Press Information

September 12, 2016

**Philips Lighting opens its indoor positioning technology to other lighting companies by launching YellowDot program**

* *YellowDot program enables luminaires to be certified for interoperability with Philips’ indoor positioning technology*
* *Philips Lighting plans to release three YellowDot Ready LED drivers by end of the year*
* *Trato-TLV Group joins the program as the first manufacturer and shows luminaires with Philips Lighting’s indoor positioning system at the Equipmag fair in France*

**Eindhoven, the Netherlands –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today announced its YellowDot program, opening its indoor positioning technology to work with LED luminaires from other lighting companies. The YellowDot program allows manufacturers to test and certify their LED luminaires to work with Philips’ indoor positioning technology, and is supported by the planned launch of three YellowDot Ready LED drivers (60, 100 and 150W) in Europe by end of the year. This move follows successful system launches in [Europe](http://www.philips.com/a-w/about/news/archive/standard/news/press/2015/20150521-Where-are-the-discounts-Carrefours-LED-supermarket-lighting-from-Philips-will-guide-you.html) and [Middle-East](http://www.philips.com/content/corporate/en_AA/about/news/archive/standard/news/press/2016/20160314-Shopping-at-light-speed-in-Dubai-with-Philips-Lighting.html), and addresses the growing demand from LED luminaire and retail customers for lighting based indoor positioning technology.

“With the YellowDot program, Philips Lighting and its customers are set to capitalize on the fast emerging market for commercial lighting systems that use indoor positioning. Venue owners such as retailers and malls will have more choice in LED luminaires which they can combine with the most accurate and scalable indoor positioning system in the market,” said Simon den Uijl, Manager Indoor Positioning Partnerships, Philips Lighting.

[Trato-TLV Group](http://trato.fr/en/), a French luminaire manufacturer, is the first to join the YellowDot Program, and will show LED luminaires that work with the Philips indoor positioning technology at the Equipmag fair in Paris from September 12-14, 2016. Trato-TLV Group has been designing, manufacturing and selling innovative lighting products for nearly 70 years for the service industry, retail outlets and shop chains, the transport sector and care facilities.

“By joining the YellowDot program, we are able to give our customers access to the best indoor positioning solution on the market, and are able to obtain a competitive advantage. The Philips Lighting YellowDot Ready drivers enable our luminaires to transmit visible light communication, without impacting energy consumption or lifetime,” said Guillaume Picha, General Manager Trato-TLV Group.

Philips Lighting’s indoor positioning technology works by individual light points transmitting a unique identifier through a modulation of light (a technology called Visible Light Communication) that is imperceptible to the human eye but detected by the shopper’s smart phone camera. Once the shopper downloads the retailer’s app they can choose to access location-based services, such as locate items on their shopping list to an accuracy of 30 cm. The data stream is one-way and no personal data is collected by the lighting system.

The indoor positioning technology is demonstrated at Equipmag, France’s leading retail fair in September 12-14 in Paris, by Philips Lighting [visit SILAB stand at 3C 125] and Trato-TLV Group [visit stand at 3D 032].

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**Notes to Editors**

**Privacy Protected**

The Philips patented indoor positioning system does not read information on a shopper’s smartphone and no shopper data is acquired or stored by the lighting system. Each light fixture transmits a one-way stream of digital information using Visible Light Communication (VLC). This one-way data stream is undetectable to the human eye but is picked up by the camera on the smartphone. The shopper opts into the service by downloading the retailer’s app. The coded location information is used by the app to provide location-based services. The shopper can turn off the app at any time.

**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, deliver rich user experiences and help improve lives. Serving professional and consumer markets, we lead the industry in connected lighting systems and services, leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2015 sales of EUR 7.5 billion, we have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>

**About Trato-TLV Group**

TLV-TRATO Group has been designing, manufacturing and selling innovative lighting products for nearly 70 years for the service industry, retail outlets and shop chains, the transport sector and care facilities, and hospital equipment for wards and technical platforms.