



PHILIPS

StoreWise Wireless

Scheveningen
The Netherlands

**Save on maintenance,
installation and energy**
while increasing the
shopping experience

With the flexible and adjustable Philips StoreWise Wireless system, Hoogvliet creates the optimum store ambience for every department and every product.



“With Philips StoreWise Wireless, we offer our customers a unique shopping experience. We can display all our products in the best possible way by varying light levels. This wireless system allows us to save on installation and material costs, and on energy. Huge benefits that Philips StoreWise Wireless has pleasantly surprised us with.”

Marco Brienen, construction and technology project manager at Hoogvliet

Hoogvliet offers visitors the very best shopping experience

With nearly 70 supermarkets in the west and center of the Netherlands, Hoogvliet offers its customers the best product quality and a great store ambiance. The supermarket chain also wanted to deliver on this promise in its new store in Scheveningen. A flexible adjustable lighting system would fit that ambition. Philips StoreWise Wireless turned out to be the best choice for this.

The best choice in lighting for your supermarket

Philips StoreWise Wireless:

- is easy to install, because of the use of wireless sensors;
- saves on material costs during installation;
- promotes purchases, because lighting can be set per zone, per department and even per product;
- is easy to operate via the Philips StoreWise Wireless app.

Saving with Philips StoreWise Wireless

Hoogvliet opted for ease of installation and maintenance with Philips StoreWise Wireless. Light lines are connected to the meter box via sensors and Wireless Group Control. Philips StoreWise Wireless in particular achieves savings in refurbishment or renovation situations, where installation of cables is often costly.

“With Philips StoreWise Wireless, we now provide Hoogvliet with a much better service. We immediately see in the app where we need to make adjustments. That saves a lot of time.”

Rolf Dracht, technical director at Waterman Installation

“We use Philips StoreWise Wireless to showcase our products at their best. By setting the lighting per zone in the app, our products look much more attractive. Fresh products look really fresh, and other products and product groups, such as promotional products or wine, are perfectly highlighted. This encourages the purchase of our products.”

Marco Brienen, construction and technology project manager at Hoogvliet



The answer to online shopping

Philips StoreWise Wireless is the answer to online shopping. Good lighting makes shopping an experience; a pleasant activity that makes a careful purchase in an atmospheric environment possible.



Flexible control of lighting levels

The Philips StoreWise Wireless app controls the light intensity and color temperature for each department and every aisle. Products are presented in the right ambience and, if required, in line with special seasonal and promotional events.



Saving energy

Philips StoreWise Wireless adjusts lighting levels to, among other things, opening hours and available daylight, but also to areas that are used in a limited way (warehouse, goods reception, cafeteria, etc). In addition to saving on the costs for the wireless installation, it also saves on power costs.



Ready for the future

Philips StoreWise Wireless is ready for the future. Integration with future luminaires and sensors that are still to be developed is possible, and drastic changes are no longer necessary.

