

Create inspiring, meaningful shopping experiences through light



AmbiScene
ideas booklet



PHILIPS



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AmbiScene

Designed to **create** inspiring and
remarkable shopping **experiences**

With AmbiScene you can adapt your lighting in virtually every way imaginable, e.g. by intensity, white tones, direction, color or contrast. Create the right mood at the touch of a button.

Light talks...

AmbiScene connects with customers on an emotional level. It's a powerful marketing tool you can use to support your communication strategies.

Ambiscene inspires...

Make it happen!

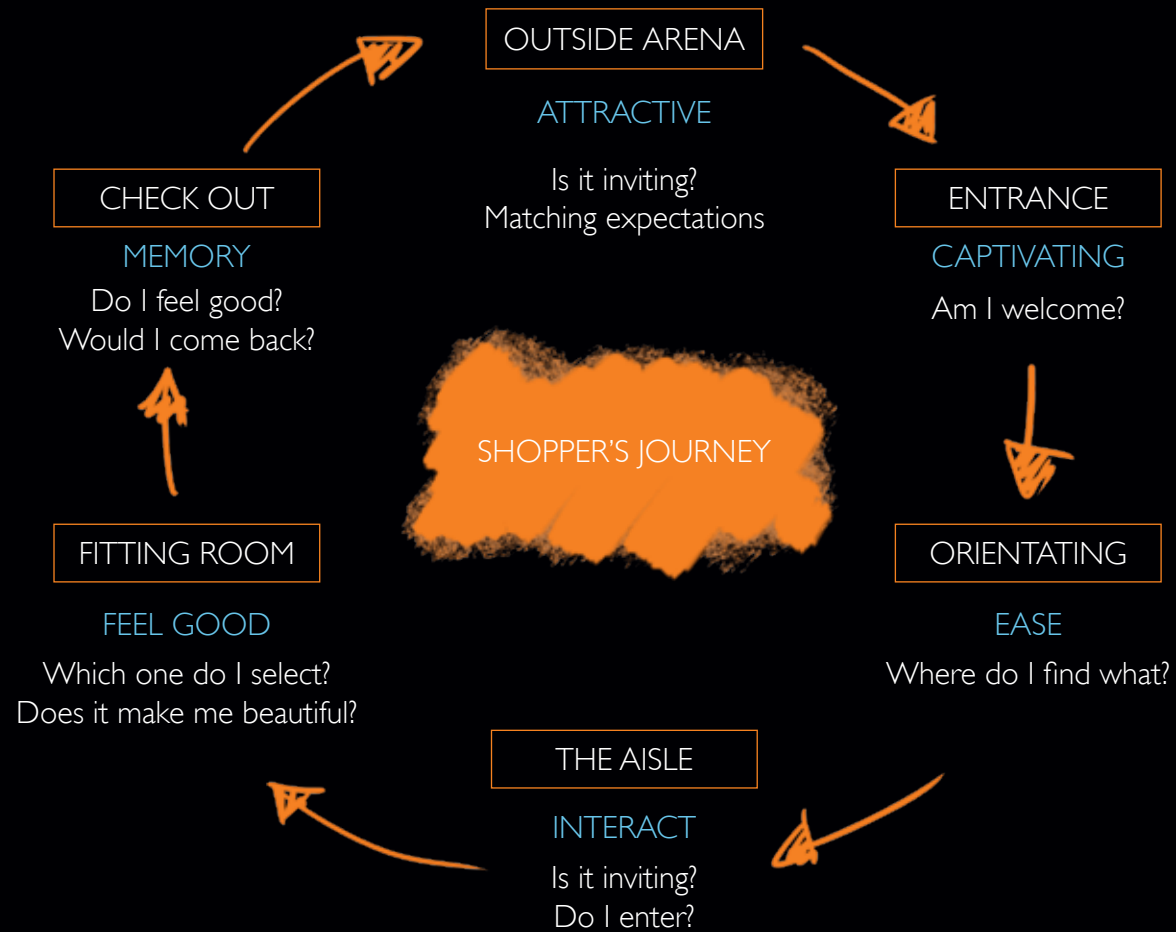
AmbiScene lighting solutions are always tailored to your specific needs. Whatever the scale or scope of your concept, we can support you throughout the planning, implementation and usage phases.



