



Bring your city to life with connected lighting

Outdoor lighting
Philips Lighting
March 2014



What's globally changing in lighting?

The world needs more light
One billion more people
in the world by 2025

What's globally changing in lighting?

The world needs to get smarter
Energy efficient technologies like LED
can unlock significant energy savings



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An aerial night view of a city skyline, likely New York City, featuring a harbor with many boats and numerous illuminated buildings. The sky is a deep blue with some clouds. The text is overlaid on the upper portion of the image.

What's globally changing in lighting?

The world is increasingly digital
Digitization is changing the way
people use and interact with light



IntelligentCity

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Challenges for cities



Sustainability

- ... green city
- ... saving energy
- ... reducing carbon footprint
- ... minimizing light pollution
- ... ensuring sustainable public lighting



Economic uncertainty

- ... minimize investments
- ... being accountable
- ... manage city infrastructure
- ... reduce costs



Livability

- ... flexible light at the right levels, right color and right zone
- ... making cities more attractive to people
- ... providing comfortable high-quality lighting



Technological revolution

- ... complex data process
- ... open standards
- ... interfaces
- ... cloud-based computing
- ... deal with increasing costs and management burdens



Urbanization

- ... more light needed
- ... light that adapts and change to city needs
- ... light that is scalable and future-proof to cope with rapid growth



We help cities deal with
the challenges of city living

Philips IntelligentCity – A dynamic end-to-end lighting solution with services and software to help cities with their challenges and prepare them for the future



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IntelligentCity

an intelligent approach

Partnering with municipalities and service providers, offering a seamless connected public lighting solution through a lighting management platform, intelligent luminaires and dedicated services.

We provide a **step by step approach** which helps cities and city operators improve their operations, manage better their energy consumption, improve livability, safety and sustainability in their cities, while reducing costs.

Energy savings

+70%

Energy savings



Source: Salobre, Spain

Reliable software architecture

99,9%

System availability



Source: Availability report 2011-2013

Sense of security

+10%

Sense of security



Source: Los Angeles, USA



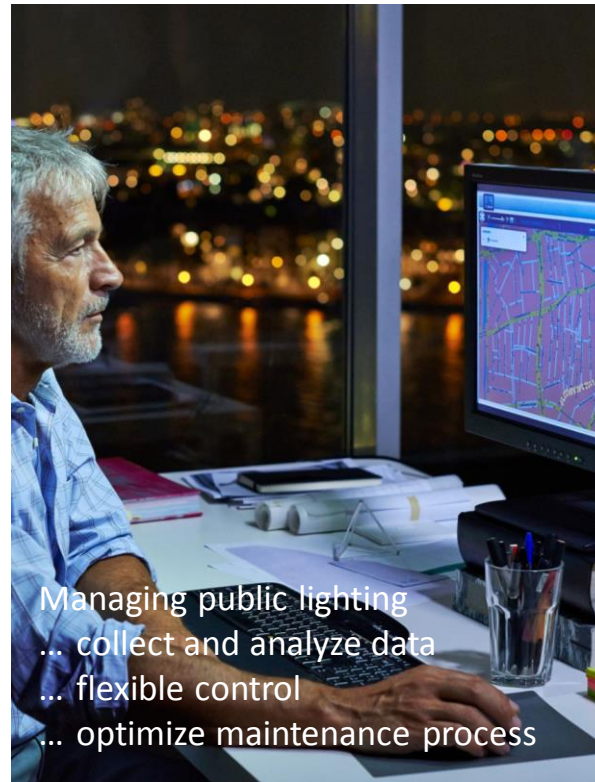
Bring your city lighting to life with IntelligentCity

For People



Increase safety
... vibrant and beautiful
city ambiance
... local income
... preserving night sky

For Lighting operators



Managing public lighting
... collect and analyze data
... flexible control
... optimize maintenance process

For Municipalities



Creating city identity
... increase livability and safety
... green credentials



Benefits for People

Lighting

- ... transforms cities
- ... creates vibrant spaces
- ... increases traffic and social safety
- ... but consumes 19% of world energy
- ... and makes night skies brighter

