

interact Retail



Take store attraction to the next level

Drive traffic and increase sales with LED soft pastel uplighting

Find out more about Interact Retail
www.interact-lighting.com/retail

Light up your brand experience

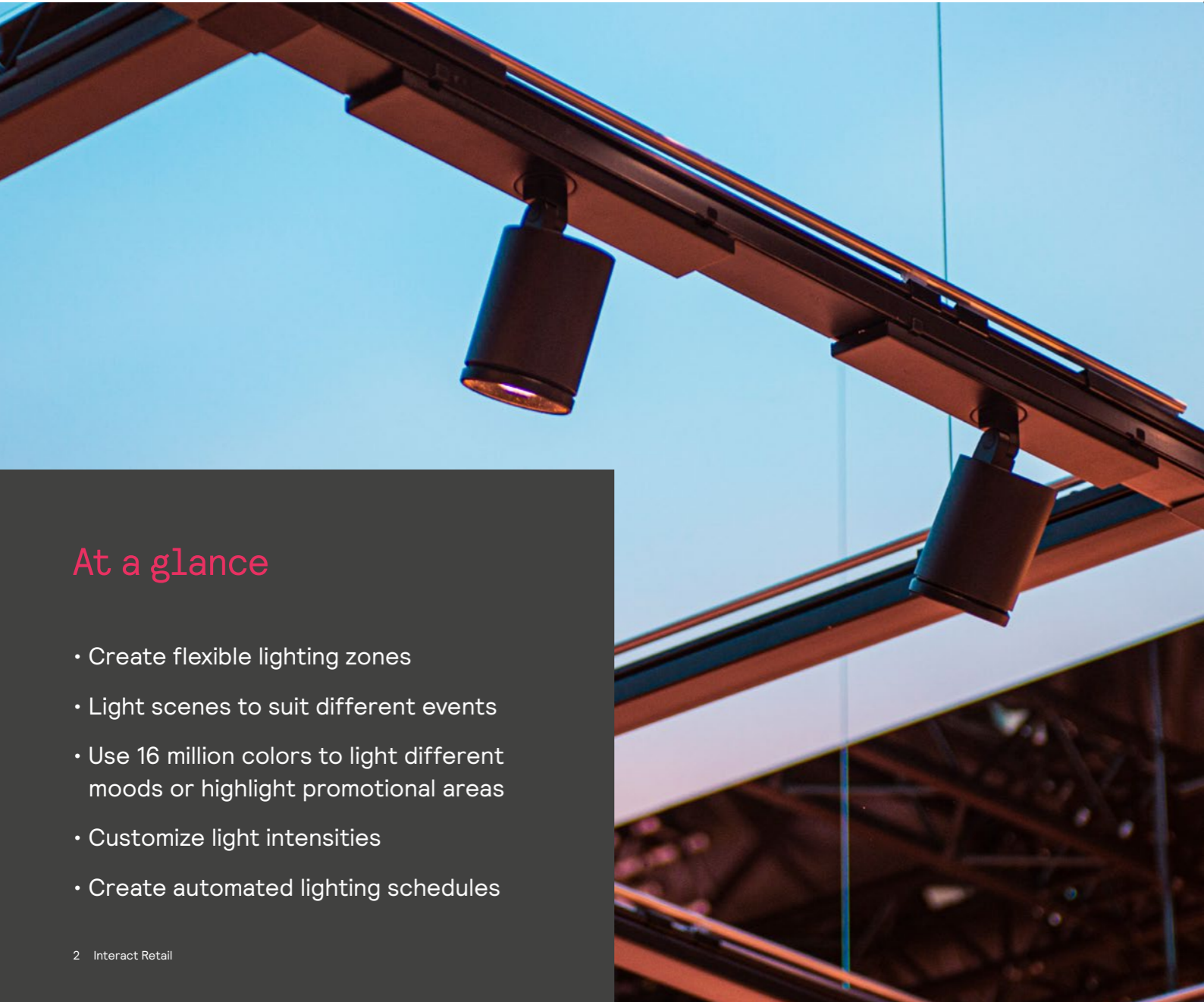
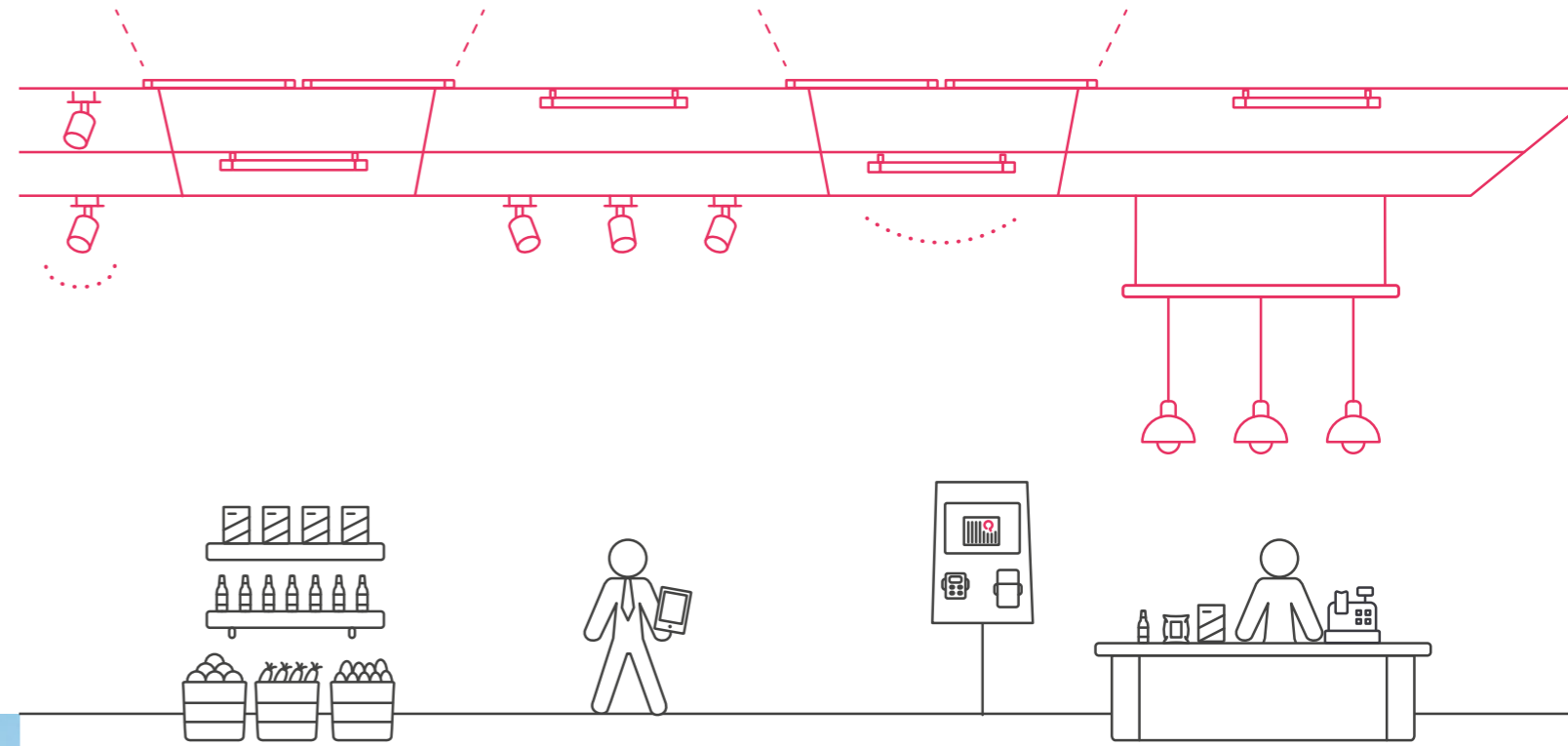
Attract more customers, enrich their shopping journey and convert more sales, by unlocking the power of light