Lighting can be a key factor
in a store's success,
attracting shoppers
while creating an ambience
that puts them in a
buying mood



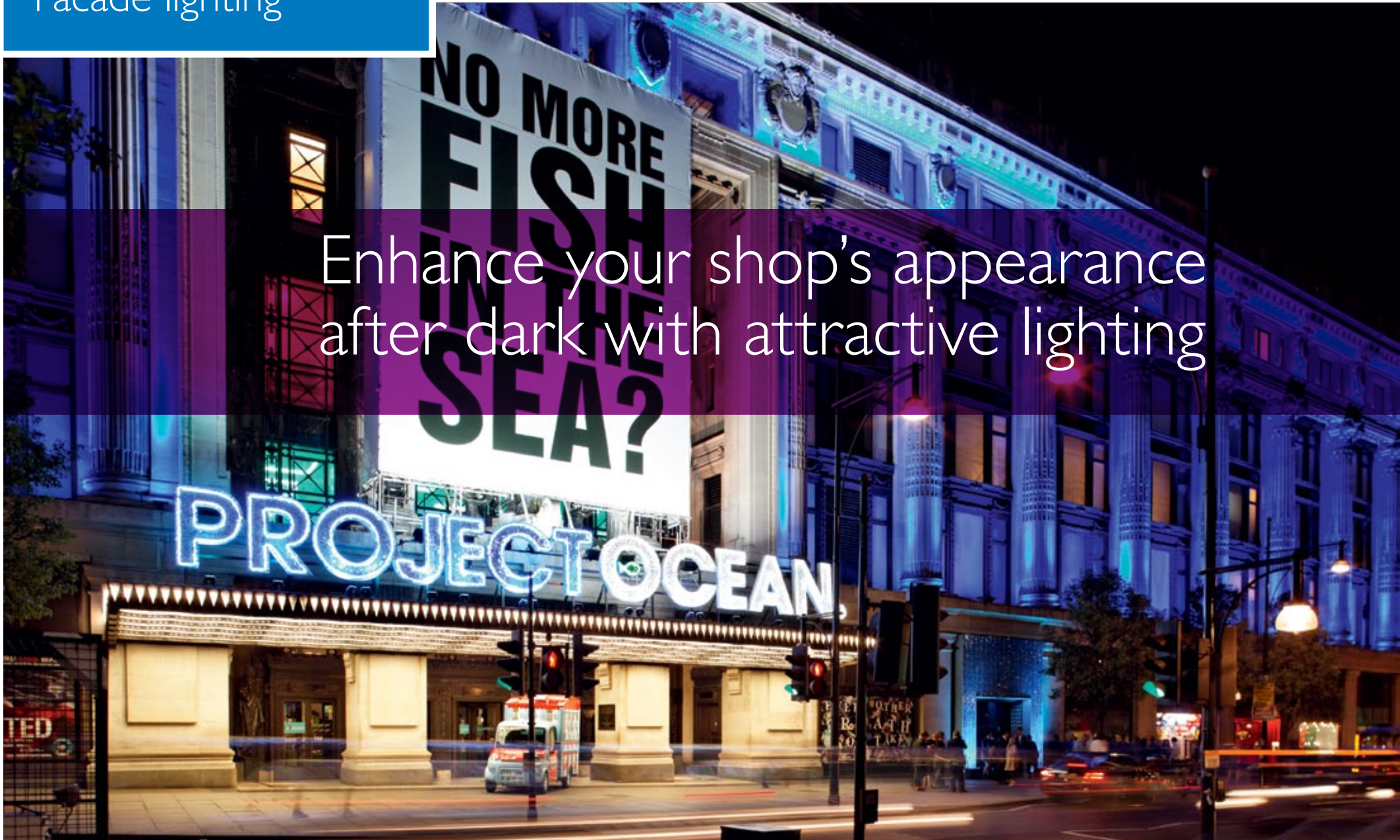
The shopper's journey...