IntelligentCity restores the right balance

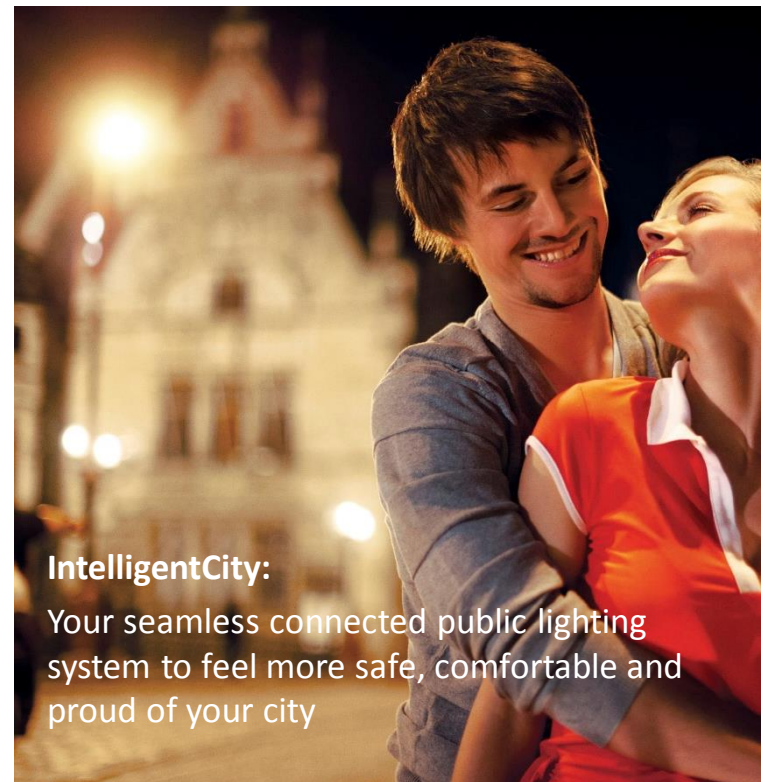
IntelligentCity improves the livability in your city:

Increase
traffic and
social safety

Well-being

City
beautification

Reduce fear of
crime



IntelligentCity:

Your seamless connected public lighting system to feel more safe, comfortable and proud of your city



Benefits for Operators and Service providers

Massive transformation from conventional to LED

- ... new digital connectivity technologies
- ... new opportunities
- ... optimizing your performance
- ... ease your work
- ... new business models.

IntelligentCity helps you to improve operational performance and reduce cost by:

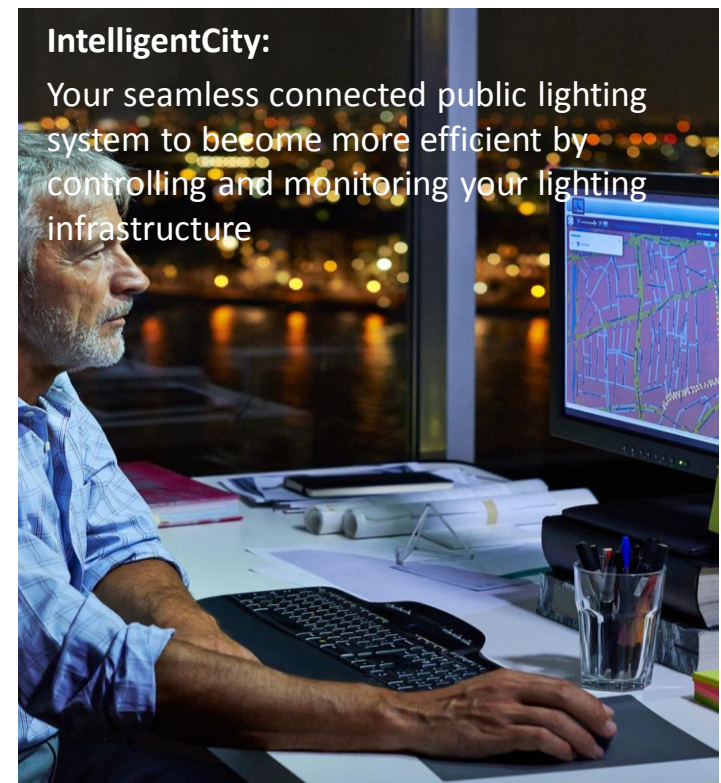


Effective and simple lighting management

Operational efficiency

Energy management

New business models





Benefits for Municipalities

Smarter lighting

- ... LED technology
- ... credibility opportunities to make cities smarter
- ... safer
- ... sustainable
- ... more livable

IntelligentCity turns public lighting into a smart innovative solution to enhance the image of your city by making it:

