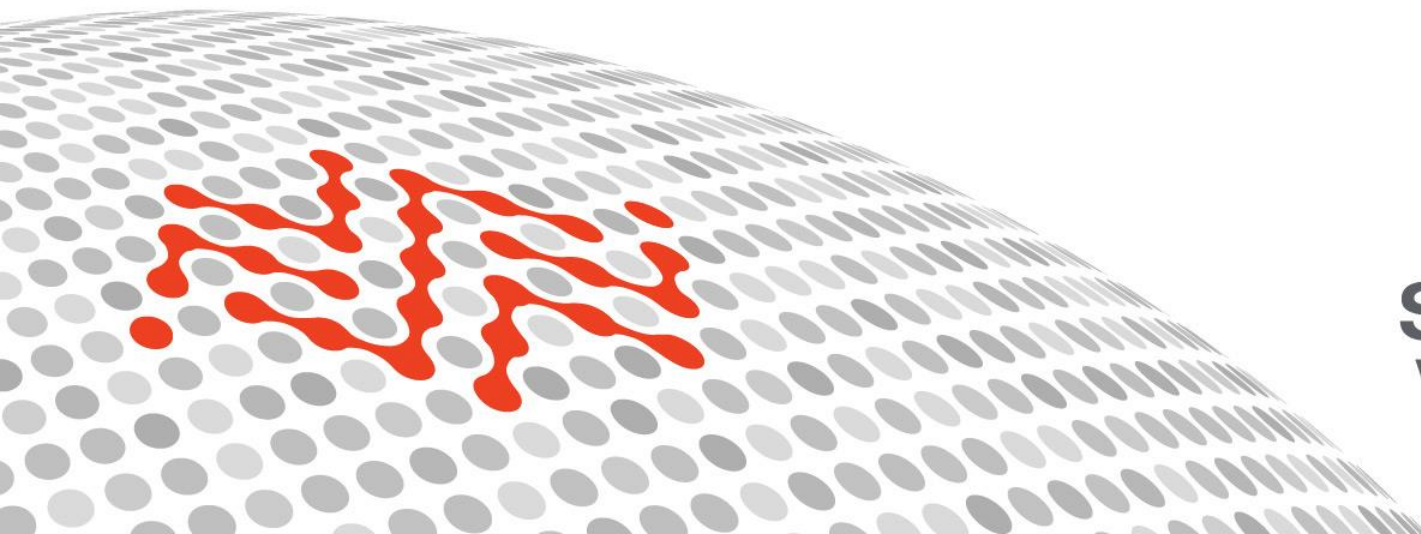


Smart Cities: Next Generation Lighting Systems

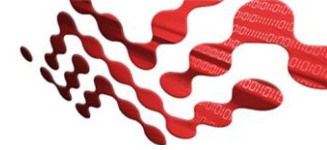
Olivier Pauzet | VP Marketing & Market Strategy



Cities are Becoming Smart

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Public Outdoor Lighting

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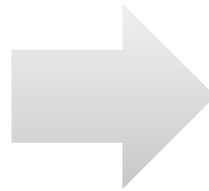
More than 35% of all street lamp types will become obsolete in the coming years.



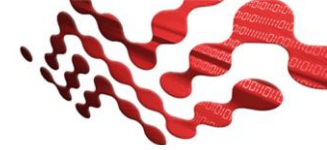
Transition from Analog to Digital

“An integrated, addressable LED street light could offer an additional 40-50% savings beyond what can be expected from the simple upgrade to LEDs, with only a small, highly cost-effective additional expense”

Taking the Long view on LED Street Lighting
Prof. M. Siminovitch, California Lighting Technology Center

