



Press Release

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New BrightSites smart pole by Signify turbocharges cities' smart city infrastructure and looks good doing it

- **Smart pole is a ready platform for lighting and city-wide 4G/5G and WiFi infrastructure**
- **Accommodates wide variety of IoT sensors and cameras offering environmental monitoring and enhanced security options such as incident detection. Potential revenue-earning services through telecoms and advertising**
- **Sleek exteriors and concealed integrated antennas ensure these poles fit into their environment maintaining the city's overall aesthetic**

Eindhoven, the Netherlands – Digital infrastructure today is important to a city's economic vitality and quality of life, on par with physical infrastructure like roads, bridges, and water pipes. Yet most components of a city's digital backbone are insufficient to meet the modern connectivity needs of today (and tomorrow). The new [BrightSites](#) smart pole from [Signify](#) (Euronext: LIGHT), the world leader in lighting, provides an all-in-one solution. It accommodates a wide variety of IoT applications, always-on connectivity, cameras and environmental sensors – as well as controllable high-quality energy-efficient LED lighting – while maintaining the integrity of the urban environment.

BrightSites illustrates Signify's strategy to leverage lighting infrastructure to develop new capabilities and services for its customers. The innovation further underlines the company's leadership in lighting for the Internet of Things. The new BrightSites IoT poles build on [earlier smart pole technology](#) pioneered by Signify and Ericsson that provides LED lighting and 4G LTE wireless connectivity from small-cell base stations housed within the pole.

Evolution: from streetlight to smart pole

The new poles, with enhanced IoT capabilities, underscore the evolution of street lighting from being a municipal utility and cost liability, to a potential revenue-earning dynamic data point, wireless connectivity hub, and environmental monitor. This ability to host new services, such as telecommunications and even advertising, can generate revenue for municipalities.

"We've significantly upgraded our smart pole's connectivity capabilities, including digital sensors and stronger WiFi for local connectivity. Concealed integrated antennas offer 4G and 5G services from multiple carriers. This delivers on the promise of the smart city of the future – transforming the humble streetlight into a platform for delivering smart city services. A new range of sleek designs allow these poles to match any urban aesthetic," said Musa Unmehopa, General Manager of Signify's BrightSites venture.



Some of the plug-in features BrightSites smart poles offer include:

- Sensors to provide up-to-the-moment environmental monitoring, such as air quality, noise and incident detection and which collect data to support decisions that can enhance overall livability in urban areas.
- Cameras which can observe road conditions to help improve traffic flows, guide maintenance decisions and emergency crew deployment.
- Smart microphones equipped with advanced pattern recognition which can be triggered by noises associated with anti-social behavior such as shouting, car alarms, breaking glass, or even gunshots. They then automatically brighten the light, record audio and alert emergency services.
- Display screens which can offer important emergency messaging as well as act as a revenue generator as targeted advertising boards.

BrightSites smart poles have already been installed in cities around the globe, from New Caledonia to San Jose, US to Hospitalet, Spain. “The BrightSites smart poles have allowed us to transform public spaces by seamlessly integrating technology into citizens’ daily lives,” said David Quirós, City Councilor for Innovation and Culture – Hospitalet, Spain.

The BrightSites series of smart poles are commercially available globally.

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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.