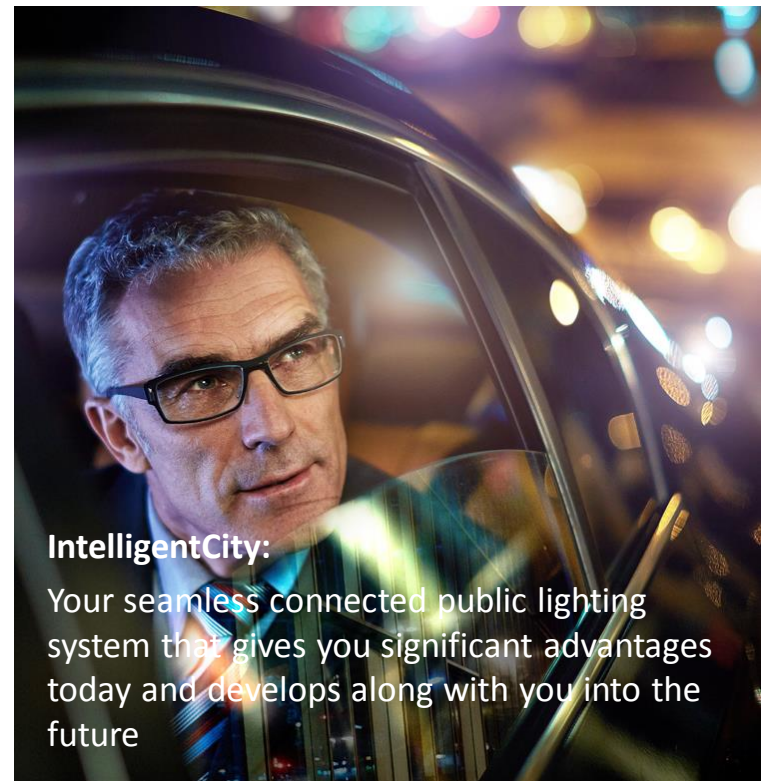


Green and sustainable

Safe and attractive for citizens

More optimally city branded

Innovative and future proof



IntelligentCity:

Your seamless connected public lighting system that gives you significant advantages today and develops along with you into the future



Be in control

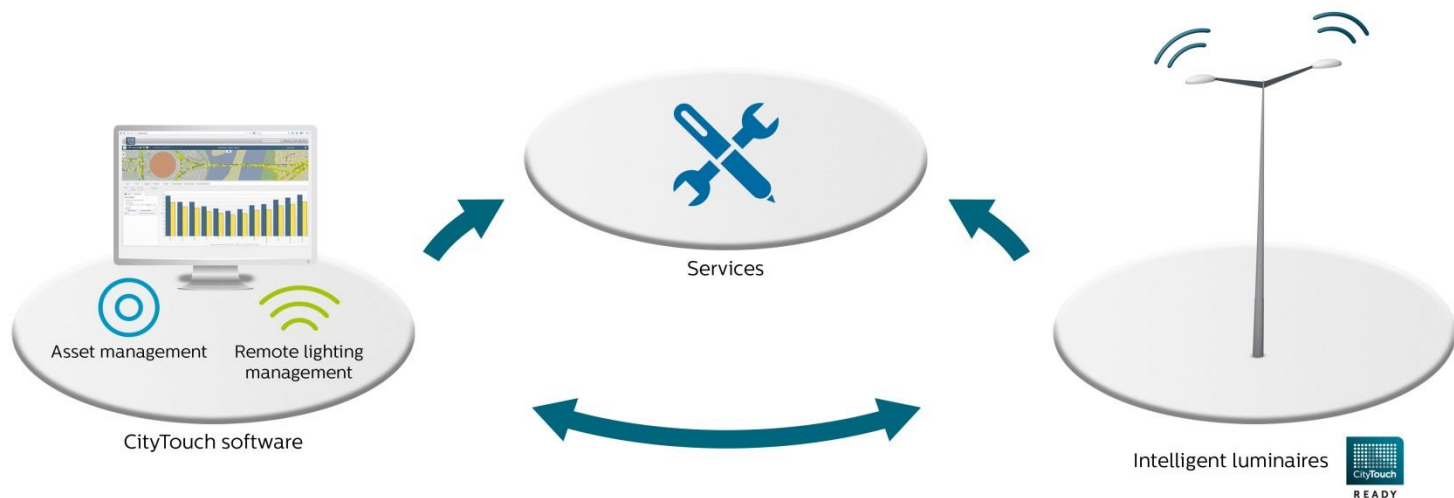


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IntelligentCity: How it works

- IntelligentCity is a connected public lighting solution that connects light points with advanced lighting management software and dedicated services
- Dynamic, intelligent and flexible to any situation
- Detailed, real-time insight into status of lighting assets
- Seamlessly balances city ambiance with sustainability and safety





CityTouch lighting management platform

A complete lighting management solution for entire city workflows...

