

Luminous Carpets™

A unique new way
to **interact** with people



Luminous Carpets

Make hotel stays more personal



Create extraordinary experiences in your building



Guide your guests to safety



Guide your guests intuitively



Have a drink

One simple installation. Infinite ways to make an impression.

Want to make your mark on visitors and guests?
Luminous Carpets let you welcome, attract
and guide them in ways they've never seen before.

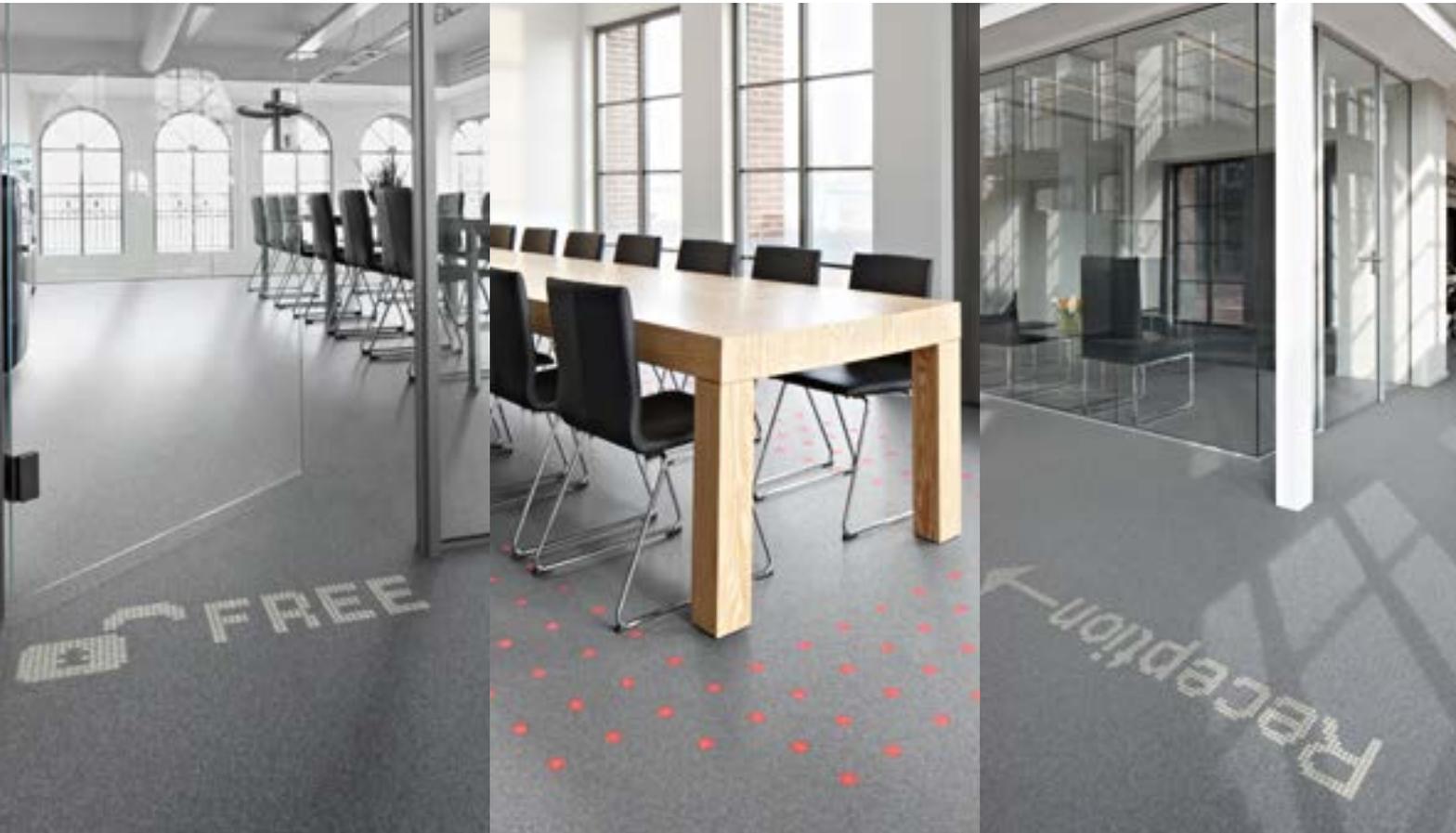
Brightly display graphics and words, or personally welcome your guests with dynamic, moving messages and images by a simple touch of your smartphone or tablet. Your floor is now a tool for informing and inspiring people.

