

# PHILIPS Lighting

## Press Release

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March 19, 2018

### **Philips Lighting underlines leadership in lighting for the Internet of Things with new IoT platform**

- *Company expands value beyond lighting products and connected lighting systems to services*
- *New IoT platform represents launch pad for data-enabled services*

**Frankfurt, Germany** – Philips Lighting (Euronext: LIGHT), the world leader in lighting, today announced a new Internet of Things (IoT) platform, called Interact, that will enable its professional customers to unlock the full potential of connected lighting for the IoT. The platform supports the company's strategy to deliver new data-enabled services as value expands from lighting products and systems to services. Today, the company also announced connected lighting systems that can generate and upload data to its Interact IoT platform to power a growing portfolio of data-enabled services.

Philips Lighting has already installed 29 million connected light points worldwide and plans for every new LED product it produces to be connectable by 2020. This growing number of connected light points, sensors and devices, as well as systems, can collect large volumes of data for which Interact was designed to handle. The highly secure, scalable cloud-based Interact platform uses sophisticated and modern data management and data processing capabilities, including machine learning, to bring sense to all manner of data – creating data-enabled services for customers that will deliver benefits beyond illumination.

A typical example of such a service is occupancy data from different buildings, combined and analyzed to help managers to understand and predict how people use office space. Such insights can help deliver savings by optimizing the use of existing office space and support better designed, more efficient buildings.

In addition, data from authorized third-parties can also be analyzed by Interact. For example, for a municipal authority, news articles and social media posts, reacting to a new lighting installation on a bridge, can be analyzed and data sent to a social impact app dashboard that summarizes the public sentiment.

“First, we led the way in energy efficient LED lighting, then in connecting lighting to deliver operational benefits for our customers. Now that light points are smart enough to collect data on their performance and the environment around them, we are tapping into that intelligence. By analyzing the data from our connected lights, devices and systems, our goal is to create additional value for our customers through data-enabled services that unlock new capabilities and experiences,” said Harsh Chitale, leader of Philips Lighting's Professional Business.

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Interact is also designed to foster innovation from third-party developers, development partners and customers. It includes a developer portal and a growing suite of licensed APIs, so that various data-enabled services can be developed.

## **Interact connected lighting systems**

Interact is also the name of the connected lighting systems that will not only support customers to improve their lighting experiences but can also generate and upload data to the Interact IoT platform. These connected lighting systems, offering a unified user experience, feature applications that address industry-specific verticals. Available now are:

- *Interact City* for public space lighting, roads, streets, pedestrian areas, parks and plazas
- *Interact Landmark* for architectural lighting
- *Interact Office* for offices and commercial buildings
- *Interact Retail* for large retail and food stores
- *Interact Sports* for stadiums

Later this year, the company will launch *Interact Industry*, which will be geared to the specific lighting needs of factories, warehouses and logistics centers. Other segment-specific Interact lighting systems will be added to the Interact portfolio in the months ahead.

To learn how the Interact IoT platform and Interact lighting systems are already benefiting customers around the world, please visit [Interact-lighting.com](http://Interact-lighting.com).

## **Notes to Editors**

### **Seamless transition**

Existing customers using Philips Lighting's connected lighting systems will benefit from a seamless transition to the Interact connected lighting systems through software updates. They will retain the features they have today and have access to the richer Interact software environment.

### **For more information please contact:**

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### **About Philips Lighting**

Philips Lighting (Euronext: LIGHT), the world 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 2017 sales of EUR 7.0 billion, we have approximately 32,000 employees in over 70 countries. News from Philips Lighting is located at the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.