Cloud based software service

We bring state-of-the-art software into lighting

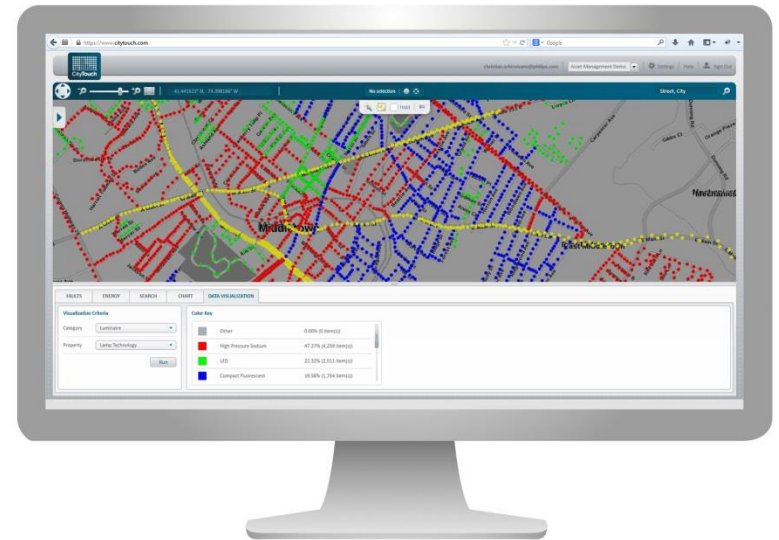
- Easy to use, intuitive workflows, beautiful and modern design

We are the outdoor lighting specialist #1 in the world

- We bring a full end-to-end solution in lighting

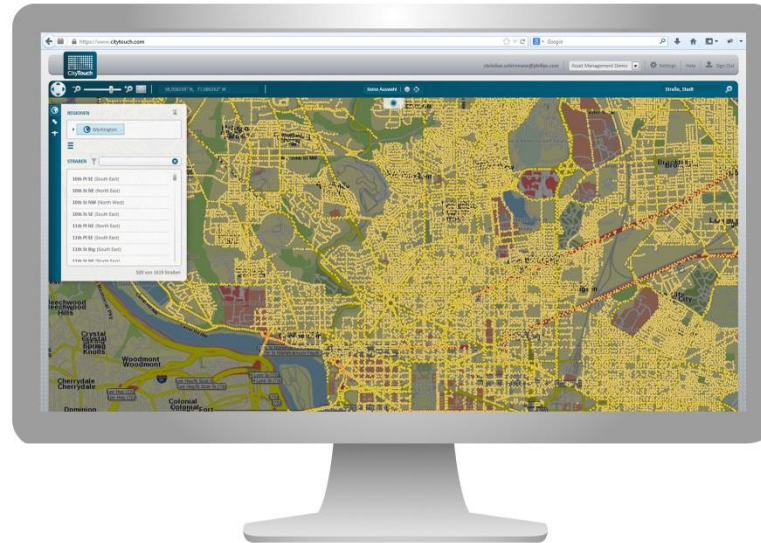
We provide the reliability of a global player

- Future-proof, scalable, secure





CityTouch lighting management platform



CityTouch LightPoint

Asset management application to control and manage lighting data and maintenance management



CityTouch LightWave

Remote lighting management to control and monitor public lighting infrastructure



CityTouch LightPoint

Asset management – the power of data

The lighting assets in a city can be complex to manage. They can comprise a mix of installations along with different kinds of luminaires, light sources, poles, etc. all with various lifetimes and failures.

Clear benefits:

Lighting Data Management

- Increased transparency
- Deep insights
- Improved decision making



Lighting Maintenance Management

- Predictive maintenance
- Reactive failure handling
- Continuous monitoring & documentation

CityTouch LightWave

Remote management – the power of control

A flexible service to manage mixed controls hardware solutions, including third party, through one simple user interface. Gives complete control over your city's daily lighting operation, including detailed analysis on system activities, tracking and energy reporting.