Our experience solutions address key moments of the shopper's journey...



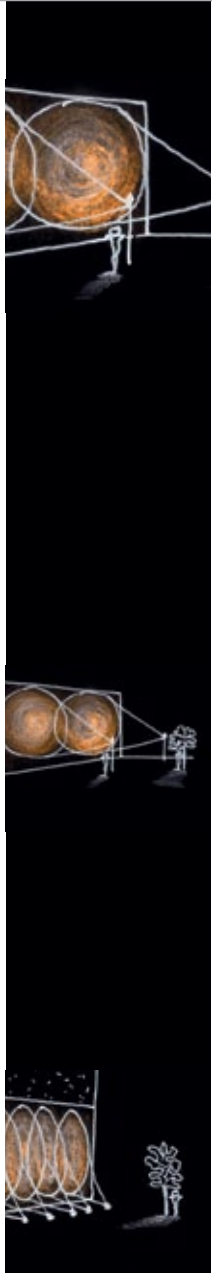
Facade lighting



Enhance your shop's appearance after dark with attractive lighting



Illuminating surfaces homogeneously, increasing visibility and enhancing communication. Add a dynamic element to really differentiate yourself from other buildings



eW Burst Powercore
iW Burst Powercore



eW Blast Powercore
iW Blast Powercore



eW Reach Powercore
iW Reach Powercore



eW Burst Powercore
ColorBurst Powercore



eW Blast Powercore
ColorBlast Powercore



eW Reach
Compact Powercore
ColorReach
Compact Powercore

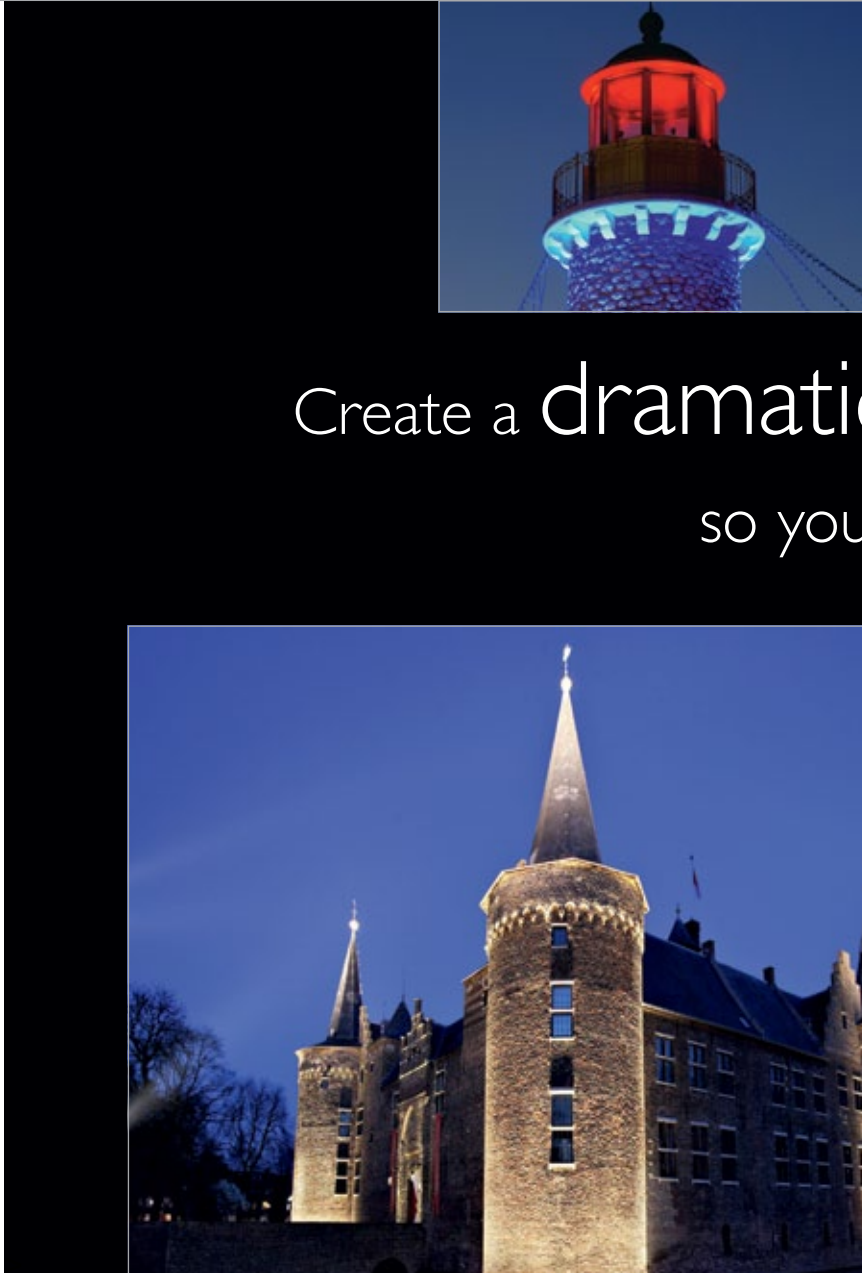
Indoor grazing & wall washing



eW Graze MX Powercore
iW Graze MX Powercore



ColorGraze MX Powercore



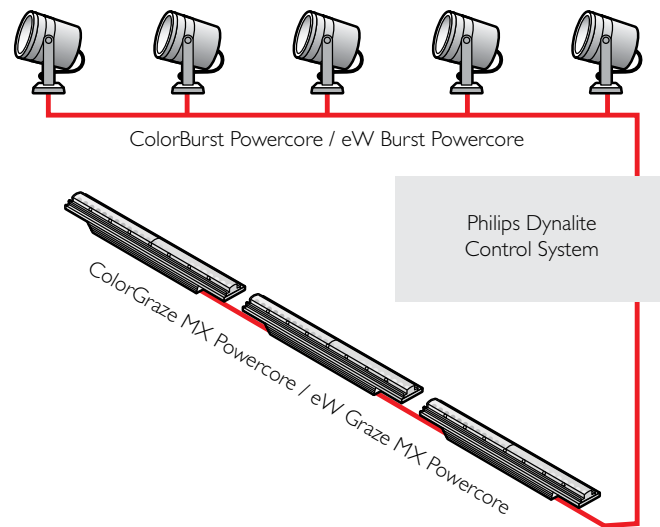
Create a dramatic lighting effect
so you clearly stand out



Level 1

Automated white and single-colored lighting

The Philips Dynalite control system switches and/or dims Philips Color Kinetics architectural outdoor luminaires. You can program a timer in the system to control the lighting according to a pre-determined schedule. A user interface can be added if manual override is required.



Light type



Single white(s)



Single color(s)

Light scene



On/Off

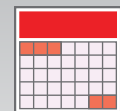


Dimming

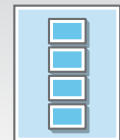
Control option



Timeclock



Scheduling



Button panel



Touch panel



Philips Lighting offers a range of services that support you in realizing your project, from start to finish. See chapter Philips Lighting Services.

Level 2

Automated and dynamic white / colored lighting

The Philips Dynalite control system switches and/or dims Philips Color Kinetics architectural outdoor luminaires with white or a single color light as well as with tunable (dynamic) white or colored light. You can program a timer in the system to control the lighting according to a pre-determined schedule. A user interface can be added if manual override is required.