Luminous Carpets integrate cutting-edge LED lights and high-end carpets. They will:

- Welcome visitors to your office with a personal message
- Enhance your brand by providing the right information in an innovative way
- Draw in crowds at tradeshows with eye-catching floor displays
- Greet and guide hotel guests, making them feel welcome
- Complement the aesthetics of your building, with high-quality carpet material that looks good even when the lights are off.



Fresh technology that helps you **stand out from the crowd**



Luminous Carpets give you the power to create truly memorable experiences in your building. Combining high-end carpets with cutting-edge LEDs, the technology connects easily with your electrical and IT systems. With one simple setup, you can display personal messages or subtle signage - whenever and wherever you want.

Luminous Carpets can be easily integrated with other connected lighting and internet-related technology. By interacting with your visitors in new and inspiring ways, you'll create a lasting impression on everyone who enters your building.



Where can **you use** Luminous Carpets?

The materials we use are so resilient, and the LED units so robust, that Luminous Carpets can be used almost anywhere in your building. For example, you can...

- Show personalized greetings in hotel rooms
- Attract attention with signs and animations at tradeshows
- Direct visitors in lobby areas
- Display live information feeds in waiting areas, e.g. news headlines, stock exchange
- Use in hallways for wayfinding to direct people to toilets, exits and meeting rooms
- During an emergency, provide real-time alternate exit routes.

A microscopic view of a carpet fiber, showing a dense, fibrous structure. The fiber is illuminated from within, creating a bright blue glow that highlights its internal structure and the way it traps light. The overall appearance is that of a complex, woven material with a luminous core.

How it works

Smart technology that brings **your brightest ideas** to life



Luminous Carpets combine Philips LED technology with Desso carpet. The result is a durable, stylish flooring solution that you can use to greet, impress and interact with people in new and exciting ways.

The solution has been designed to fit seamlessly into your building architecture without disrupting essential processes, like cleaning. Cutting-edge LEDs are built into strong units that also protect the lights from any spilt fluids. These are combined with high quality carpets, specially developed for the purpose.

With a little guidance, Luminous Carpets can be easily installed into your floor and connected to your electrical and IT infrastructure. The system is prepared to be linked with a building management system and run pre-programmed light displays. Alternatively, you can change the lights on-demand from a mobile device or any other networked devices.

Contact us today to find out how Luminous Carpets could work for you.

Patented LED technology

The super thin LED panels and lights have been created using the latest LED technology. Together with the light transmissive carpet tiles this patented solution is unique in the market today.

Installed underneath the carpet tiles, the LEDs are built into enclosed units that are strong enough to be walked on while still protecting against spillages without overheating.



LC Grid

- Super-thin LED panel: 12 mm
- LED-lit area: 20 x 80 cm, 20 x 20 cm and 40 x 40 cm
- Dynamic text and images
- Single pixel control
- Web based content manager to be used with tablet, laptop or pc
- Stackable to create larger lit areas

LC Symbol custom icon or logo

- LED-lit area: 20 x 20 cm
- Custom designed static logos and icons
- Color filter and brightness animation optional
- Stackable to create larger lit areas

LC Symbol pre-defined icon

- Ultra-thin LED panel: 5 mm
- LED-lit area: 20 x 20 cm
- Static icons: choose from our list (see LC Symbol datasheet)
- Brightness animation optional

Custom LED solutions

For all other requests and ideas, you can contact us to discuss the possibilities.

Creating the message

LC Grid can be controlled by a web-based content management system that allows you to create content and playlists, or even schedule the content to fit events. The content management system can be used on laptops, PC or tablets in your network.

Luminous Carpets can interface with most building management systems.

