

# Where there's light there's now internet



# A paradigm shift

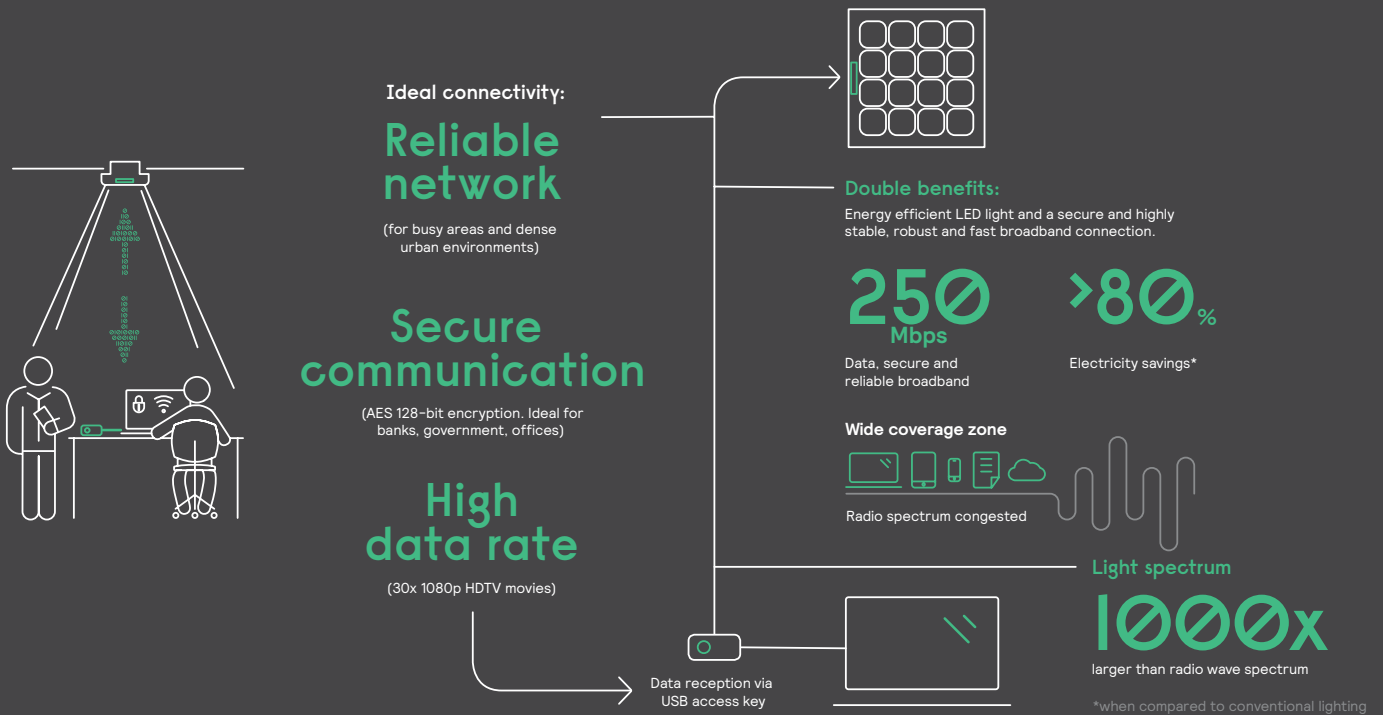
Using light waves to communicate. Sounds pretty amazing, right?

Well, internet use is exploding. Video streaming. IoT devices. Cloud-based services. With data traffic increasing exponentially, many in-house networks are literally running out of bandwidth.

So, here's the next big thing: use light waves to carry the data. Rapidly, reliably, securely.

At Signify we know a thing or two about light. And a Trulifi solution means you can transform any lighting infrastructure to provide a fast and secure internet connection. Even in places where regular radio wave connections are poor. It's game-changing technology. A true paradigm shift.

Trulifi from the world leader in lighting, provides a two-way wireless connection that is reliable, secure and fast.



## Smart and simple

Simply put, Trulifi systems modulate the light waves to transmit data using a transceiver. Then, all you need is a USB access key, which can be plugged into your laptop or tablet to receive and send data.

And unlike other LiFi systems, it works whether the room lights are on, dimmed or off. So it's 24/7. Just like your business.



