Press Information

October 24, 2016

**Philips Lighting commemorates Big River Crossing grand opening with new connected lighting system**

* *Dynamic lighting installation illuminates the country’s longest public pedestrian bridge*
* [Philips ActiveSite](http://www.colorkinetics.com/ActiveSite/) technology enables efficient monitoring, maintenance and management of more than *100,000 Philips connected LEDs*

**Somerset, NJ –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today announced a state-of-the-art connected LED lighting system to be unveiled on the Big River Crossing as the finale of its grand opening celebration on October 22, 2016.

Spanning nearly one mile in length, Big River Crossing will be the longest public pedestrian/bike bridge across the Mississippi River. The new lighting installation will allow the region to showcase spectacular light shows and stunning dynamic effects, creating a center of activity for the local community and visitors while enhancing the vibrant waterfront and encouraging further development.

“Over the last century, the Harahan Bridge has been a centerpiece for the Memphis metropolitan area, its citizens, visitors and local businesses. Revitalizing the bridge and adjoining Big River Crossing through dynamic lighting experiences will ensure its role as a source of great pride for our city and the region for the next hundred years and more,” commented Mayor Jim Strickland.

The installation will feature more than 100,000 Philips light points including [Philips Color Kinetics ColorGraze Powercore MX4 luminaires](http://www.colorkinetics.com/ls/rgb/colorgraze-mx4-powercore/). These connected luminaires offer an expanded palette of more than a billion intensely saturated colors or finely tuned pastels and hues in a variety of beam angles so that the full volume and depth of the bridge will be showcased. These capabilities allow the LED lights to produce hundreds of possible configurations and light distribution patterns to create static displays or dynamic color shows that can be programmed to commemorate special events, holidays and important civic causes.

The installation is further enhanced by [Philips ActiveSite System](http://www.colorkinetics.com/ActiveSite/), a cloud-based connected lighting platform that provides remote monitoring and management capabilities to ensure operational efficiency and the ability to program the lights without being tethered to the bridge. Historical analysis and reporting tools also offer unprecedented insight into system operations, allowing system managers to evaluate and optimize performance.

“Technology is radically transforming the way public spaces are illuminated while also helping to contribute to the economic, social and cultural prosperity of the local community,” said Amy Huntington, CEO of Philips Lighting Americas. “This dynamic lighting system featuring high quality, energy efficient LED lights is designed to enhance tourism and community impact by reimagining how people experience the iconic boardwalk.”

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**About Big River Crossing**

At approximately 1-mile long, Big River Crossing is the country’s longest active bike-pedestrian rail bridge and the longest public pedestrian bridge across the Mississippi River. It serves as the centerpiece of Main Street to Main Street, a 10-mile multi-modal corridor between Memphis, TN and West Memphis, AR. After October 22, the bridge will be open daily to the public from dawn until 10 p.m. For more information, visit [bigrivercrossing.com](http://www.bigrivercrossing.com/).

**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 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](http://www.newsroom.lighting.philips.com/)