Clear benefits:

Remote management

- Flexible adaptation of light levels with a simple click
- Efficient planning through calendars

Energy measurement

- Real energy usage and full history
- Providing tools for measurement & verification

Light monitoring

- Actual lighting status
- Auto-notifications of faults





Intelligent luminaires

Reducing cost in installation, operation and maintenance



READY

Intelligent luminaires are designed for seamless connectivity with CityTouch via the public mobile network. No hassle in commissioning – just plug & play installation of the luminaire and then control and manage it from your desk through CityTouch lighting management platform.



Clear benefits:

Simple installation/operation

- Wide range available
- Easy to order and install
- Plug & Play installation
- Automated commissioning
- Automated location
- Automated asset data import
- No local networks

Connectivity

- Flexible adaptation of light levels
- Easy planning through calendars
- Easy adaption light levels
- Real energy usage & full history
- Providing tools for measurement & verification

Maintenance

- Actual lighting status
- Automated notifications of faults
- All luminaire data available type, drivers, LEDs, etc.
- Reduced spare part control
- Easy warranty



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IntelligentCity Services

Supporting services from start to finish



Advisory services

Basic City Audit
TCO / TVO calculations



Project services

Asset data import
Asset data collection
System integration



Lifecycle services

Extended Warranty
Maintenance packages
Energy Performance
Reporting & Consulting

Clear benefits:

Pre phase

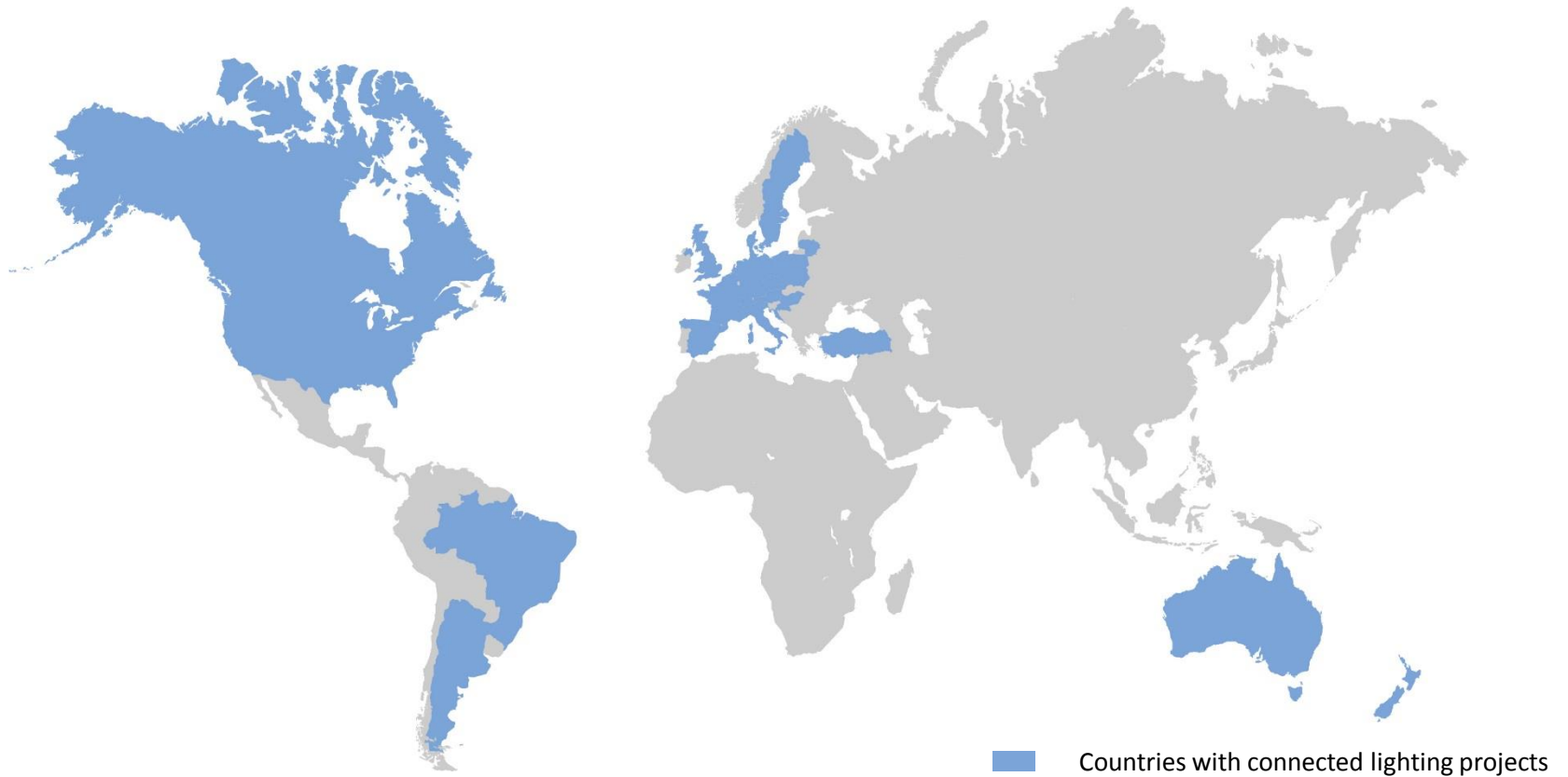
- Fast & underpinned decision process
- Expert analysis of lighting installations



