

PHILIPS

sense and simplicity

Indoor LED Lighting,
now it's possible!

Hugo da silva
RBU Professional Luminaires EMEA
October 2009



Content

- SSL Luminaires: what are we doing today?
- SSL Luminaires: where are we going?
- Philips SSL Solutions
- Project Inspiration



PHILIPS

Mission Philips Lighting

We understand people... and improve their lives with lighting



We understand lighting

We understand people

PHILIPS

Lighting adds value to people's life



Shops



Industry



Roads



Healthcare



Consumer



Offices



City Beautification



Sports & Open areas

PHILIPS

LEDs, what we did so far...

Decorative, dynamic lighting

City Beautification



Shops



Hospitality



Healthcare



Traveler's delight



British Airways London Eye
London, UK

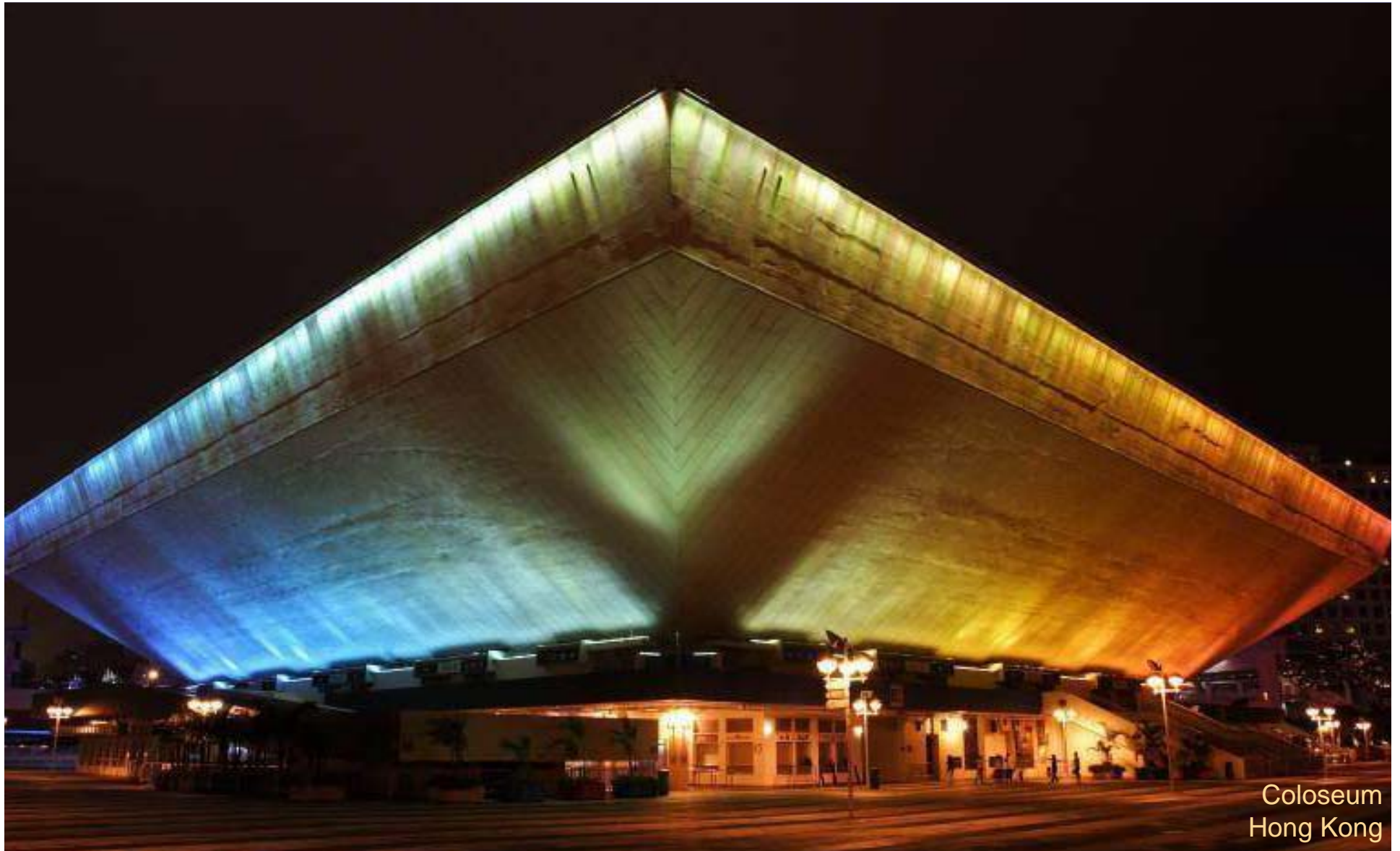
PHILIPS

Use of colours



PHILIPS

Dynamics



Coliseum
Hong Kong

Integration



Rustic Kitchen
Boston, USA

PHILIPS

LEDs, where are we going...