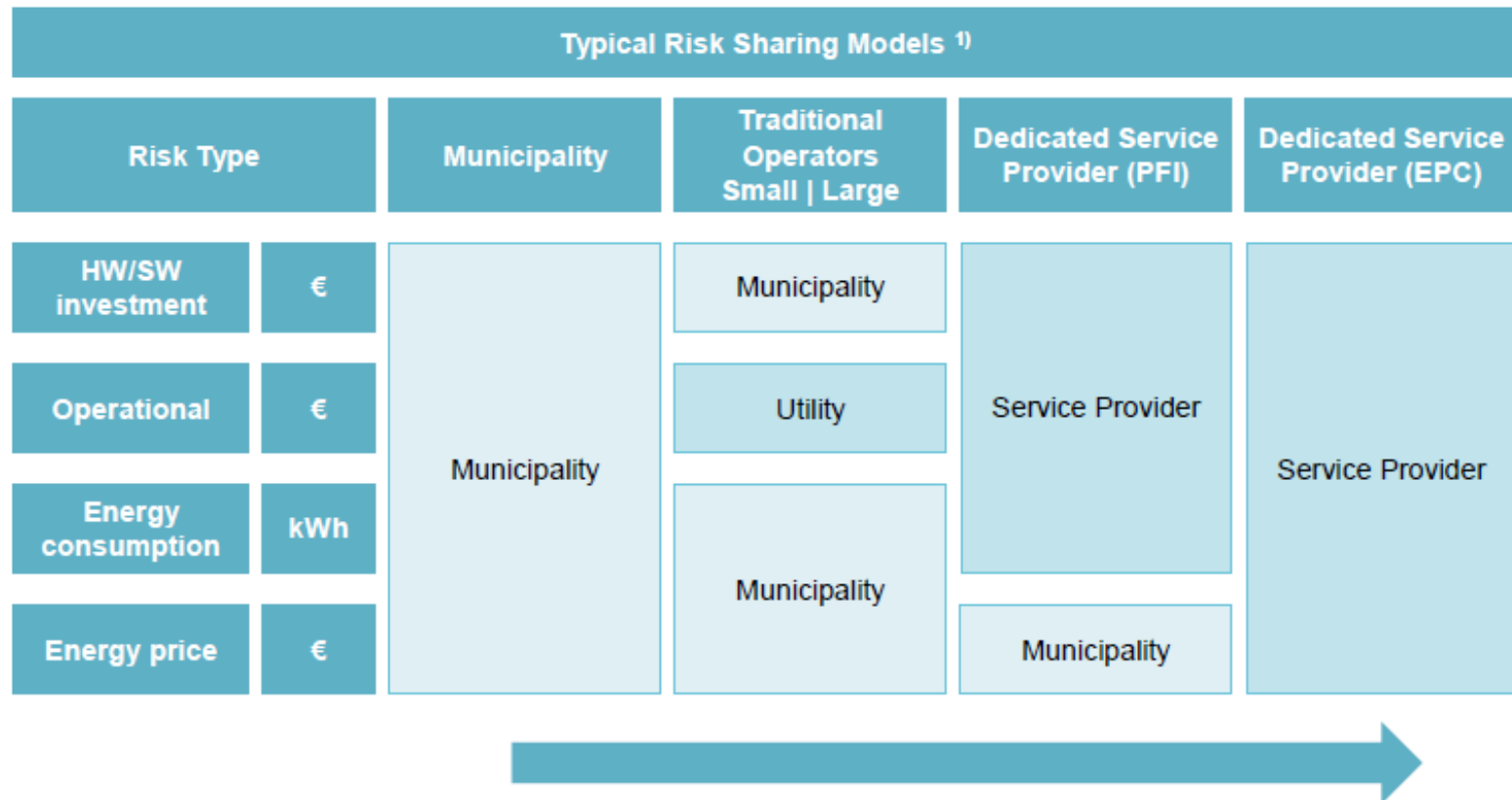


Trend #2



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New Business Model

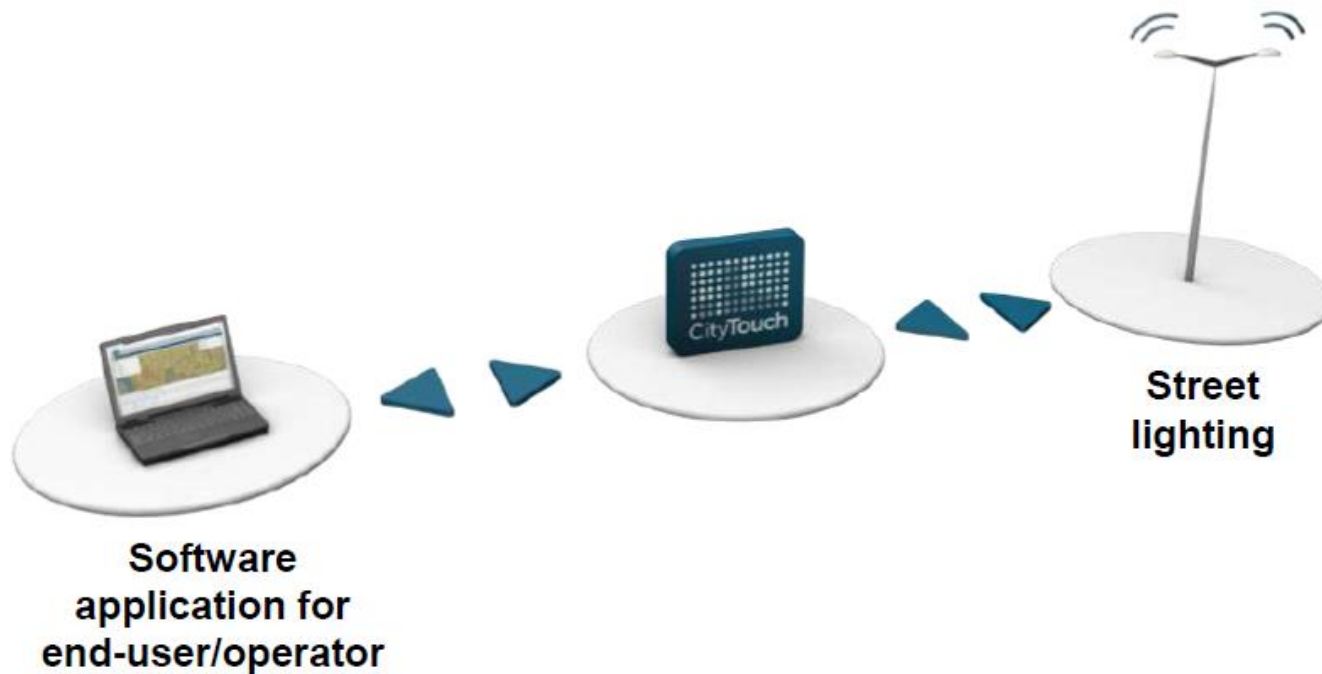


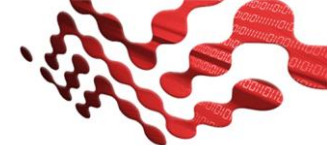
Trend

Source "Philips Lighting"

Connected Street Lighting

Enabling users to manage their assets remotely