Project and Lifecycle

- Investment protection
- Peace of mind
- Efficient execution and delivery
- Reliable expert partners over full lifetime
- All technologies and services under one roof

The reliability of a global player



Palencia (Spain)

installation 2013

2,000,000

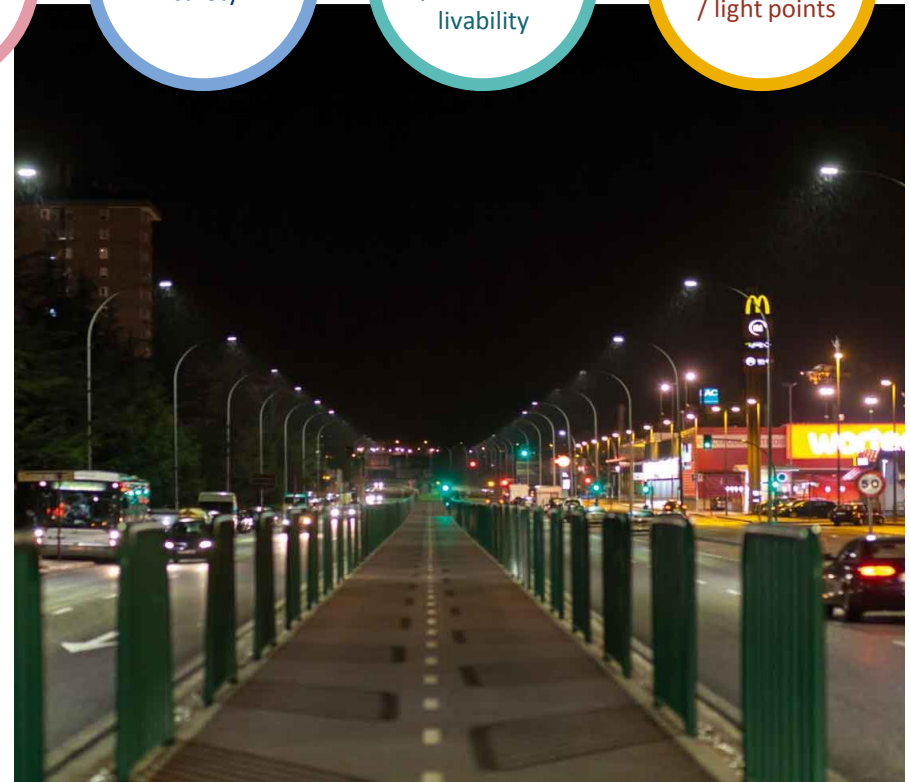
Financial
Savings / EUR

Improved
safety

Crime
reduced
/ Enhanced
livability

3,189

Large installation
/ light points



Holbaek (Denmark)

installation 2013

Total
control

Improved
safety

70%
Energy savings

9,000
Large installation
/ LED luminaires



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Rotterdam (The Netherlands)

