

Lighting as a Platform



Improving Your Lighting ROI with Bluetooth Enhanced Services

As facilities transition to LED, they are also leveraging technologies like *Bluetooth*® mesh to create a connected lighting platform that can serve as a central nervous system for their building. In addition to providing advanced lighting control, these systems establish a platform that enables enhanced building services, such as wayfinding, asset tracking, point of interest information, and space utilization, that significantly improve the ROI of a new lighting infrastructure.

10x
added value
through additional
services

“The value of additional services enabled by smart lighting is seven to ten times more valuable than the lighting controls and energy savings themselves.

Szymon Slupik, Silvoir



In Retail

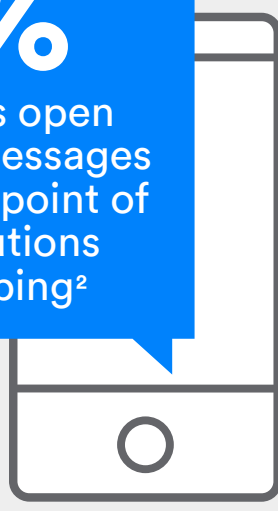


When switching out their traditional overhead lights with LEDs, Target installed Bluetooth beacons in the fixtures to enable wayfinding solutions

that help customers and employees navigate the store and find products faster and easier. Retailers around the globe are also leveraging Bluetooth beacons to broadcast personalized promotions that create better shopper experiences and increase sales.

91%

of customers open promotional messages received from point of interest solutions while shopping²



75%

of top 20 retailers have deployed location services³

“Bluetooth has given us the stability and reliability that were needed to provide accurate indoor location services.

Trevayne O'Brien, Pointnr



In Museums

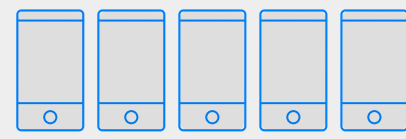


The Van Gogh Museum in Amsterdam recently replaced their lighting systems with Bluetooth enabled LED modules and sensors. As a result, the museum's lights

can now monitor lux, temperature, and humidity levels to help preserve priceless pieces of art with less maintenance or overhead expenses. Museums all over the world are also using advanced lighting controls to deliver point of interest information and wayfinding services that enhance the visitor experience.

100%

of phones, tablets, and PCs include Bluetooth¹



50%

reduction in lighting energy costs with smart lighting controls⁶



“The unique advantage of Bluetooth is that it's massively adopted by consumers.

— *Jakub Krzych, Estimote, Inc.*



In Offices

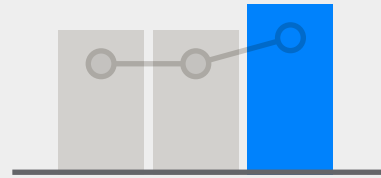


Recently, CBRE upgraded their Amsterdam offices with an advanced Bluetooth lighting control platform consisting of 400 ceiling luminaires. This new system collects data that

helps CBRE analyze building use to cut energy costs, optimize their employees' work environment, and take advantage of all available office space. The \$14.2 billion real-estate-services giant plans to similarly outfit many of its properties around the globe, allowing CBRE to provide tenants with the same infrastructure services and benefits.

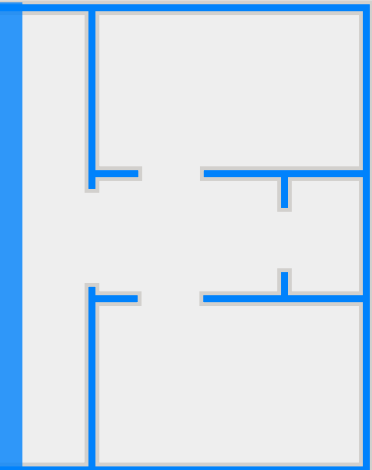
18%

boost in productivity at CBRE's head office⁵



up to **50%**

of real estate goes underutilized across the average firm⁴



“Lighting is just the medium through which the data flows.

— *Rick Jacobs, CBRE*

40%

of connected end points in commercial buildings will be smart lighting based by 2021¹

“Lighting is everywhere people are. By integrating Bluetooth into lighting, you create a Bluetooth network that lets you think beyond lighting, such as indoor positioning, asset tracking, and wayfinding.

Arthur Koopman, McWong, Inc.