



Press Release

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Large-scale smart pole project in China tackles carbon emissions while bringing digital transformation benefits

- Signify has completed a large-scale smart city project in Huanggang City, Hubei Province
- Connected LED public lighting is paired with smart city features for energy efficiency and improved quality of life for citizens

Eindhoven, the Netherlands – [Signify](#) (Euronext: LIGHT), the world leader in lighting, has supplied LED street lighting, smart poles, and a connected lighting system to the industrial parks in Huanggang City in Hubei Province, China. This large-scale smart pole project will enable the province to save energy costs and emissions, while digitalizing the urban infrastructure.

“Upgrading municipal lighting to LED represents one of the cheapest and fastest approaches that China is using to achieving its carbon neutral goals,” said John Wang, president of Signify Northeast Asia. “The depth and scale of this project sets a benchmark for smart city construction in China.”

The city opted for Signify’s BrightSites smart poles, PhilipsLED streetlights, and Interact connected lighting system. This combination provides high quality and energy-efficient LED lighting, plus two-way communication on a cloud-based platform. The operations team can optimize street lighting performance and accurately measure energy usage in real time, all from a remote dashboard. This helps the team detect and act on any maintenance needs and optimize usage to bring down costs and energy-related emissions.

Even during daylight hours, the city’s lighting infrastructure is working behind the scenes. The BrightSites smart poles integrate security cameras, environmental sensors, Wi-Fi and other devices to collect city data and enable remote management and data analysis, all within a secure network. With this intelligent system in place, city planners can make informed decisions on issues like urban planning, safety, and traffic management, creating a benchmark for future smart city projects. LED screens integrated within the smart poles can be used to display information for citizens such as the date and time, weather forecast, real-time temperature, or city information.

“Signify’s smart street lighting solution not only creates a safer and more comfortable environment for staff to travel and work in Huanggang Industrial Park, but also significantly reduces lighting energy consumption and operating costs,” said Shiju Xie, Director of Engineering Department, Huanggang Rong Construction Investment Co. “It has laid a solid foundation for the digital transformation and



upgrade of the park and the city, and definitely will help boost urban sustainable development and new smart city construction. "

Climate goals

Modernizing public lighting in Huanggang Industrial Park and Jinmei Avenue in Huanggang City has helped Hubei Province reduce its carbon footprint and play its part in implementing China's carbon emissions reduction program. Under China's "dual carbon" national goals, the country aims to reach peak greenhouse gas emissions by 2030 and become carbon neutral by 2060.

Worldwide, replacing conventional street lighting with energy-efficient LED is an effective way to reduce energy consumption and associated emissions. A city simply switching conventional public lights to LED could expect close to a 50% reduction in energy consumption. When those lights are connected and include dimming and presence detection, the energy savings can be upwards of 90%.

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. In 2022, we had sales of EUR 7.5 billion, approximately 35,000 employees and a presence 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 six 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.