



## Press Release

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**Signify gives Indonesian bridges a new look to boost the local economy and tourism**  
*Signify's Interact Landmark system helps communities in Tanjungpinang and Samarinda*

**Jakarta, Indonesia** – Signify (Euronext: LIGHT), the world leader in lighting, has used its [Interact Landmark](#) connected lighting system and [Color Kinetics luminaires](#) to transform two landmark bridges. The bridges are located in: Tanjungpinang, the 225-meter Sei Carang Bridge, in an increasingly popular heritage zone; and in Samarinda with the 1.4-km Mahkota II which is the longest bridge in East Kalimantan. They represent more than just infrastructure connecting two banks of a river: they are now iconic attractions giving the cities a strong identity that boosts the local economy, tourism and civic pride.

“The Sei Carang bridge is now full of life with its dynamic, connected LED lighting,” said Drs. Raja Ariza, Mayor of Tanjungpinang. Many people, both locals and tourists, visit the bridge to enjoy the beautiful lighting which adds yet another tourist attraction to Tanjungpinang to complement our beaches and ocean. The new lighting is attracting visitors to the area which includes historic buildings from the Riau-Lingga Sultanate which we plan to revitalize as a heritage tourism spot,” added Drs. Raja Ariza.



*The illuminated Sei Carang Bridge in Tanjungpinang, Riau, using Signify's Interact Landmark to create a dynamic lighting. The local government can easily control the illumination scene to attract visitors and help improving the economy and tourism of the city.*

Part of Signify's success in Indonesia comes from bringing a connected LED lighting system and management software with luminaires to urban architectural projects. At the core of Signify's lighting projects is the cloud-based, Interact Landmark Lighting asset management software that



manages both the creative lighting effects and the technical functionality of the system. The Interact Landmark Lighting asset management software is used to control and manage light shows on the two bridges. The software provides dynamic lighting where each [Color Kinetics](#) LED luminaire can be remotely monitored and controlled individually or in groups to create unique, dynamic night scenes.

Meanwhile, stretching across the Mahakam River, the Mahkota II Bridge is the new crown jewel of Samarinda. The local government built a viewing area with street vendors where visitors can gather and enjoy the bridge's colorful lighting effects. Now, this space contributes social and economic benefits. Hero Mardanus Satyawan, Head of the Samarinda Public Works and Spatial Office commented, "The people here are very happy to have this new city bridge icon in Samarinda. Now, the colorful lights give them more reason to come out and proudly enjoy this landmark."



*Mahkota II bridge in Samarinda, East Kalimantan, is now adorned by colorful lights, creating a beautiful crown-like view at night. This long-anticipated bridge is now the new pride of the Samarinda citizens.*

It is the vision of the Indonesian Government for tourism to drive economic development, thereby supporting local communities. Signify is intent on helping cities across Indonesia revamp tourism-related landmarks into attractive and engaging locations.

"This is a great example of seeing light being used to usher in a new era of urban design and city beautification. This is what Signify seeks when we talk about 'the meaning of light'. We have shown in installations across Indonesia how dynamic architectural lighting makes a strong, immediate impact that reshapes and revitalizes the people and places it touches," said Rami Hajjar, Country Leader for Signify in Indonesia.

**Note to Editors:**

- Both Sei Carang Bridge and Mahkota II Bridge use Color Kinetics' ColorReach Powercore, ColorBlast Powercore and ColorGraze QLX Powercore to light up the structures. These high-performance, dynamic color-changing LED luminaires are premium, exterior luminaires designed to produce both white and rich, saturated, color and color-changing effects. Color Kinetic's Light System Manager Gen 5



and Interact Landmark's Lighting asset management remote monitor app are used for the show control and to remote monitoring, maintenance and control the lighting system.

- The Color Kinetics range of connected luminaires from Signify is available for a wide range of applications including floodlighting, grazing, wall washing, and direct view to meet the unique conditions and design requirements of each project.
  - Color Kinetics ColorReach Powercore is a long-throw luminaire designed for flood lighting tall buildings, bridges, and iconic structures
  - Color Kinetics ColorBlast Powercore is a medium-output luminaire designed for flood lighting for building facades, bridges, and iconic structures
  - Color Kinetics ColorGraze QLX Powercore is a high output linear luminaire designed for wall washing and grazing applications.
  - Light System Manager Gen 5 is a lighting show controller optimized for medium and large-scale LED lighting installations, offering the versatility to manage wide-ranging architectural, entertainment, and retail lighting environments.
  - Interact Landmark's Remote Monitor app is cloud-based, connected lighting software that enables remote monitoring, management, and maintenance of Color Kinetics LED lighting installations. The Remote Monitor App connects luminaires, controllers, and data to customers in unprecedented new ways and helps to protect your brand and lighting system investments by ensuring optimal lighting system performance.

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**About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2018 sales of EUR 6.4 billion, we have approximately 29,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for two years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.