With Interact Retail LED soft pastel uplighting, you can do all that and more. This new store lighting concept enables you to create stunning, flexible retail spaces with dynamic layers of light that bring different areas of the store to life. You can reinforce your brand, highlight promotions and events, and engage with shoppers on a deeper level to boost their loyalty and encourage return visits.

Influence emotions

Every retailer knows that changing displays and highlighting products has a positive influence on sales. Lighting scenes have exactly the same effect, influencing shoppers' emotions and behavior to increase dwell time and bring out the best in the products on display. Soft pastel uplighting with scene

management makes it easy to create distinctive zones that attract attention. You can emphasize a certain look and feel; a warm glow in the bakery or fresh blues by the fish counter. The concept works for different store zones as well as promotional activities, seasons, events or in-store (cooking) classes. Take it to the next level with scheduling to create impactful ambiances, at the right place and time. Think about highlighting areas to suit the time of day; the bakery in the morning, the wine department in the evening.



At a glance

- Create flexible lighting zones
- Light scenes to suit different events
- Use 16 million colors to light different moods or highlight promotional areas
- Customize light intensities
- Create automated lighting schedules

What is soft pastel uplighting?

Soft pastel uplighting is a new concept in store lighting. It works in harmony with your ambient lighting and spotlighting to create an extra layer of light in the form of a soft glow on the ceiling to emphasize particular areas with beautiful, colored light. The effect is irresistible. Shoppers are drawn towards the light to discover new merchandise, sales promotions, or areas of the store.

By playing with the light color and intensity it is possible to set the mood to suit each zone or occasion. Trigger more sales in the fruit and vegetable department with fresh and crisp colors. Tempt customers to your Easter promotions with soft pastel greens. Or put the chef in the spotlight. With a palette of millions of LED light colors to choose from, the possibilities are endless.

Color and emotions

As the creators of Philips Hue, we know a thing or two about color and the major influence it can have on people's emotions. Different colors affect us in different ways and can trigger a measurable response. In the retail environment this can be as simple as creating excitement around a display, arousing curiosity, or increasing dwell time and ultimately increasing conversion.

Lighting up sales

We conducted a series of experiments at Globus supermarket in Saarbrücken to study the impact of different lighting color combinations on customer behavior, and the correlation with sales. The study found the most effective setting for enticing shoppers was using spotlights with pastel colored uplights, which led to a 6% increase in sales of goods from the promotional area. The same combination also created the best stopping power, increasing customer visits in the promotional area by 15%, compared to standard store lighting. At the same time, the store realized energy savings of up to 75% compared to conventional lighting, making LED soft pastel uplighting a sustainable choice too.

Spotlights with pastel uplights led to

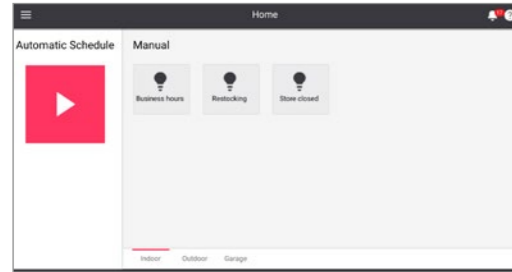
6%
more sales

15%
more visits

You are in control

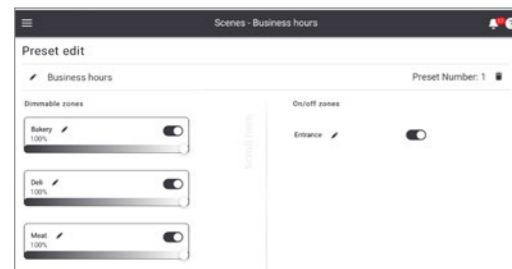
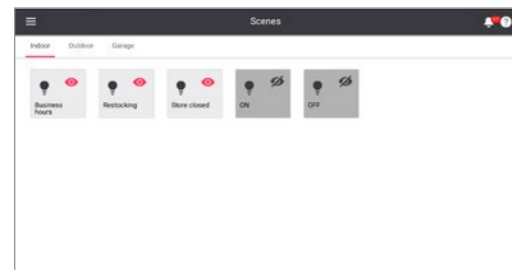
Our intuitive Interact Retail Control app makes it easy to create compelling shopping experiences by scheduling and zoning the color and intensity of your soft pastel uplighting to suit the exact needs of your store. And it's very flexible too. It's quick and simple to adjust the settings for events or promotions. Or for store layout updates.

Lighting status



The home page enables users to see at a glance the current lighting scene and next preset for each zone. The auto schedule mode can be paused and presets can be selected manually to give you total control over all your lighting.