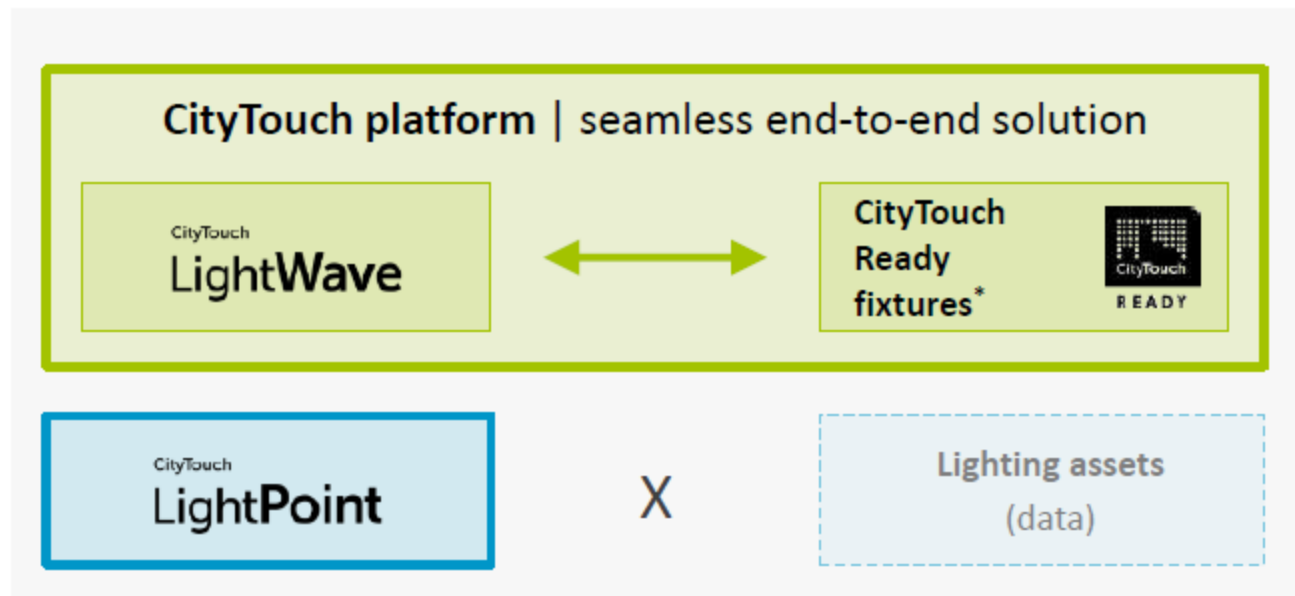




The new Philips CityTouch Portfolio

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CityTouch LightPoint addresses workflows around non-connected assets while CityTouch LightWave addresses workflows around connected assets focusing on simplicity for end users



