



## Press Release

June 9, 2022

### **Signify and Edzcom deliver wireless connectivity through existing streetlight infrastructure in City of Tampere**

- City of Tampere, Finland installs BrightSites solution by Signify to provide super-fast wireless communication using high-quality LED streetlights
- BrightSites leverages existing lighting infrastructure to deliver city-wide connectivity at fraction of the usual cost
- First ever end-to-end solution to solve cities' challenges of connectivity densification

**Tampere, Finland** – [Signify](#) (Euronext: LIGHT), the world leader in lighting, and Edzcom, a European market leader in Edge Connectivity solutions, are bringing the City of Tampere one step closer to the future. The unique BrightSites solution delivers fast, reliable connectivity to every street corner using the city's own network of streetlights. It removes the need to dig and lay fiber connections throughout the city, while needing only a fraction of the time and cost of traditional methods. This allows the City of Tampere to accelerate the deployment of present and future broadband IoT applications such as 5G, WiFi and smart city services.

"Tampere's ambition is to create the most sustainable society using the power of digitalization and technology," says Teppo Rantanen, Executive Director at the City of Tampere. "It's a society that lives on real-time, data-driven actionable insights. We have partnered with two industry leading companies, Signify and Edzcom, to create the foundation of such a society. With their technology and services, Tampere aims to take a leap forward in creating the society we strive for."

Through BrightSites, lighting infrastructure becomes a platform for real-time sensors, cameras, and other digital technologies. In the future, this could include technologies that provide situational awareness data for autonomous vehicles and data streams for drones, both of which will require city-wide high speed data connectivity.

Khalid Aziz, Head of BrightSites by Signify says: "Where there is light, there are people and where there are people, they need connectivity. Our newest BrightSites solution will help our customers to transform their traditional lighting assets into a digital platform. This opens up the opportunity for new business models and monetization for our customers. We truly believe that this is a game changer in deploying the communication networks of the future."

Mikko Uusitalo, Managing Director of Edzcom adds: "In the wake of rapid urbanization and industrialization, cities around the world are facing exponential demand for resources such as public transport, housing, water supply and sanitation. These issues cannot be ignored, and smart city



projects aim to tackle them by focusing on how technology can be implemented to improve the lives of citizens and make cities more sustainable in a socially inclusive way. With that being said, Edzcom & Signify are partnering with the City of Tampere for a Smart City Deployment: a city-wide network capable of managing smart city applications.”

For more information on BrightSites by Signify and the future of smart city connectivity, visit our webpages: <https://www.signify.com/global/innovation/brightsites>

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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 2021 sales of EUR 6.9 billion, we have approximately 37,000 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 five 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.