Light type



Single white(s)



Tunable white



Single color(s)



Tunable color

Light scene



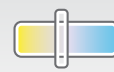
On/Off



Dimming



Static color tuning



Static white tuning

Control option



Timeclock



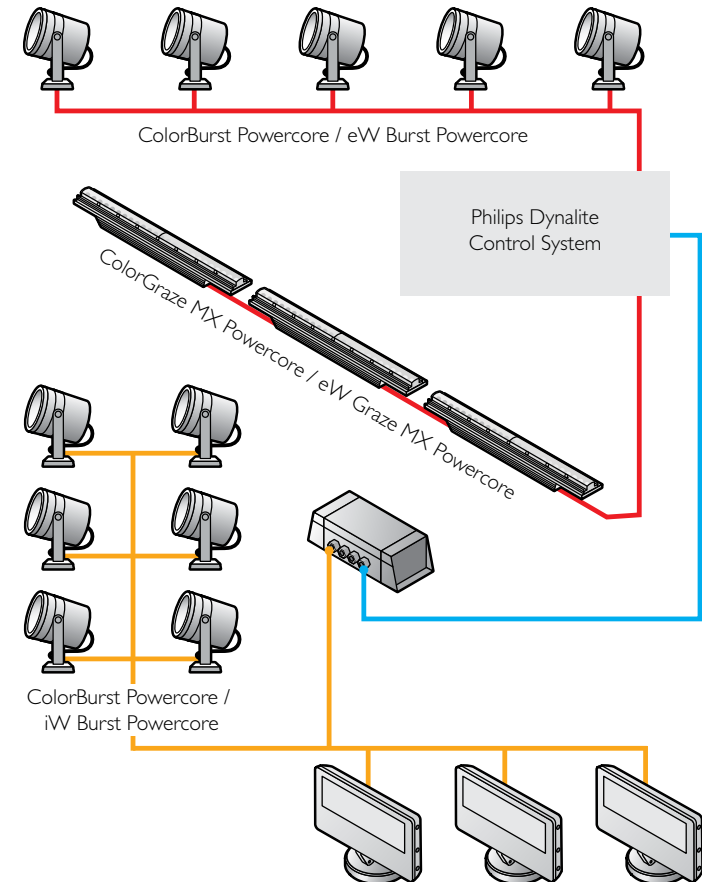
Scheduling



Button panel



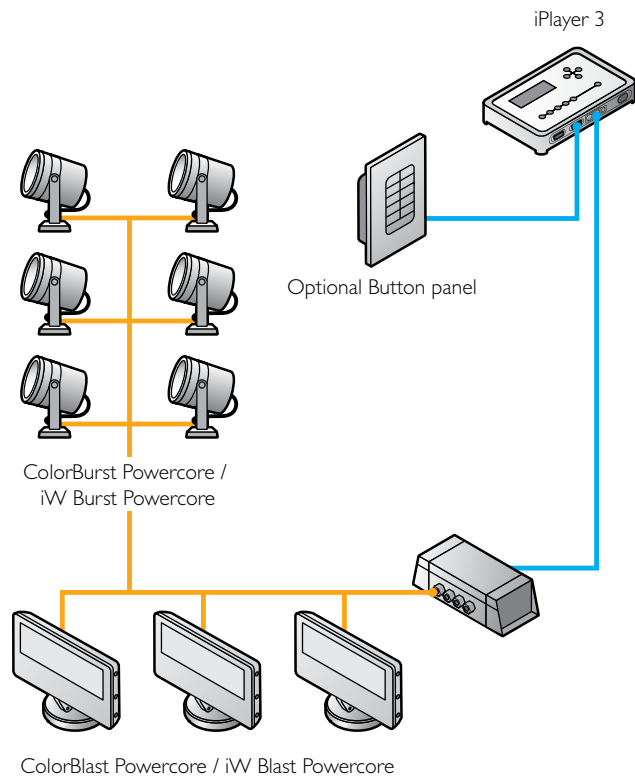
Touch panel



Level 3

Automated dynamic white / colored lighting

The Philips Color Kinetics iPlayer 3 controller switches and/or dims architectural outdoor luminaires with tunable (dynamic) white or colored light. Dynamic color scenes are also possible. You can program a timer in the system to control the lighting according to a pre-determined schedule. A button panel can be added if manual override is required.