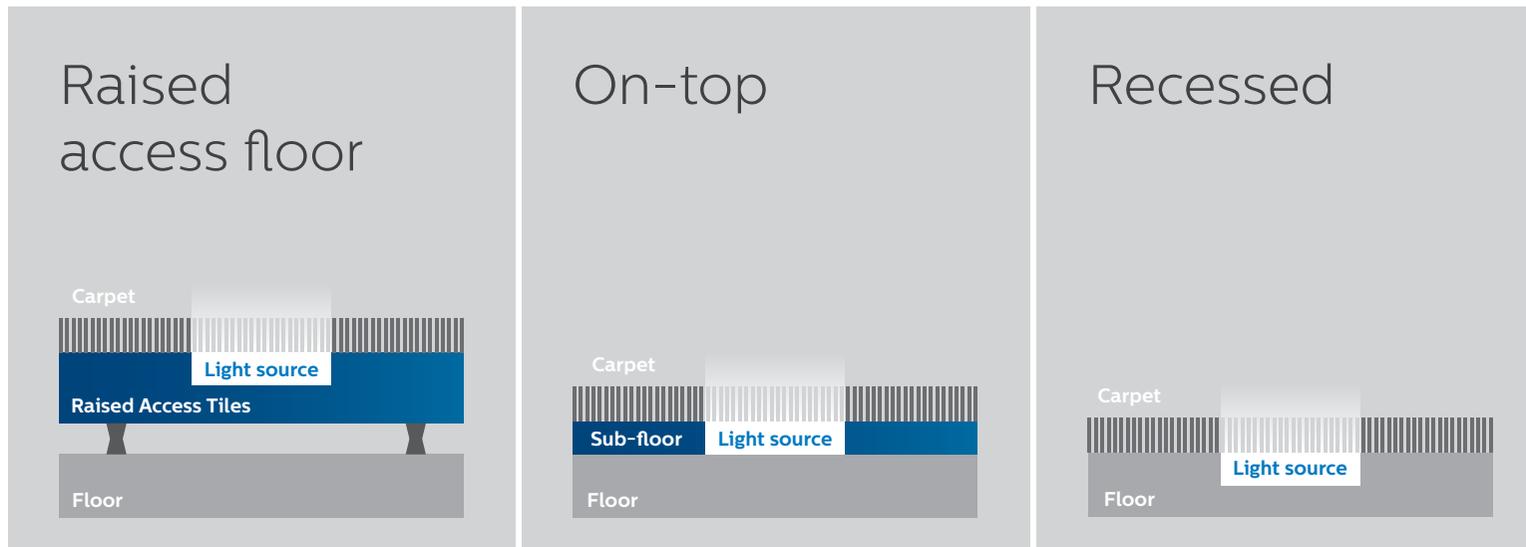


Installation made easy

There are three different installation possibilities, which makes it feasible to set up Luminous Carpets in almost any location. It is easy to install in raised access floors commonly found in offices, or can be recessed or routed into concrete floors.

With selected partners, we can help you prepare the location, design and install the system, link it to existing or new systems, and provide on-the-job training for your people. We can even set up a service agreement that covers the lifetime of the installation.