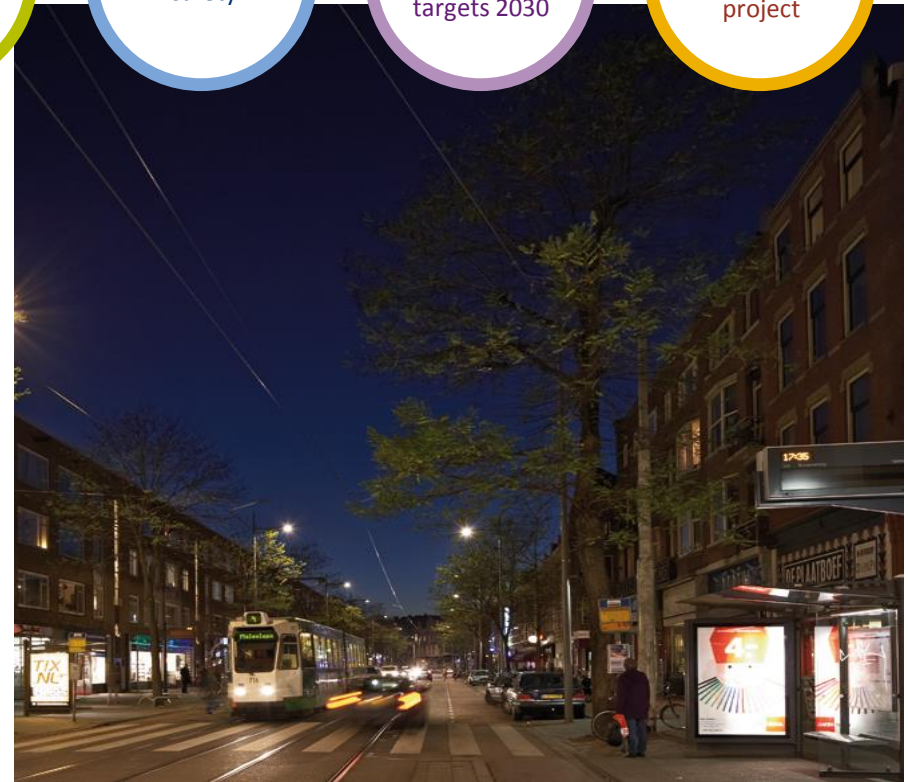
installation 2011

Reducing
operational
costs

Improved
safety

Realize
sustainability
targets 2030

1st
IntelligentCity
project



Rietberg (Germany)

installation 2012

50%

Energy savings

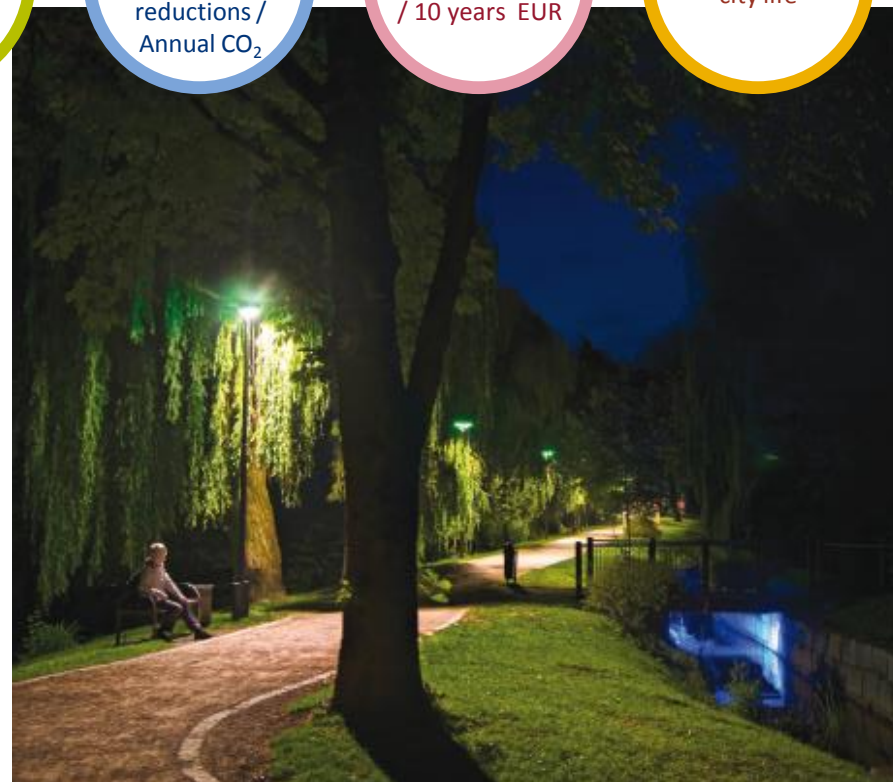
29.3 tons

Emission reductions /
Annual CO₂

117,476

Financial savings
/ 10 years EUR

Improving
city life



Salobre (Spain)