Light type



Tunable white



Tunable color

Light scene



On/Off



Dimming



Static color tuning



Static white tuning



Dynamic color scenes

Control option



Timeclock



Scheduling



Button panel

Level 4

Looking for additional control options?

Any Philips Lighting solution can be extended with:

Control option



Tablet/Smartphone
Control



Remote management/
System integration





Communicate with the surrounding area and establish your identity



iColor Accent MX



iColor Flex LMX & MX



DayPix daylight suitable LED media screen technology



DayStrip



Modular LED Displays Vidiwall DA Outdoor & indoor



dMesh 24-5000 & dMesh 40-5000
Transparent & lightweight outdoor LED display technology

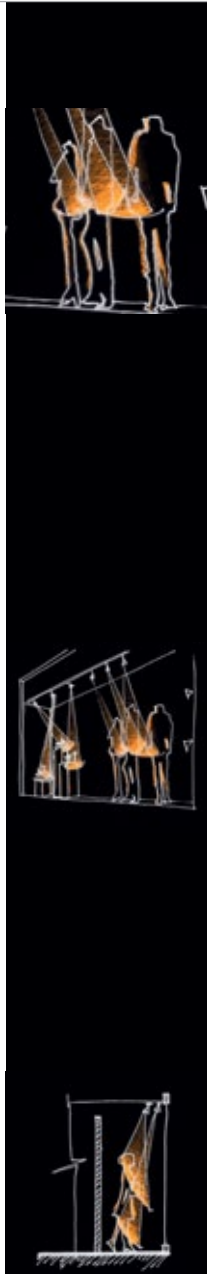
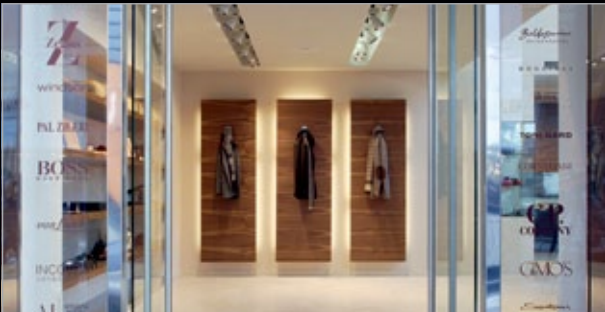
Shop window

Your shop's calling card





Display your merchandise in the best possible way by enhancing and emphasizing every texture and fiber



StyliD PureDetail



StyliD Mini, Micro, Compact & Compact Power



StoreFlux



UnicOne - HID version; Mini, Micro, Compact. LED version; Mini, Micro & Fiorenza HID



CDM Evolution CDM Elite Light Boost



StoreFit

Indoor grazing & wall washing



eW Fuse Powercore
iW Fuse Powercore



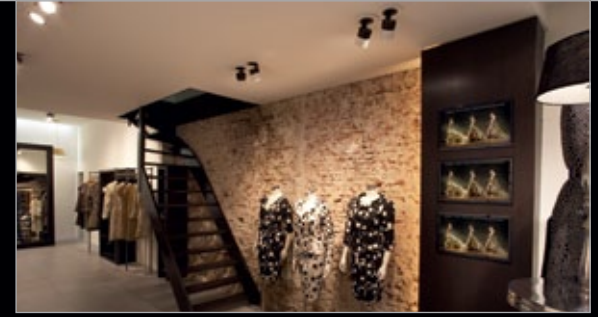
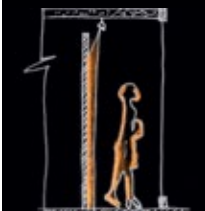
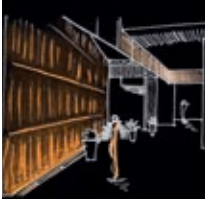
eW Blast Powercore
iW Blast Powercore