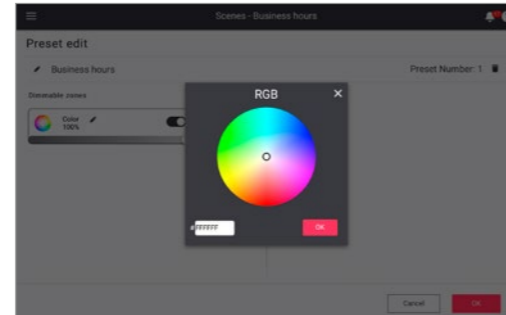
Edit scenes



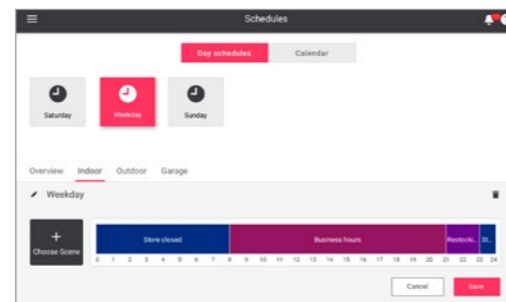
On the scene edit page you can customize light intensities, colors and dimming levels and assign them to different named areas in the store. You can also switch relay zones on or off and save or cancel any changes you make to the presets and add, delete or hide scenes whenever you like.

This can be done on-site for a single store, or remotely for your chain of stores. Simply upgrade to Interact Retail Multisite management to ensure brand consistency across your entire chain. Multisite management also gives you rich insights in energy consumption and lets you manage your lighting pro-actively.

Create zones of color

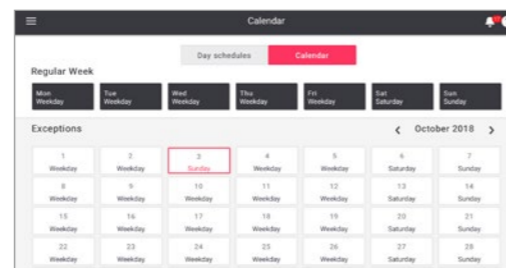


24-hour scheduling



The schedule page enables you to choose a preset and set its start and end time to build up a 24-hour schedule for each zone. After all, it wouldn't make sense to highlight the wine department early in the morning, or the toy department late at night. Instead, you can create lighting scenes that reflect shopping habits and changing store dynamics.

Calendars and events



Scheduling is easy too. You can assign recurring day profiles by assigning them to a particular day or days of the week, and even create exceptions to the rule by selecting a specific date on the calendar. The lighting schedules are the run automatically with the option to adjust them whenever required.



Influencing shopper behavior at Globus supermarket, Saarbrücken, Germany

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As a retailer, to stay ahead of the competition, you have to create a multi-sensory environment and a 'wow-factor' in your stores. Working with Signify has helped us realize the immense potential lighting can have and we have successfully been able to create triggers to direct our customers to promotional areas in our store and to inspire them in new ways.”

Norbert Scheller
Store Manager, Globus supermarket



Technical specifications

12NC	Product code	Description	Required numbers
913703013809	PDEG	Envision gateway	1pcs/store
913703081209	DDNG485	DMX controller	1pcs/store
913703090309	DDNP1501	12V power supply for DMX controller	1pcs/store
822206420910	Slave DMX 12/24V 3 channel IPS 4,8kHz	Slave DMX 12/24V 3 channel IPS 4,8kHz	1pcs/6m
822206420909	P02-AA-N14 RGB 296cm 48W IP20-20cm cable	RGB pastel uplight LED profile	2pcs/6m
828820208621	Profile mounting bracket-transp (10pcs)	Profile mounting bracket-transparent (collective package of 10 pcs)	4pcs/6m 4boxes/60m
910925864218	LL500Z SMB WH	Surface mounting bracket White (collective package of 40 pcs)	4pcs/6m 1box/60m
910925864220	LL500Z SMB BK	Surface mounting bracket Black (collective package of 40 pcs)	4pcs/6m 1box/60m
822278062376	LL500Z TCI PASTEL SET	Pastel 24V driver set with mounting clip and Maxos fusion power connector 7 wires	1pcs/6m

Integrates with Maxos fusion Have you seen the light?

Interact Retail soft pastel uplighting is designed to be combined with our hugely popular Maxos fusion trunking portfolio. It is easy to integrate into existing store Maxos fusion lighting installations. The adaptable LED trunking system delivers excellent quality of light and energy efficiency and reduces installation and maintenance costs. Best of all it offers the flexibility and freedom to position and reposition the lighting fixtures to accommodate any changes in your store concept or layout.