Moving into efficient white lighting

Street Lighting



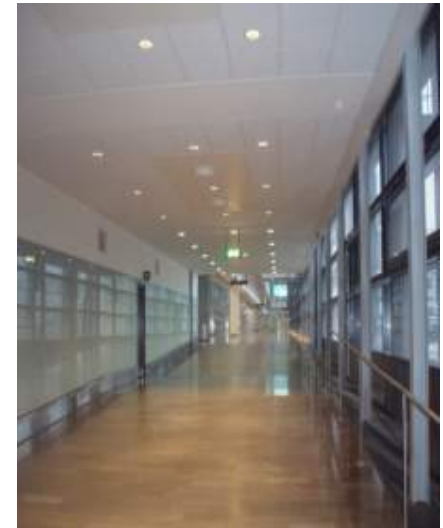
Flood lighting



Accent lighting



General lighting



PHILIPS

Facade Application



*Custom Tower,
Boston, USA*

PHILIPS

Outdoor Application



Ministerbuurt,
Eindhoven, NL

PHILIPS

General Lighting Application

Restaurant



Restaurant Flinstering, Breda, Netherlands

PHILIPS

General & Accent Lighting Application *Shop*



Heineken store, Amsterdam, Netherlands

PHILIPS

General Lighting Application

Office



Generali
Paris, France

PHILIPS

General Lighting Application

Hotel room



GRAN MELIÁ
RESORT
PALACIO DE ISORA
TENERIFE, SPAIN

PHILIPS

General Lighting Application

Big Areas



Stockholm airport, Sweden

PHILIPS

General & Accent Lighting

High end Shop



PHILIPS

General Lighting Application

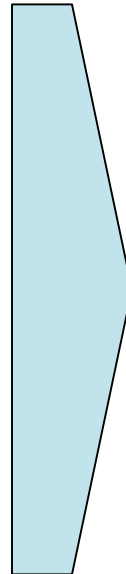
High end office & reception area



ARUP office, Amsterdam,
Netherlands

LEDs, where are we going...

*Moving into **efficient** white lighting*



- Decorative
- Ambience

- High efficiency
- Higher light output
- Long life
- Design freedom

LED is the Lighting Source for Tomorrow

Conventional Lighting Sources



LED Lighting Source

- Incandescent



- Halogen



- Fluorescent



- Gas-discharge



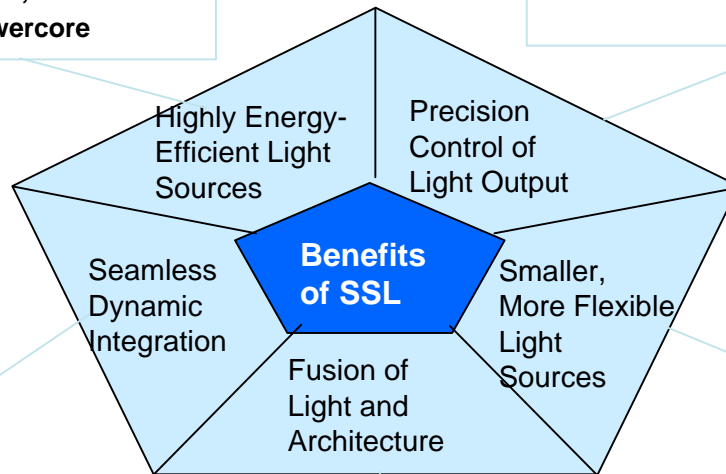
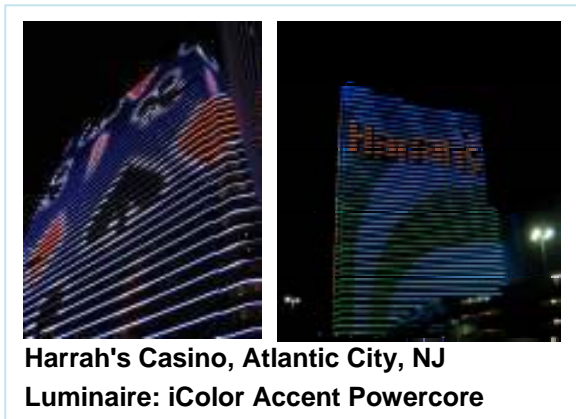
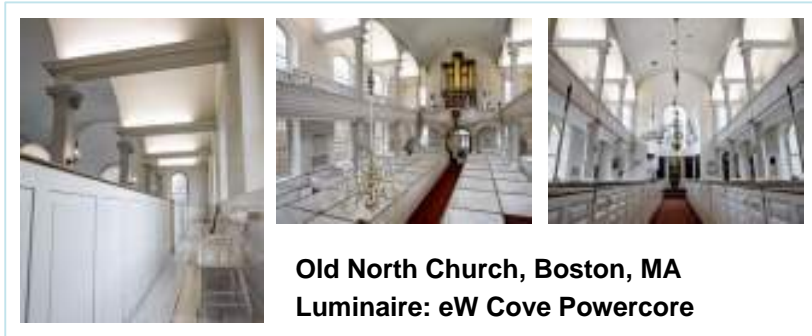
- Light emitting diodes (LEDs)