ColorFuse Powercore



ColorBlast Powercore

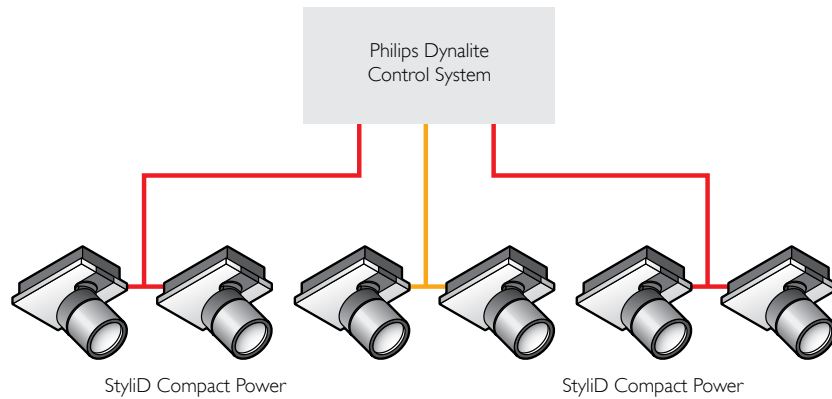


Create **depth** by adding **color** and **tunable white**
to create a **dynamic eye-catcher**



Level 1

Switch between different light settings in your shop window. You can also turn off half of the lighting at night to save energy, leaving only the accent lighting on. You can program a timer in the system to automatically switch the lighting on and off.



Light type



Single white(s)

Light scene



On/Off

Control option



Timeclock
astronomical



Scheduling



Philips Lighting offers a range of services that support you in realizing your project, from start to finish. See chapter Philips Lighting Services.

Level 2

By dimming your shop window lighting you can create a much better balance with natural daylight. This creates optimal contrast for your merchandise while saving energy. You can also program a timer in the system to automatically switch the lighting on and off.

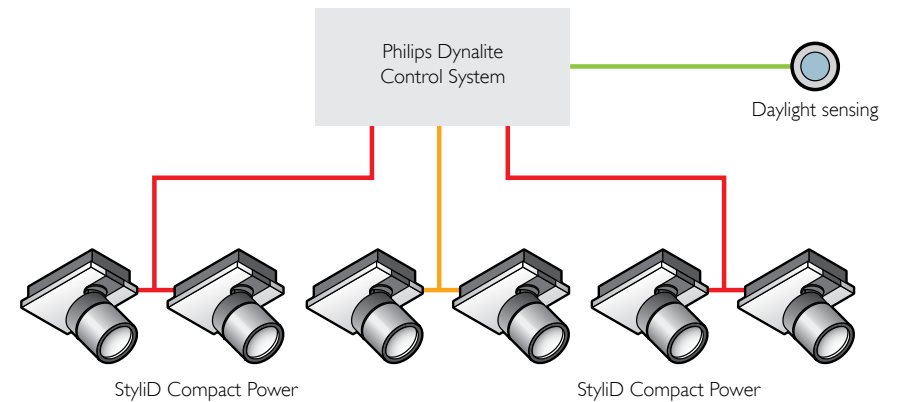
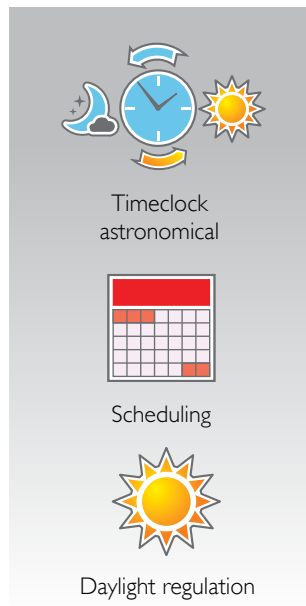
Light type



