. They seemed to opt equally for basketball and soccer, were overwhelmingly male, and were more likely to fall into the 25–34 age bracket.



However, the facility does attract a wide range of age groups. 95% of participants played as part of a team and organized themselves in advance.

Most activity is after 7pm and the pitches are still in good use between 9 and 11pm, with Fridays, Saturdays, and Sundays being the most popular days of the week.

By understanding who is using the pitches and when, site managers can set lighting schedules that provide the right light at the right time. This leads to less wasted energy and ultimately more savings.

## Making it happen

By collecting a vast amount of information about how players use the facilities, the Madrid municipality can provide better services for its citizens. And with the connected lighting system, the municipality was able to save additional energy on top of any benefit already gained from switching from halogen to LED. The overall savings in CO<sub>2</sub> reached 904 kg over the duration of the pilot scheme.

## Interact Sports benefits



### Open API

An open, secure API allows Aluzina Madrid to create software apps to further improve facility operations in the future.



### Insights on energy savings

The Aluzina Madrid app was able to gather hard data on the amount of KW and CO<sub>2</sub> saved through the use of intelligent lighting management.



### Guidance on potential improvements

The collected data was used to suggest potential infrastructural changes to the facility, including the possible addition of a roof due to most people using the court during winter season.



### User information for greater operational excellence

Informed insights led to more accurate maintenance plans and improved operations.

## Project details

- First use of the Interact Sports Light control API in Spain
  - New qualitative data: offers insight into field usage
- Replacing existing lighting with LEDs saves 63% in power consumption per year
- Switching to connected LED lighting saves 87% in CO<sub>2</sub> emissions 904 kg within 5 months

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