Benefits of LED Lighting

- Ultra long source life
- Low power consumption
- Low maintenance
- No UV radiation
- Cool beam of light
- Digitally controllable

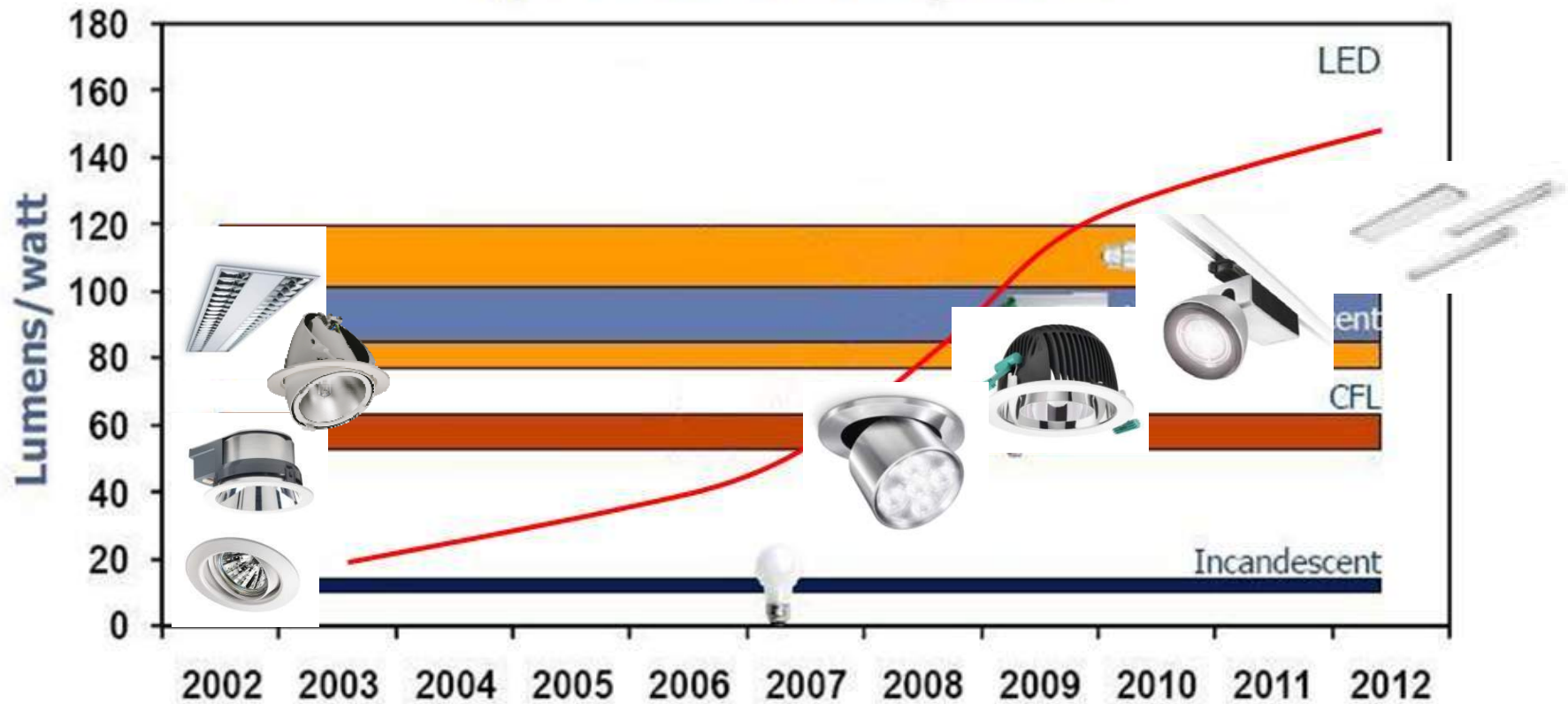
LED/SSL – key benefits



LED technology development

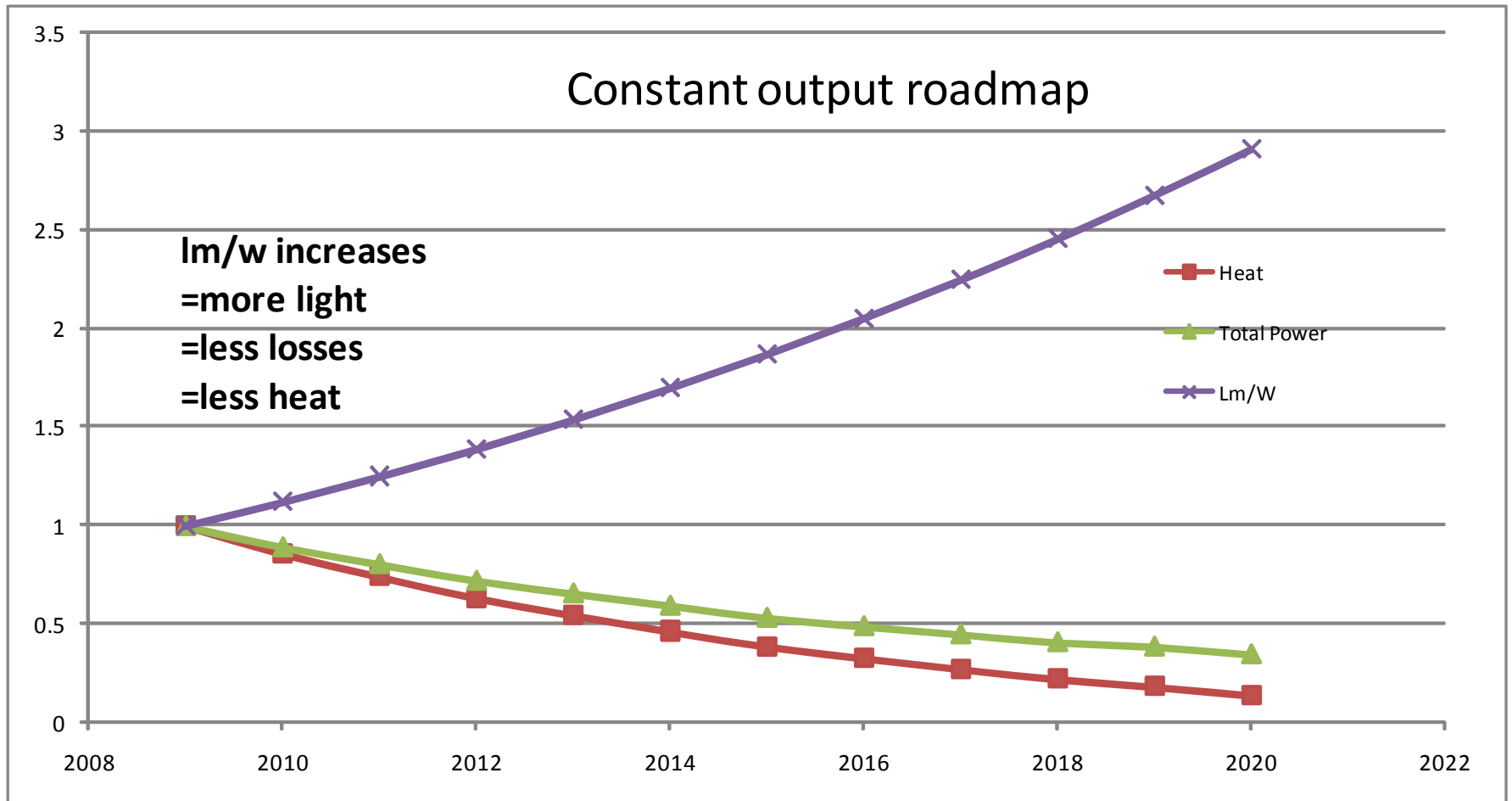
Rapidly outperforming conventional sources