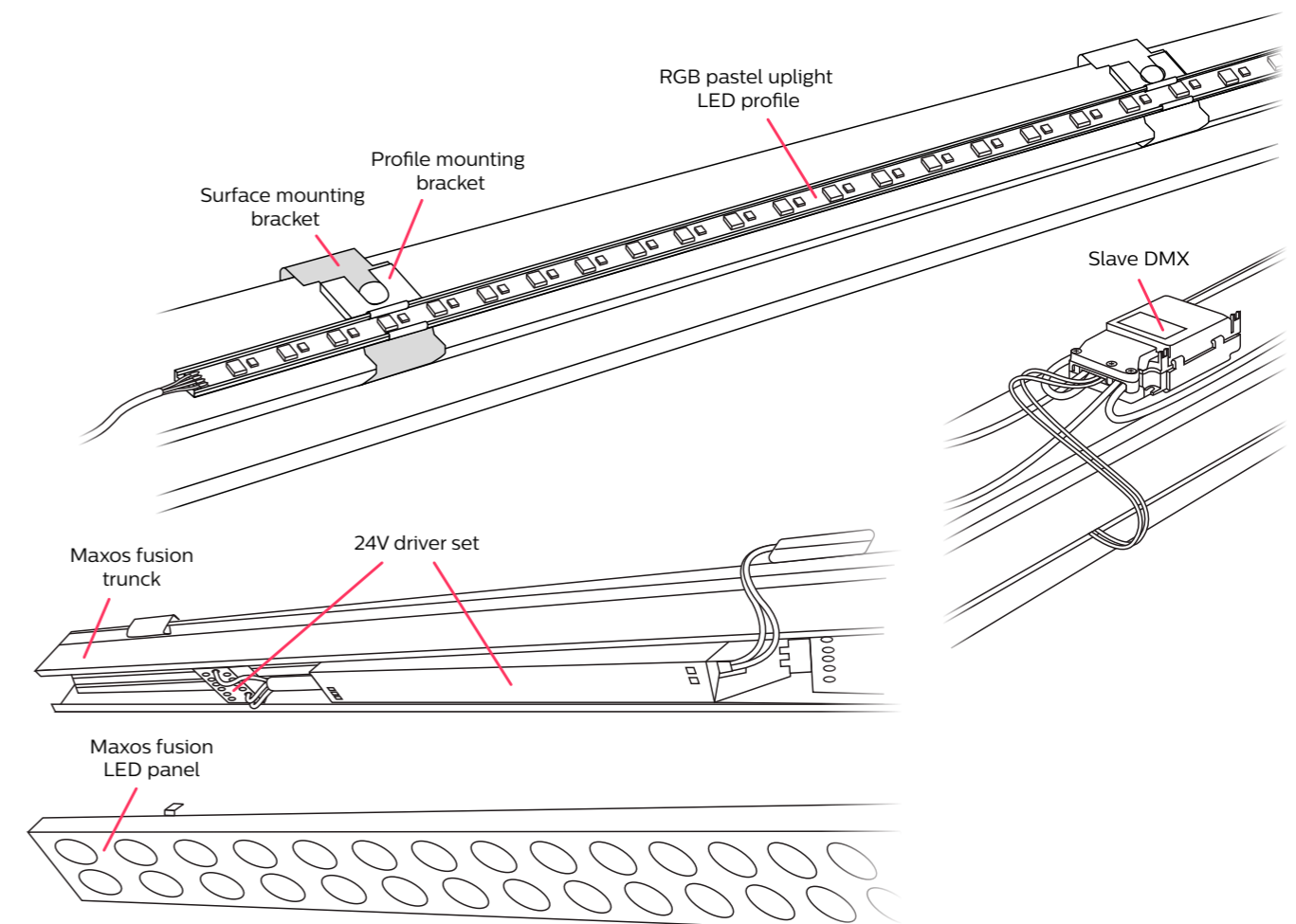
We are the leader in retail lighting with a trusted track record in providing relevant solutions that we can implement successfully. Our solutions have already attracted a great deal of interest from retailers. With proof like this, you can count on us to make a difference to your sales too.

- 2,000 retail projects and counting
- More than 1,000,000 connected light points
- Soft pastel uplighting can increase sales by 6% and traffic by 15%

To take store attraction to new heights and create compelling experiences contact your local Interact Retail representative.

Find out more about Interact Retail

www.interact-lighting.com/retail



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