

PHILIPS

StoreWise



Experience
the StoreWise
difference

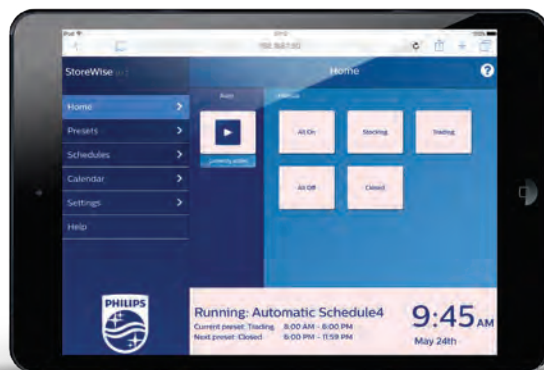


Experience...a new approach to retail lighting

Change is constant as retailers seek new ways to differentiate themselves and become the preferred brand in customer minds.

Thanks to rapid advancements in LED technologies, lighting can be effectively leveraged to support an impactful and positive retail change without sacrificing profits or creating complexity.

Philips Lighting StoreWise systems combine luminaires and controls, specifically designed to work together in a retail environment, into a single, easy-to-use system that can easily integrate or network with other facility operations systems. Settings are personalized, and run autonomously, to establish a mood and visually support your specific retail brand. At the same time the system combines the best of LED and controls to deliver industry leading energy savings*, and enabling stringent code compliance, while also reducing operating costs.



* See page 6





Save energy without hassle
Enhance customer experience



Grocery and Big Box



Restaurants



Retail Banks



Experience...personalized atmospheres to encourage customer spending

Lighting isn't just functional, it can be used to set a tone for customers and shoppers; and support your unique brand identity. StoreWise lighting systems provide both functional and experiential lighting, using a single control system, so that your retail location shines in the best light possible, and you can create a memorable customer experience that encourages spending, loyalty and repeat visits.



- Set a brand-specific tone and create a welcoming ambiance
- Optimize the appearance of products
- Highlight promotional items or areas of interest
- Guide the customer's eye as they journey through the space
- Create personalized lighting schemes and dimming schedules for time of day, special events or occasions, or seasonality
- Boost employee comfort while they perform tasks



Dutch retailer PLUS leveraged Philips lighting to increase customer basket values by 1.93%*.

*Data on file.

Experience... enhanced energy efficiency

Independently operated LED luminaires can significantly reduce energy costs up to 50% compared to conventional lighting technologies, yet this may not be sufficient to comply with stringent codes (Title 24 and ASHRAE 90.1.2013).

The StoreWise lighting system integrates LED luminaires with a single control system to achieve even more savings – up to 35% higher – compared to independently operated LED luminaires using a combination of the following dimming strategies based on user requirements.

Daylight harvesting – up to 20% additional energy savings*

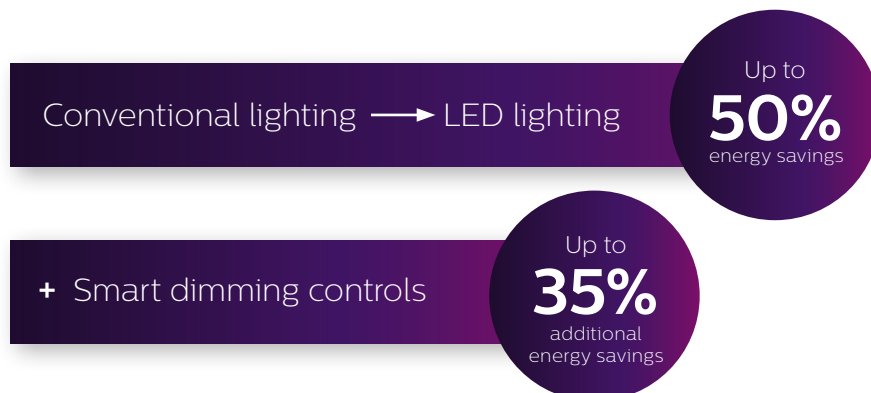
Scheduling – up to 15% additional energy savings*

Occupancy sensing – up to 5% additional energy savings*

Light Level preservation – up to 15% energy savings*

*Compared to independently operated LED luminaires.

This not only enables code compliance, but also helps to reduce energy related maintenance costs and shorten payback periods.



Example based on comparing a traditional T8 fluorescent lamp based luminaire to a Philips Day-Brite LED linear suspended LBX luminaire, as well as the LBX luminaire incorporated into a Philips StoreWise system.

