Press Information

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**Breakthrough Philips LED horticultural lighting and software enables growers to change light recipes to suit different crops**

**Philips GreenPower Dynamic LED horticultural production module launched at GreenTech 2016 in Amsterdam**

**Amsterdam, The Netherlands –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, announced the launch of its GreenPower Dynamic LED production module. The LED growth lighting and software are suitable for growers and researchers looking for more flexibility and precision – enabling them to switch between light recipes designed for nurturing different crops. It will be demonstrated for the first time on **Stand 11.101** at [GreenTech 2016](http://www.greentech.nl/amsterdam/) at **RAI conference center** in Amsterdam and is available in Q4 this year.

The Philips GreenPower Dynamic LED horticultural lighting and software allows growers and researchers the ability to adjust dynamically both the LED colors in the spectrum (far red, red, white and blue) as well as individual light intensities. This is in contrast to previous horticultural LED light with a predefined color spectrum which could not be altered. The new system delivers flexibility for researchers and growers to try out dynamic horticultural LED light recipes such as adjusting the light color during the day. This opens up new possibilities for growers to differentiate crop taste and increase yield.

**More control over cultivation**

Udo van Slooten, business leader for Philips Lighting Horticulture LED Solutions commented, “This dynamic growth lighting system is the latest innovation in the Philips Lighting GreenPower LED range. Now, growers and researchers can grow a variety of crops with dynamic LED lighting spectra and intensities with just one LED system. This means they can work with dynamic light recipes to meet the different growth needs of specific crops, flowers and plants.”

A recipe combines the following elements: light spectrum, intensity, illumination moment, uniformity and positioning. Using a light recipe, a grower can develop specific plant characteristics, from compactness, color intensity and branch development to flowering in order to improve results. For instance, some plants benefit from different lighting spectra and intensities during different phases of growth, such as cultivating the red coloration of lettuce. Also, these elements can be used to stimulate stretching or stem elongation to prevent a crop from becoming too long and less strong. More information about Philips horticultural LED light recipes can be found here: [www.philips.com/horti](http://www.philips.com/horti)

**Easy to install and maintain**

This dynamic lighting system is equipped with software that makes it easy to adjust the LED color and intensity. A sturdy cable, connector and mounting brackets are provided, allowing the lights to be easily installed at any height and location needed. An optional cable tree can be used to connect up to ten Dynamic modules to one junction box.

**For further information, please contact:**

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**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT) is a global leader in lighting products, systems and services. Our understanding of how lighting positively affects people coupled with our deep technological know-how enable us to deliver digital lighting innovations that unlock new business value, deliver rich user experiences and help to improve lives. Serving professional and consumer markets, we sell more energy efficient LED lighting than any other company. We lead the industry in connected lighting systems and services, leveraging the Internet of Things to take light beyond illumination and transform homes, buildings and urban spaces. In 2015, we had sales of EUR 7.4 billion and currently we have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>