installation 2012

72%

Energy savings

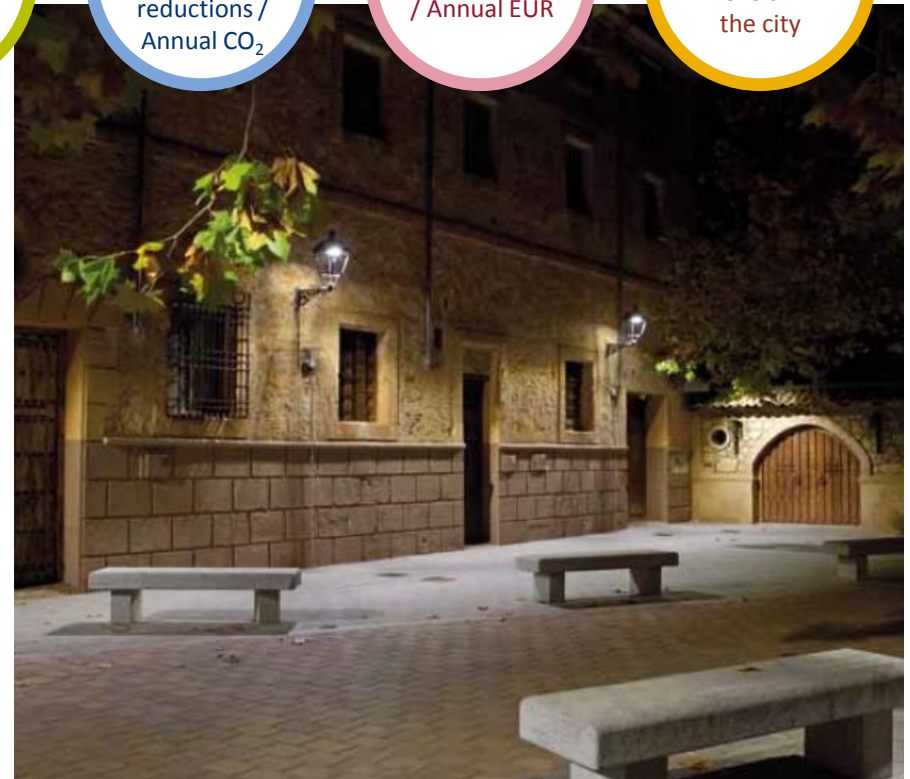
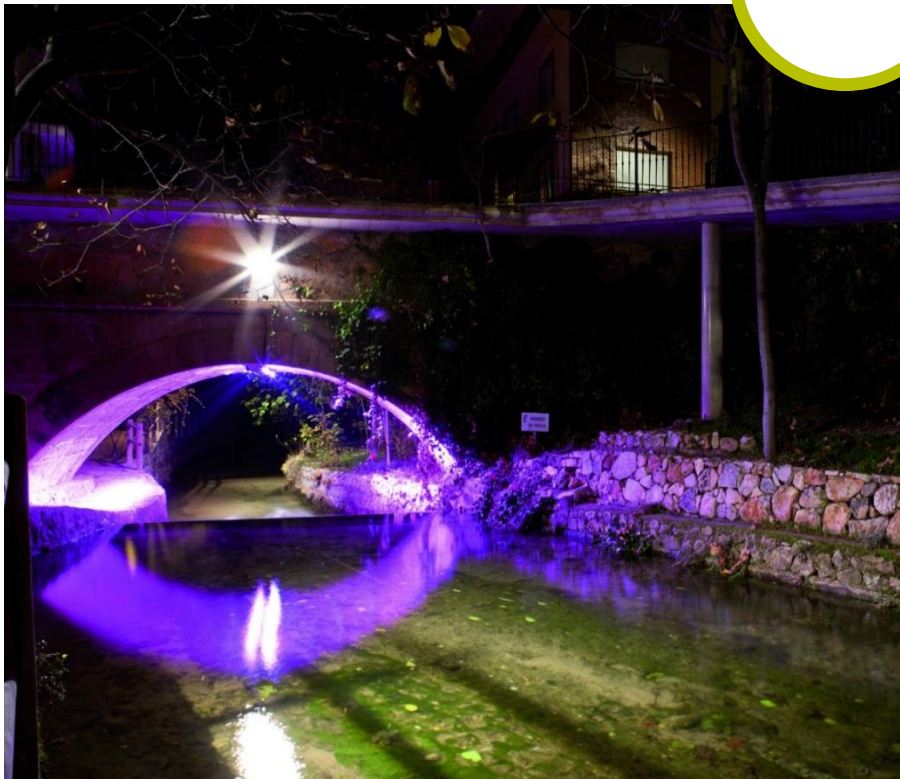
29^{tons}

Emission reductions /
Annual CO₂

18,459

Financial savings
/ Annual EUR

Optimize
lighting levels in
the city



Feel the difference in YOUR city





Join us
at the forefront
of the lighting
revolution

innovation ✨ you



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