



Press Release

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Safe & secure: World Forum The Hague world's first congress center to install Trulifi by Signify

- World Forum The Hague hosts some of the world's most high-profile conferences
- Trulifi by Signify provides conference guests safe, secure, reliable and high-speed connectivity

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, and World Forum The Hague, leader in hosting high-profile conferences, announced the world-first installation of Signify's Trulifi in a congress center, ensuring that future conference guests can enjoy the benefits of safe, secure, reliable and high-speed connectivity via light rather than radio waves. World Forum in The Hague, the Netherlands, is known for hosting some of the most high-profile conferences in the world such as the Global Conference on Cyber Security, World Press Freedom Conference and Climate Adaptation Summit 2021. The first installation concerns one meeting room with the potential for more.

The content of some of the events that it hosts can be highly sensitive. That means that World Forum The Hague wants to do whatever it takes to provide visitors and participants the assurance that their data is routinely and rigorously secured, and the venue has become a front runner in Safety & Security. Their measures are reviewed ahead of every event and adjusted if needed.

Trulifi by Signify offers the perfect addition, ensuring meeting rooms are equipped with highly secure, reliable and high-speed wireless connectivity, while providing users with the same standards for ease of use and comfort as with other wireless technologies. LiFi is a wireless technology, but instead of radio waves, light waves are employed, ensuring the network is strictly limited inside each room. With additional custom encryption and specific access keys security can be even more specifically controlled.

"Although World Forum The Hague has a highly secure WiFi network, an increasing amount of our clients is cautious to work with WiFi due to the growing number of security breaches we see in the news. With Trulifi we can now offer our high-level clients a broadband connection that is wireless, both reliable and secure," said Marije Bouwman, Director of Operations, Safety & Security from World Forum The Hague.

"We are delighted and proud that World Forum The Hague is using Trulifi by Signify. This illustrates the relevance this relatively new technology for wireless connectivity can provide to congress centers around the globe. With this implementation we'll show how Trulifi is fast, secure and reliable and performs at the top of the market," said Olivia Qiu, Chief Innovation Officer for Signify.

More information about Trulifi by Signify and its benefits can be found [here](#).



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About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2020 sales of EUR 6.5 billion, we have approximately 38,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in 2020, have [been](#) in the Dow Jones Sustainability World Index since our IPO for four consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.

About World Forum The Hague

World Forum The Hague: Hosting the World!

[World Forum The Hague](#) is a full service convention centre located in The Hague between the beach and city centre and is only a 30 minutes' drive from two international airports. We offer one of the largest auditoriums, the King Willem Alexander, in The Netherlands (different capacities possible), 35 breakout rooms and exclusive use is possible! It's a compact venue, but still offers 12.000sqm exhibition space, including our new Queen Máxima expo, and a total of 17.500 rentable sqm. With a brand new look and feel World Forum is ready to host your (digital) event in The Hague!

GL events World Forum The Hague is a project of GL events (www.gl-events.com).