Three options for Installation

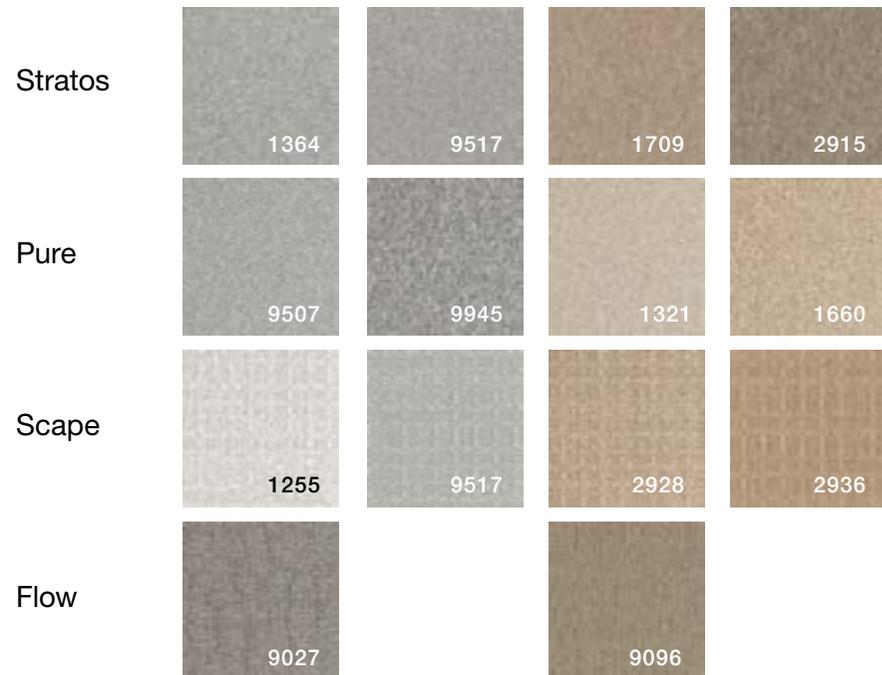


Specially developed carpets

The light transmissive carpet tile, developed by Desso, has a unique backing which allows the LED light to pass through.

Four carpet textures are initially available from our standard range: Stratos, Pure, Scape and Flow. There are fourteen neutral, contemporary colors available ranging from white and creams to mochas and greys. There is a choice of four textures with further product and shade options in development.

The tiles meet standards for dimensional stability and flatness to ensure a tight-fitting all-over effect throughout the carpet's lifetime. The carpet is installed on top of the LED units, so that it remains flush with the non-lit floor area. Keeping the LEDs separate from and below the carpet gives designers more flexibility and also makes for easy maintenance and replacement, since the carpet is likely to be replaced more quickly than the LED units.