Light Source Efficiency Trends







LED technology development

Rapid progress towards high energy efficiency


























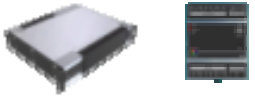


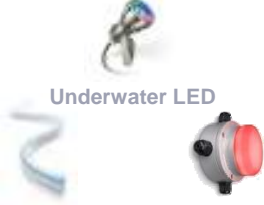

Innovation themes

Building on market drivers

Themes	Value drivers	Applications	Products
<p>Sustainability/TCO</p>  <p>asimpleswitch.com</p>	<ul style="list-style-type: none">- Energy saving- CO₂ reduction- Less maintenance	<ul style="list-style-type: none">- Hospitality- Shops- Healthcare- Outdoor	
<p>Scene Setting</p> 	<ul style="list-style-type: none">- Ambience creation- Flexibility- Enhance architecture- Communication	<ul style="list-style-type: none">- Shops- Healthcare- Hospitality- Outdoor	

Philips LED Solutions

Product portfolio Luminaires Europe SSL

Architectural Indoor	Functional indoor	Architectural Outdoor	Functional Outdoor	Controls
 <p>iW Profile g2 eW Profile</p>	 <p>Spot LED</p>	 <p>ColorBlast ColorBurst</p>	 <p>CityWing</p>	 <p>ColourChaser Wheel ColorDial</p>
 <p>Grazer LED</p>	 <p>ArcTone LED Smart LED Spot</p>	 <p>Smart Flood</p>	 <p>UrbanLine</p>	 <p>ColourChaser Touch iW Scene Controller</p>
 <p>iColor Cove iW Cove</p>	 <p>UnicOne LED Zadora LED</p>	 <p>Graze LEDline²</p>	 <p>CitySpirit LED</p>	 <p>iPlayer 3</p>
 <p>eW Cove LiteWand</p>	 <p>eW Downlight Fugato LED</p>	 <p>ColorSplash Beamer LED</p>	 <p>Smart Bollard LED</p>	 <p>ColourChaser DMX144 Pharos LPC1</p>
 <p>Wall markers</p>	 <p>LuxSpace</p>	 <p>iColorAccent iColor Contour Batten</p>	 <p>Pharos Controls</p>	
 <p>iColor Module iColor Tile</p>	 <p>DayWave</p>	 <p>Underwater LED Artis LED</p>	 <p>LSM VSM Pro</p>	

PHILIPS

Spot LED III

Replacing Halogen LV 50W



Key benefits:

- Up to 80% energy saving vs Halogen (50W)
- High quality finishing, wide range
- Dimmable



PHILIPS

100% SSL Shop with Spots & Downlights



29
Greggs store,
London, UK

PHILIPS

Smart LED Spot



Key benefits:

- Easy and value-for-money replacement for generic Halogen spots (up to 35W)
- Dimmable



PHILIPS

Revolutionary LuxSpace downlights



Key benefits:

- Highest efficiency downlight
- Compact form factor
- 3000K, 4000K
- Dimmable



PHILIPS

LuxSpace the most efficient downlight



32
*Arlanda airport,
Stockholm, Sweden*



Downlight breakthrough: LuxSpace

**Available
NOW!**



**Compact LuxSpace
2009**
Up to 2x26W CFL



**Mini LuxSpace
2009**
Up to 2x18W CFL



**Micro LuxSpace
2010**
• Up to 1x18W CFL
• Halogen downlight

Benefits:

- The most energy efficiency (60lm/W)
- Easy to install
- Compact size
- Comfort Version (UGR19)
- 3000K, 4000K
- Dimmable (DALI)



Offices

Hospitality

Retail

PHILIPS

DayWave Design & Dynamic Lighting



Key benefits:

- Breakthrough and unique design with soft lines
- Enhances well being by creating more natural, inspiring office spaces
- Create natural shifts in the office environment by subtle variations and nuances of light level and tone

eW Profile

Slim profile, easy to integrate



Key benefits:

- Up to 80% energy saving vs Halogen
- High quality finishing, wide range
- Real warm white: 2700K
- Dimmable

eW Cove

Flexible forms, easy integration



Key benefits:

- Delivers high quality white light
- Simple line-power installation which lasts for years
- White / RGB



Controls portfolio

Simple (no programming - no software)