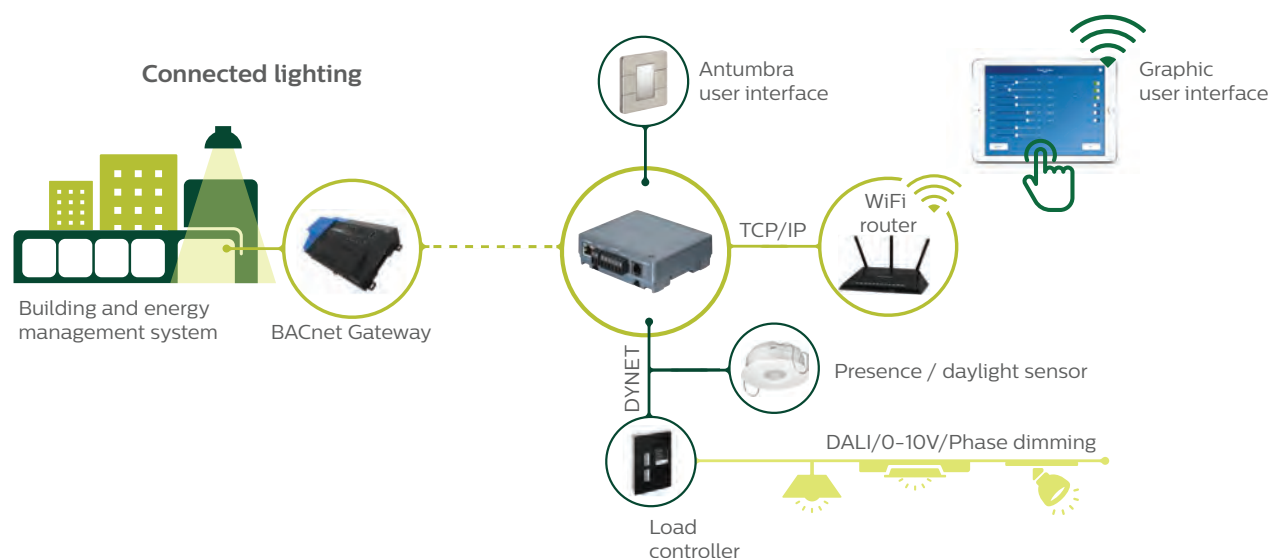


Experience...a flexible system that is easy to manage

StoreWise is a standalone system in which LED luminaires are networked across the store via specific load controllers based on load type (0-10V/DALI/Phase cut*/incandescent) to a central Envision Gateway controller.

The system can be easily integrated with an energy management system or other facility operations systems using integration devices connected to the Gateway. The system is future proofed to be easily scaled to a multi-site system.

The execution of StoreWise is simple and flexible, and the system runs autonomously based on user input. The user can also manually recall a scene via an Antumbra wall panel. When the need arises, the intuitive graphic user interface allows authorized users to adapt the dimming schedules or light scenes to new requirements without the help of specialized engineers.



*The dimming performance of phase cut drivers is load/luminaire dependent.
Please contact your Philips Sales Rep in case you need to dim phase dimming luminaires.

Experience... an intelligent lighting system



Create your personalized StoreWise lighting system with the high-quality Philips Lighting LED luminaires* such as the ones shown below. Each is specifically designed to seamlessly integrate with the robust control system in a retail environment, eliminating any installation surprises, to deliver illumination exactly where and how you envision.

Light Lines

LBX Luminaires



Downlighting

Lyteprofile & Slimsurface Luminaires



Highbay Lighting

RBX Luminaires



Recessed Troffers

ArcForm, VersaForm, Evogrid & ClearAppeal Luminaires



Accent Lighting

Lytecaster LED 3" Accent



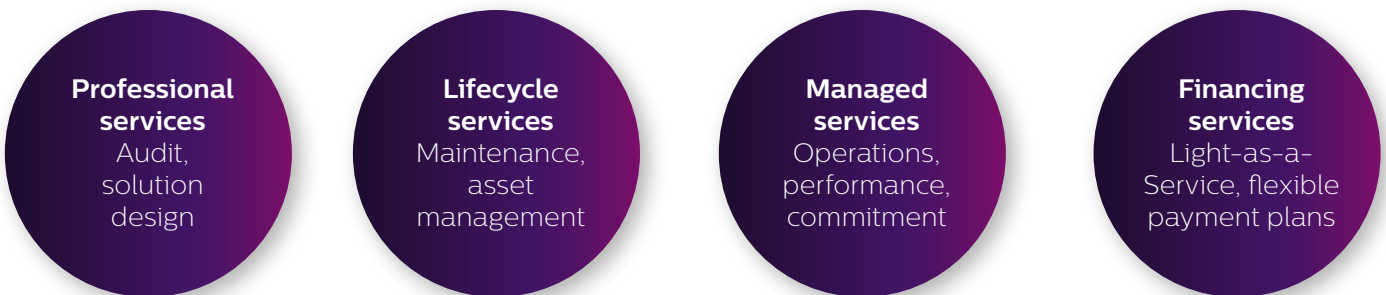
Track Lighting

Spot LED & Alcyon Luminaires



Support from **start to finish**

With Philips Lighting as your trusted lighting solutions partner, you can take advantage of over 125 years of lighting experience, the world's broadest selection of high-quality lamps, luminaires and controls; and versatile, scalable systems, but the value doesn't stop there. Philips Lighting provides a number of low-risk lighting services to help retailers to efficiently achieve their goals.



We will work with you to guarantee that your StoreWise system delivers on the proposed outcome, with specific key performance indicators as agreed to in the managed service proposal.



Make the **connection**

Philips Lighting is uniquely positioned to provide the expertise and solutions for your distinct lighting goals; and through StoreWise lighting systems, we help you to differentiate your retail store without sacrificing profits or creating complexity.

Take the first step by visiting www.philips.com/storewise; or contact your local Philips Lighting Sales Representative to request information or submit a proposal.



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