



Press release

February 26, 2019

Innovative and interactive Philips lighting in the Posnania mall's Top Secret changing room.

Poznań, Poland – Signify (Euronext: LIGHT), the world leader in lighting, announced an extraordinary project [#PhilipsxTopSecret](#). Its goal is to help customers of brick and mortar shops make their difficult fashion choices. In the Posnania mall's Top Secret changing rooms, Signify installed innovative lighting – Philips PerfectScene. Through a special control panel installed there, the light can be adjusted according to current needs and purpose of the selected clothes, which noticeably improves customers' satisfaction and truly influences their purchase decisions.

According to a recent research¹, up to 60% of purchase decisions are made in changing rooms, which rarely are well lit. Moreover, prior to purchase, nearly one out of three buyers checks their look by taking a selfie. Top lighting, usually installed in changing rooms, lights mostly the top of the head while brightening the hair and shadowing off the eyes and the silhouette. Such lighting hinders customers' objective styling assessment and foregrounds body or complexion flaws.

Phillips lighting in the Posnania mall's Top Secret was installed alongside a mirror. Thanks to this, the whole silhouette is equally lit, which allows for more precise inspection of the styling. Well-matched light reveals textile's true colours, brings out its texture and embroidery and trim details. Such layout also gives the room a photographic studio feel, which makes selfies taken there look much better.

Up to 67% purchases Poles make are motivated by specific needs. It means it is important for us how the chosen clothing will look in precisely defined conditions, e.g. in a dimmed restaurant hall.

The answer to this need is the control panel which allows to choose one of three lighting settings – daylight, house light and evening light. Thanks to this solution, customers can be sure that the changing room mirrors the real conditions under which they are about to wear their new clothes – on a walk, at work, or at dinner. This interactive element brings entertainment into the shop, which is important for some buyers. Surrounded with well-matched lighting, customers perceive themselves and the changing rooms positively, while at the same time having a fun experience while shopping.

The Philips PerfectScene solution offers 3 lighting modes that simulate specific conditions, e.g. a dimmed restaurant hall where we want to wear the dress we're just trying on. After choosing the adequate option, light temperature and intensity automatically adapts to achieve optimal impression. It leads to more conscious purchase decisions, and hence – to higher customers' satisfaction and reduced returns rate.

¹ Study conducted in 2018 among Czech female customers of chain stores, <https://www.worldofonline.cz/kabinky>



Philips PerfectScene enhances shopping comfort and engages clients. Customer satisfaction is also improved by the fact that the LED lighting emits significantly less heat than halogens which in turn transforms the changing room into a much more comfortable and pleasant place.

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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 2017 sales of EUR 7.0 billion, we have approximately 30,000 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.