# Create new internet highways everywhere

Trulifi benefits all sorts of work environments:



**Public areas**  
Ensures secure access to data in public areas



**Industry**  
Connects factory machines enabling the transition to Industry 4.0



**Office**  
Enhances the value of multi-tenant office workspaces



**Hospitality**  
Improves the guest experience in hospitality locations



**250**  
Mbps

**Fast**  
Downlink/uplink rates of up to 250 Mbps.

**ITU**  
**G.9991**

**Reliable**  
Guaranteed bandwidth. No interference. ITU G.9991 LiFi standard.

**AES**  
**128-bit**

**Secure**  
AES 128-bit encryption. Communication area strictly defined. Light waves can't penetrate walls! So, it's as safe as wired communication.

Find out more at [www.signify.com/trulifi](http://www.signify.com/trulifi) or turn to the next pages....

Taking the internet where it's needed

# Multi-tenant offices

Several trends in the evolution of business buildings are increasing the demand for better connectivity in the office environment:

## Trends in the office space



Flexible workspaces  
(>1 person per workplace)



Increased use of  
cloud-based work



More online collaboration  
tools (like Skype™, Teams™)



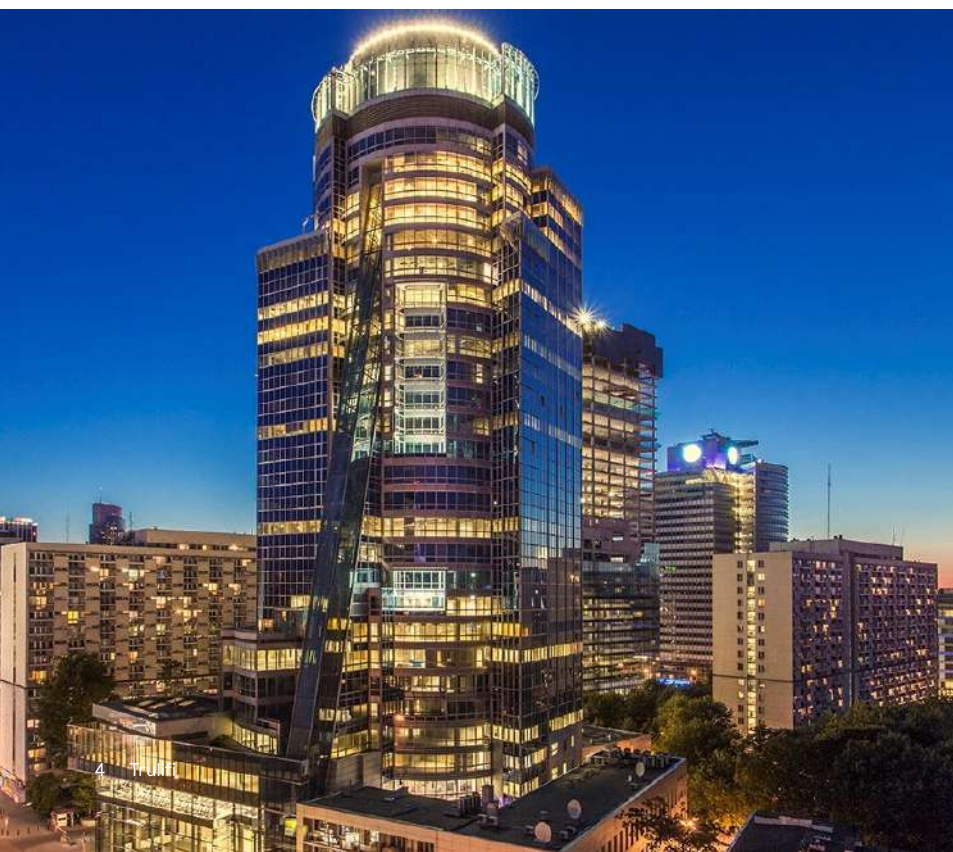
More “rent a spot”  
“hot desking”

For real estate owners and developers, Trulifi can potentially increase the value of their property by offering business renters stable, fast and secure network access alongside their current platform.

Coverage for mobile devices is improved. And by integrating this communications capability directly into the lighting system, the ceilings remain clutter-free – preserving the aesthetics of the building.

Trulifi is ideal for open plan office spaces, flex-desk areas, and rooms requiring high-speed internet connections for online meetings and the like.

Smart hand-over and interference management turn wireless connectivity into a hassle-free experience. And the provision of access keys and strictly defined communications areas ensures absolute security at all times.



## Case study

### Globalworth installs Trulifi in Warsaw office

Staying apace of the digital transformation in the rented office sector is crucial to this company's strategy. They chose the Signify solution not just because it is fast, but also because it offers the highest available level of security.