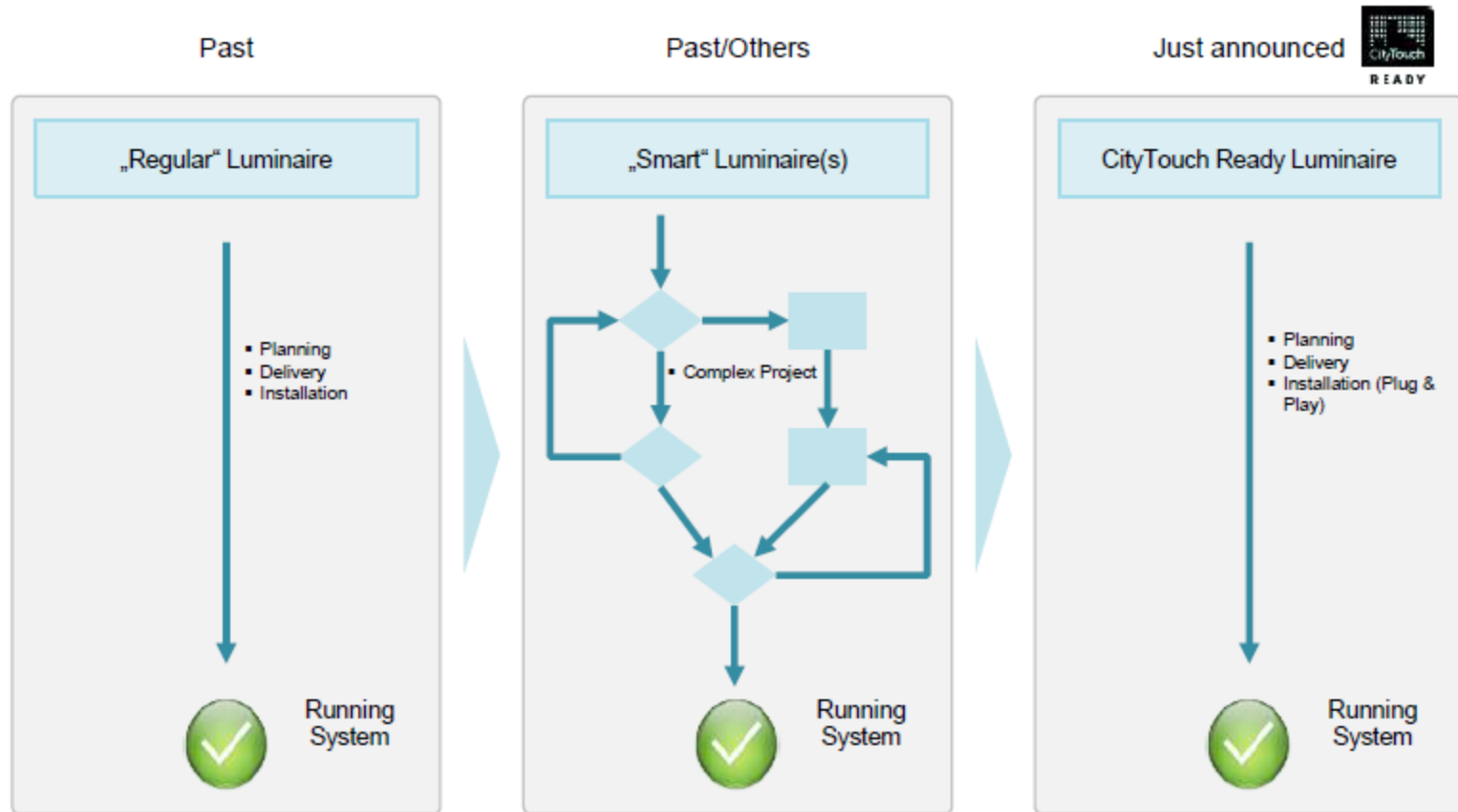
Source "Philips Lighting"

Embracing Simplicity

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CityTouch Ready fixtures eliminate the need for costly projects



Source "Philips Lighting"

Thank You

