Press Information

April 24, 2017

**Guided by the light: MediaMarkt customers find products faster with indoor positioning from Philips Lighting**

**Eindhoven, The Netherlands –** Philips Lighting (Euronext Amsterdam: LIGHT), a global leader in lighting, today announced that MediaMarkt’s flagship store in the center of Eindhoven will introduce "Store Guide” app. It allows customers in store to use their smartphones to locate products and be guided to them quickly and easily thanks to innovative LED lighting that acts as an indoor positioning system.

**Taking shopper experience to the next level**

The “Store Guide” app uses Philips Lighting’s highly accurate [Philips Indoor positioning system](http://www.lighting.philips.com/main/systems/themes/led-based-indoor-positioning.html?origin=9_global_en_mme_ips) as well as indoor mapping from Aisle411, a partner of Philips Lighting. Each Philips LED luminaire in the store transmits its location through a modulation of the light that is imperceptible to the human eye but is detected by the shopper’s smartphone camera. This information works with the retailer’s app to provide location-based services such as finding products or receiving special offers. Privacy is guaranteed because no personal data is collected.  
  
The “StoreGuide” app, adds a new dimension to MediaMarkt shopping experience. It supports MediaMarkt’s new retail formula to take the shopper experience to the next level both offline and online by re-designing of the store and making it an inspiring and fun place.

"MediaMarkt is at the forefront of innovation when it comes to customer service and technology," says Gordon Scholz, CEO of MediaMarkt Nederland. "The Store Guide app fits the bill perfectly. Through indoor positioning from Philips Lighting we facilitate an inspiring, fun and convenient shopping experience for our customers.”

"Research from Philips Lighting with Kantar/TNS reveals[[1]](#footnote-1) that ‘locating products in a store,’ is one of the primary reasons for customers wanting to use a store app," explains Gerben van der Lugt, Head of Indoor Positioning at Philips Lighting. “We lead the industry with our energy efficient and indoor positioning-ready LED luminaire portfolio. Together with innovative partners we were able to realize the “Store Guide” app for MediaMarkt, taking shopper experience to the next level.”

The MediaMarkt Store Guide app has been developed by e-business solution provider novomind. US based company Aisle411, [a long-term partner of Philips Lighting](http://www.lighting.philips.com/main/systems/themes/led-based-indoor-positioning/indoor-positioning-partner-program?origin=9_global_en_mme_ips), was responsible for the digital map and routing. Pricer, an Electronic Shelf Labels company from Sweden, supplied an innovative system for determining product locations. The app runs on iOS and Android systems.

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Notes to editors

* The MediaMarkt Store Guide app can be downloaded from the Apple App Store and Google Play Store and can be used in MediaMarkt Eindhoven Centrum and Arnhem.
* The redesigned MediaMarkt in Eindhoven will open to the public on 26 April 2017
* Privacy Protected. The Philips Lighting patented Philips 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)
* Philips Lighting is a global leader in indoor positioning architecture and its VLC technology helps shoppers locate items with an accuracy up to 30 centimeters.

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**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. The research by Kantar/TNS for Philips Lighting was conducted in August-September 2015 [↑](#footnote-ref-1)