ColourChaser Wheel
ColorDial
2BTouched UI Range (w2 09)



Medium (incl. Software & programming)

ColourChaser Touch
ColourChaser DMX48
ColourChaser DMX144
iPlayer 3
Pharos LPC 1 & 2



Complex (incl. Software & advanced programming)

Light System Manager
VSM Pro Composite
VSM Pro DVI
Pharos LPCx & AVC





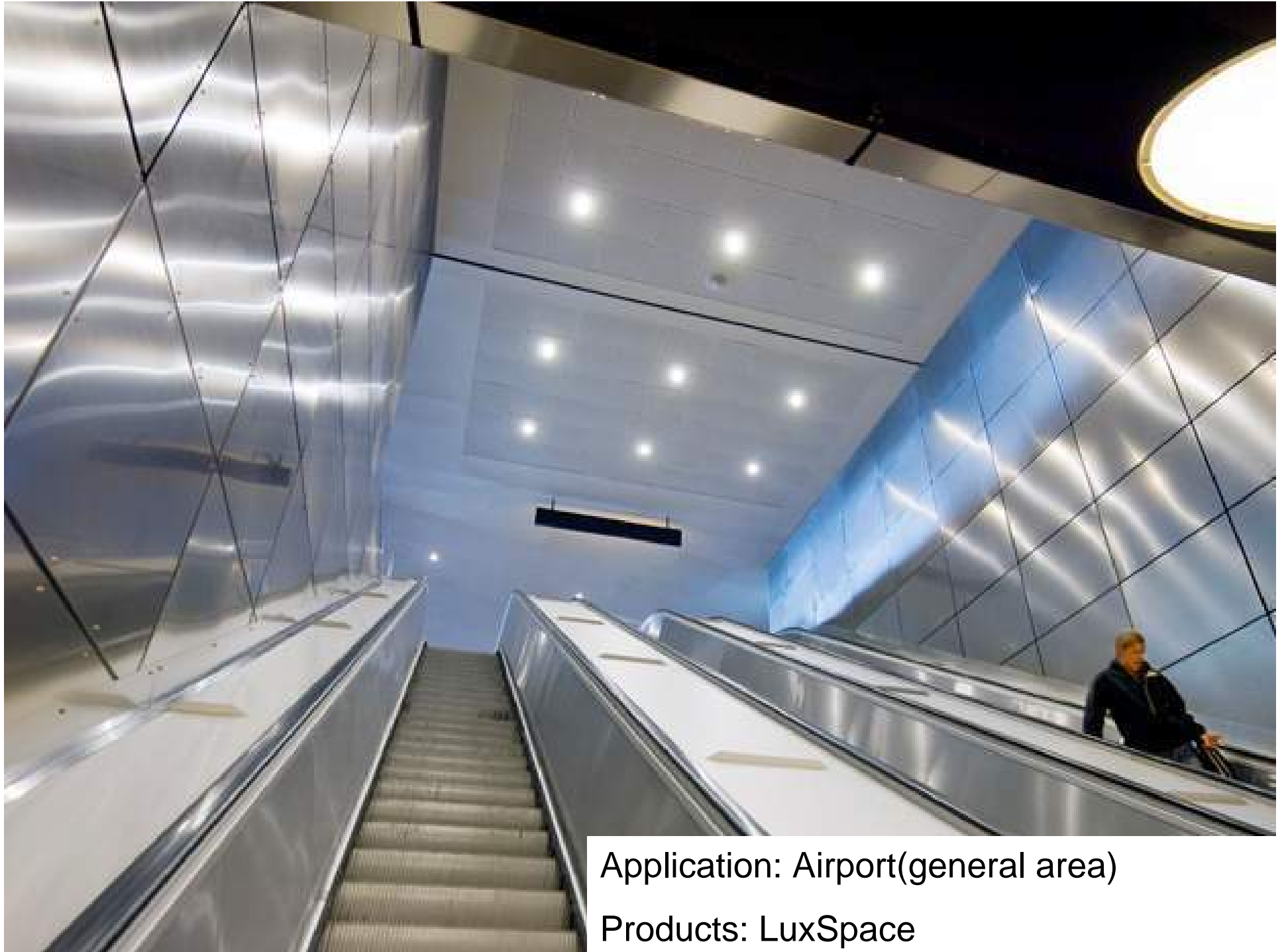
... AVALANCHE COMING....

... OF WHITE LIGHTING SYSTEM...