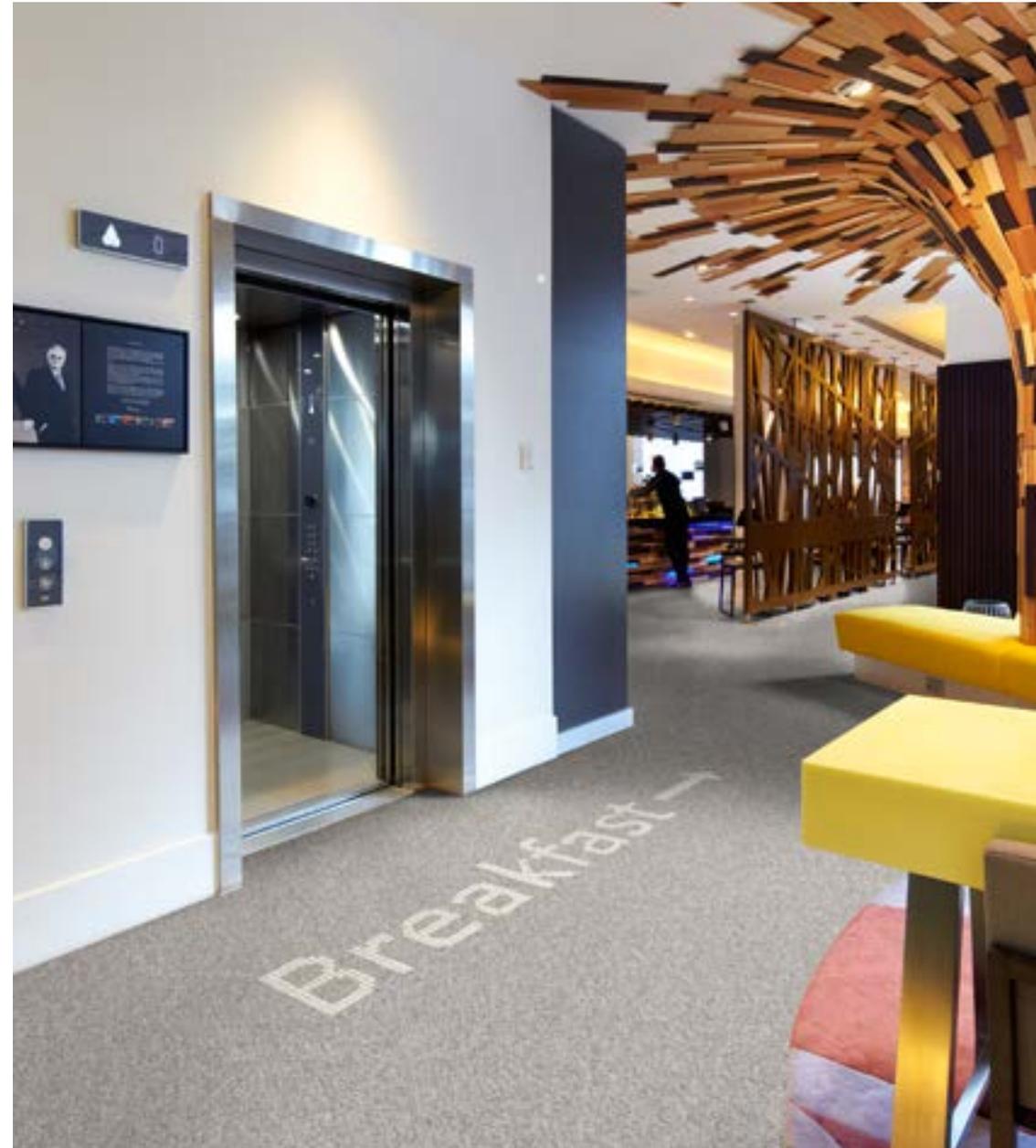


Carefully selected carpet colors that deliver the right contrast

A wide choice of colors is already available in our collection. All of the colors have been carefully selected and tested to ensure the right contrast with the light effect.

Our packages

To make your selection easy, we have created packages. With these packages you can create 20x160cm or 40x160cm areas to display messages, RSS feeds or other content. The packages contain the LC Grids, controllers, cabling and a server with web interface.





Projects

Luminous Carpets™ can be used to create an impression on visitors and guests in numerous unique ways. Here you'll find some examples from previous projects we've worked on.

Notice that they can display general welcome displays, or sync with IT systems to show live information streams and personalized greetings.

Contact us today to find out what Luminous Carpets can do for you.
www.luminous-carpets.com



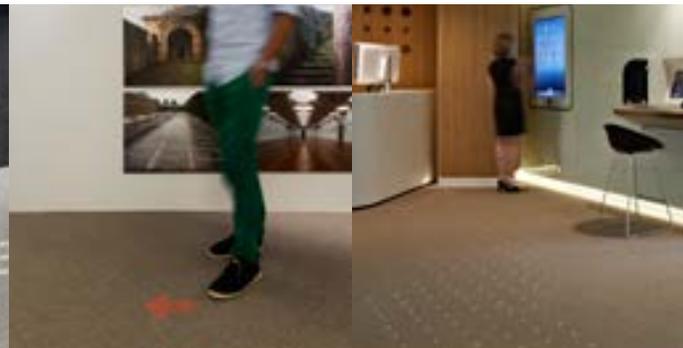
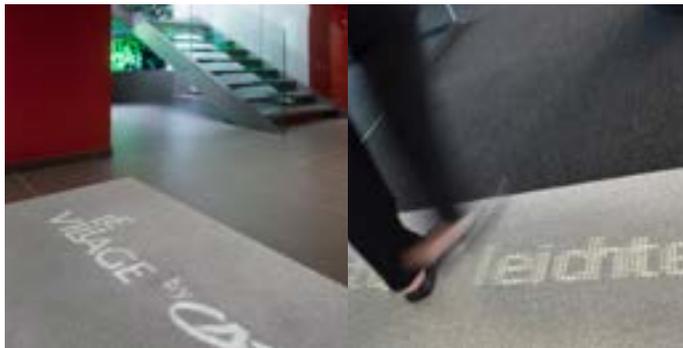
Past projects

Madrid
Teatro de la Luz

Tilburg
HAVL

Denver
Four Winds Interactive

London
Large media company



Paris
Le Village by Crédit Agricole

Berlin
Axel Springer office

Venice
Venice Architecture Biennale
The Elements of Architecture

Berkel Enschoot
Rabobank

Hoge Veluwe
Sint Hubertus

Amsterdam
Philips Center

Philips and Desso Luminous Carpets™

A unique new way to make floor designs truly persuasive

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