# Hospitality

When it comes to entertaining and accommodating people, hospitality businesses are often the trendsetters in the digital evolution:

## Trends in hotels



Wireless connectivity is a must have for any hotel



Guests expect the same quality as in office or home



More online content and video streaming services



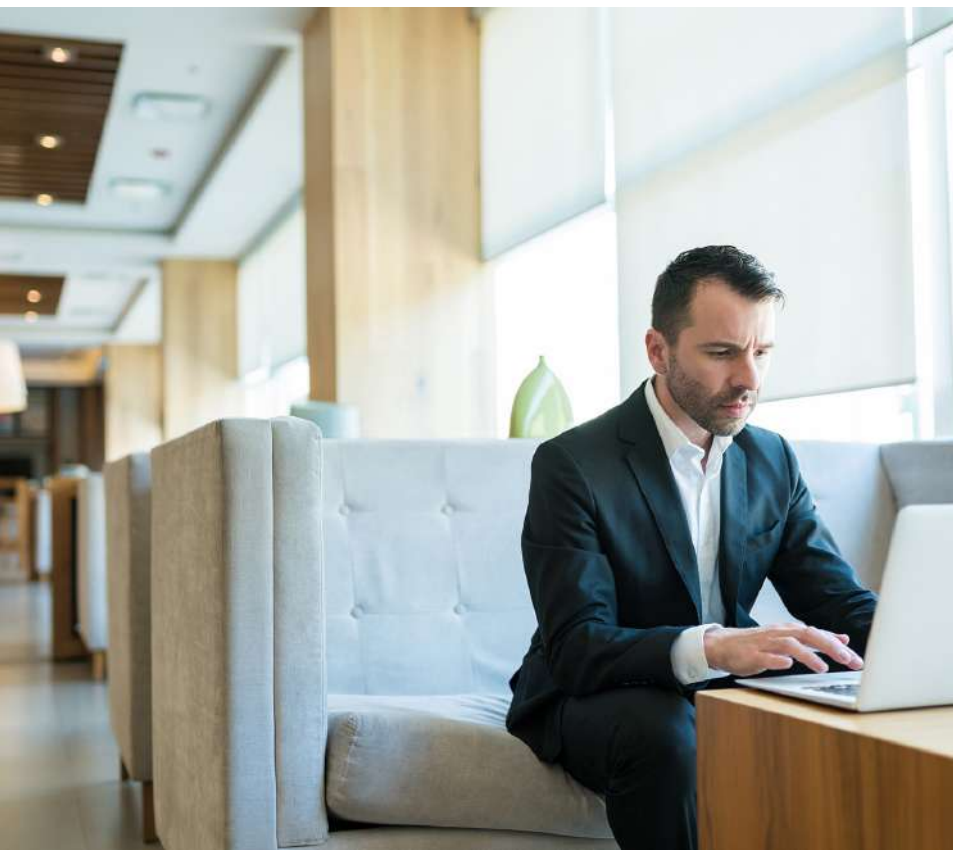
Online help desk tools.

To differentiate their services, hotel owners and franchisees catering to the business traveler are constantly looking for new ways to satisfy the needs of these discerning users. Providing a reliable and premium internet connection – one that is fast, hassle-free and highly secure – is a natural next step.

The Trulifi solution offers a new opportunity for hotel chains, as well as an additional revenue stream to delight their guests. Own-brand USB access keys can

be provided, which allow users to enjoy a high-speed, secure connection of up to 150 Mbps that is kept separate from others used in adjoining rooms.

To guests then, Trulifi offers a private, stable, secure and dedicated wireless network connection that is much faster than the usual WiFi connectivity. Guests can make use of LiFi hotspots in meeting rooms, lounges and guestrooms, where the network connections are simply plug and play.



Your location?

## Not all hotels are equal!

We are already creating pockets of excellent connectivity in the hotel world. From dedicated networks in conference facilities and LiFi hotspots in lobby areas to fast, secure communications in bedrooms. Will your hotel be next?!

# Industry 4.0

As factory automation evolves along the road to Industry 4.0, digitalization can be seen affecting several business areas:

## Trends in industry



Customer centricity



Smart global supply chain



Digital Factory



Intelligent distribution

Manufacturing and logistics operators (as well as related businesses) are increasingly in need of real-time data and control. For example, on last-yards connections and to control smart vehicles.

Trulifi from Signify offers a robust, low latency, and highly stable broadband connection, one that is every bit as good as a wired connection, or in other words, 'stable as a cable... but wireless!'. And it's ideal for places where wireless connectivity is poor or restricted.