Application: Gas station Shop(general)

Products: eW Downlight and Spot LED II



Application: Airport(general area)

Products: LuxSpace



Application: Hotel Room

Products: Spot LED II



Application: Shop Window

Products: Spot LED II



Application: Bar

Products: Spot LED II



Application: High end Store

Products: Spot LED II



Application: Restaurant(general lighting)

Products: eW Downlight



Application: Display

Products: Spot LED I & Spot LED II



Application: Shopping Mall(general area)

Products: Spot LED II



Application: Meeting Room

Products: LuxSpace



Application: Corridor, general area

Products: Spot LED II



Application: Corridor, general area

Products: LuxSpace



Application: Accent Lighting(Shops)

Products: Spot LED II



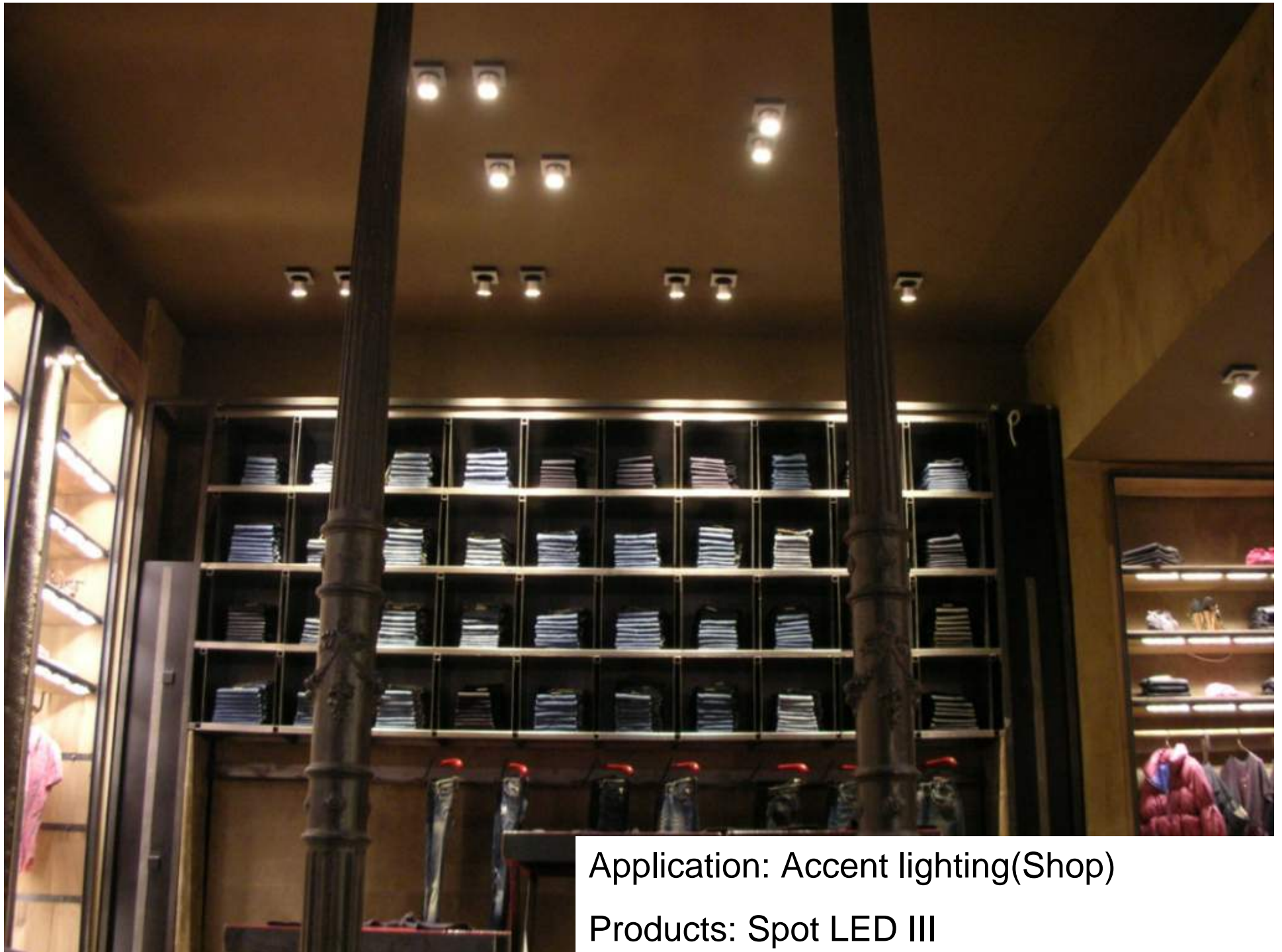
Application: Reception

Products: LuxSpace and Spot LED II



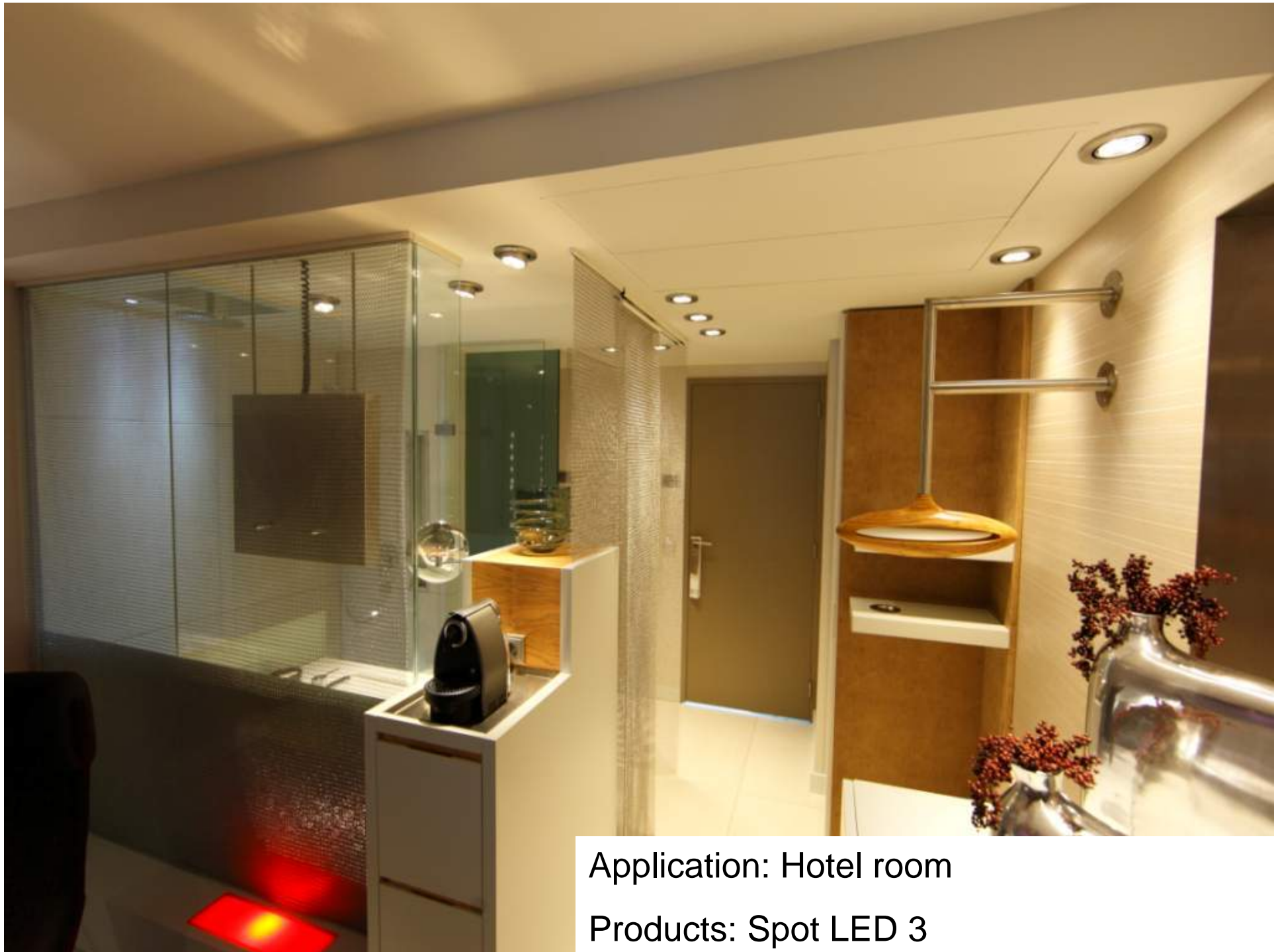
Application: General & Accent (retail)

Products: Spot LED III / LuxSpace



Application: Accent lighting(Shop)

Products: Spot LED III



Application: Hotel room

Products: Spot LED 3

