Press Information

March 06, 2017

**Philips Lighting installs first supermarket with indoor positioning in Germany**

* *EDEKA Paschmann supermarket in Düsseldorf first to pioneer Philips’ indoor positioning in Germany*
* *Philips Lighting showcases new location analytics and immersive indoor positioning experience with partners at EuroShop 2017*
* *Announces the addition of Bluetooth® Low Energy (BLE) to its system and   
  indoor positioning-ready luminaires allowing for broader use in shopping malls, fashion stores, hospitals and offices*

**EuroShop 2017, Düsseldorf, Germany** – Philips Lighting (Euronext Amsterdam ticker: LIGHT),   
a global leader in lighting, today announced that the EDEKA Paschmann supermarket in Düsseldorf is the first in Germany to benefit from [Philips’ indoor positioning system](http://www.lighting.philips.com/main/systems/themes/led-based-indoor-positioning.html). In collaboration with its [Location Lab partner](http://www.lighting.philips.com/main/systems/themes/led-based-indoor-positioning/indoor-positioning-partner-program) Favendo, Philips Lighting delivered a new app for smartphones that gives shoppers access to location-based services, such as finding items at the EDEKA Paschmann’s 2,400m2 shop area, with an accuracy of 30cm. EDEKA Paschmann is also the first retailer to benefit from the newly introduced downlights and spotlights that are compatible with Philips’ indoor positioning system.

“Philips’ indoor positioning system delivers real value and easy navigation for both the customer and the retailer,” says Falk W. Paschmann, Managing Director at EDEKA. “We are convinced that this system is future-proof, especially for larger stores and not only targeted for the younger clientele. Customers without smartphones will also benefit from the service, as our staff can use the app to search for goods faster and more reliably. Restocking the shelves is also much simpler with this navigation system.”

**Introducing new advancements in indoor positioning system**

At EuroShop 2017, Europe’s leading retail fair in Düsseldorf, Philips Lighting showcases the latest advancements of its indoor positioning system. By adding Bluetooth® low energy (BLE) as well as smartphone sensor-based positioning to its Visible Lighting Communication (VLC) technology, Philips Lighting offers a comprehensive, hybrid indoor positioning system. Retailers are able to provide their customers with a seamless experience from one system offering hyper-accurate location services as well as in-pocket notifications without the need to install separate technologies. In addition, Philips Lighting Bluetooth® low energy (BLE) beacons are easy to integrate as they come with multiple powering options ranging from full integration into the luminaires to track-mounted beacons.

Philips Lighting also announced its new adaptable LED trunking system [Maxos fusion](http://www.lighting.philips.com/main/products/maxosfusion) to work with indoor positioning and expanded its range of indoor positioning ready luminaires to downlights and spotlights[[1]](#footnote-1). With these additions, a wider variety of venues such as shopping malls, fashion stores, hospitals and offices will benefit from Philips’ scalable, single and   
multi-purpose indoor positioning system.

Philips’ location analytics dashboard is another new addition that provides improved possibilities for venue owners to analyze data generated by Philips’ indoor positioning system. Retailers that have access to the dashboard, showing the busiest areas in stores and the routes customers take to find products, are empowered to make better decisions on operations, marketing and store layouts.

**Immersive indoor positioning experience at EuroShop 2017**

“Since the last EuroShop, our indoor positioning system has significantly evolved and we are leading the industry with our extended indoor positioning-ready luminaire portfolio and the addition of location analytics,” says Gerben van der Lugt, Indoor Location Services Leader at Philips Lighting. “We also continue to fulfill the growing needs of the market by harnessing the innovation power of industry leaders and startups, bringing them together in our recently announced Location Lab partner program.”

At EuroShop 2017, Philips Lighting is inviting attendees to experience the future of retail and the latest innovations in their actual in-store settings and real-life application areas. The visitors can use a specially designed indoor positioning app to be guided through the booth and see the latest innovations for food and fashion retail and malls. Visit Philips Lighting booth at [Hall 9, B40](http://www.lighting.philips.com/main/support/connect/events/euroshop).

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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. [www.philips.com/indoorpositioning](http://www.philips.com/indoorpositioning)

**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>

1. New introductions in Philips’ indoor positioning compatible luminaire range include for example: Philips Luxspace downlight, Philips Green Accent Projector and Philips StyleID Performer. These luminaires are equipped with the Philips Lighting Visible Light Communication technology. [↑](#footnote-ref-1)