With up to 250 Mbps connectivity to the backbone of an industrial network, machines up to eight meters away can be controlled faultlessly. This always-on, dedicated connection also ensures seamless hand-over as well as high-level security. And, it can be combined with existing lighting.



## Case study

### Wieland Electric

Wieland Electric is investigating the use of LiFi at its in-house manufacturing facilities, where it develops applications for industrial environments.

LiFi seen here at work on a production line for high quality electronic components. Configuration data are sent to the machine, while information on output or faults is sent back to the Wieland operating data collection system.

# Public areas

The mobile generation expects ubiquitous access to the internet. But security concerns are driving new needs in public buildings and other areas:

## Trends in the public segment



Digitalization of services



Increased use of cloud-based work



High security



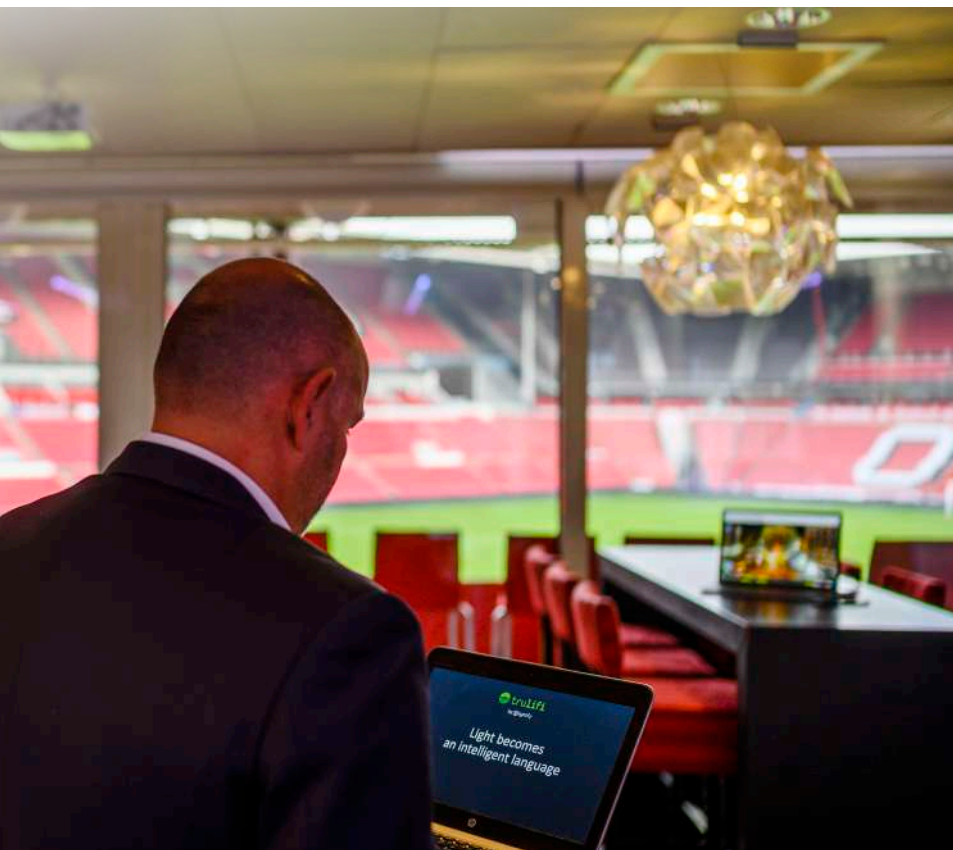
High demands for public visiting more online

The trend to more flexible work environments as well as the increase in online services has created more freedom for people... but it has also increased concerns about security. Walls have ears, right? The truth is, many password-protected networks are vulnerable.

LiFi – can protect this freedom while maintaining data security, because light does not travel through walls. In essence, it's as immune to eavesdropping as a cable would be!

Signify Trulifi leverages the existing lighting ecosystem of any building, offering a faster connection (up to 150 Mbps) and superior performance over WiFi. Used in addition to the regular network, it frees capacity for mobile phone users.

Trulifi – the best lighting and the best connectivity, combined in a clutter-free solution!



### Case study

## Philips Stadium Eindhoven

"Having installed Trulifi from Signify we are able to offer journalists, supporters and business guests an internet connection that matches the Champions league status of our club. Visitors can now communicate at lightning speed, reliably and securely."

Frans Janssen,  
Commercial Director of PSV



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