Light scene



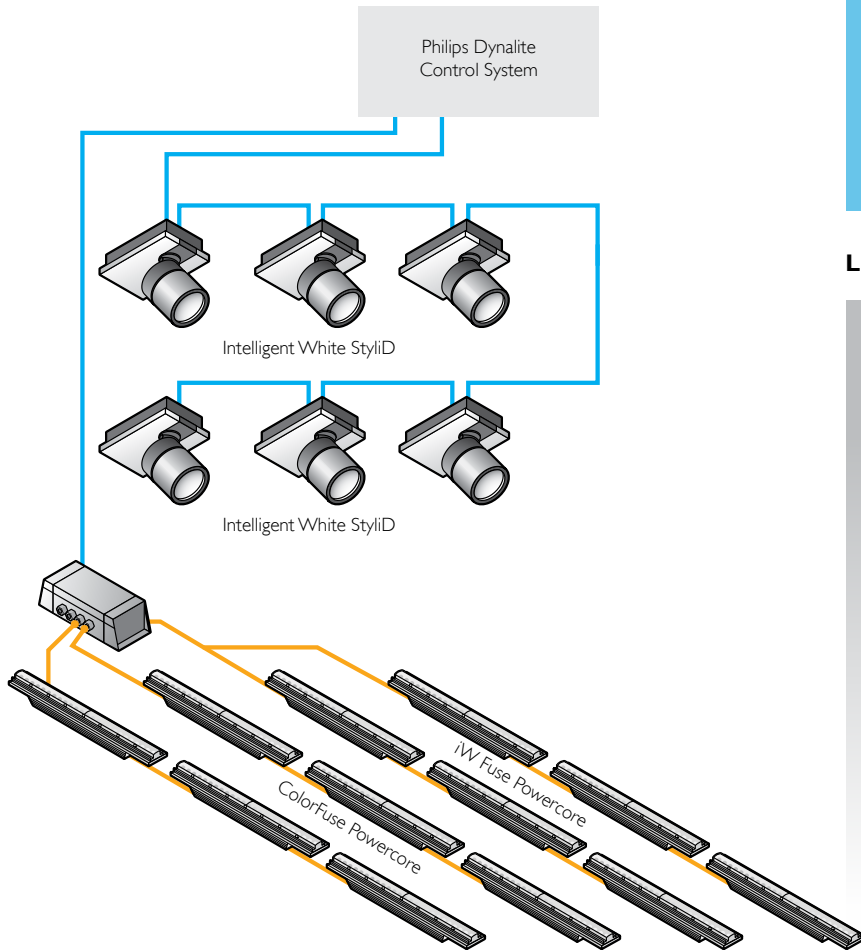
Control option



Philips Lighting offers a range of services that support you in realizing your project, from start to finish. See chapter Philips Lighting Services.

Level 3

With the addition of tunable (dynamic) white or colored light to your shop window you can create more eye-catching effects. You have the flexibility to change the colors whenever required, for example when you show a new collection. You can program a timer in the system to control the lighting according to a pre-determined schedule. A button panel or touch-screen user interface can be added if manual override is required.



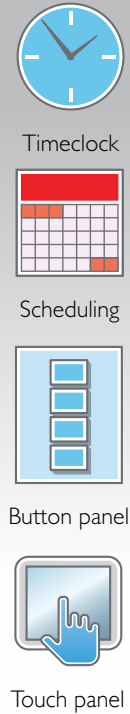
Light type



Light scene



Control option



Philips Lighting offers a range of services that support you in realizing your project, from start to finish. See chapter Philips Lighting Services.

Level 4

For maximum flexibility, use white or a single color light as well as tunable (dynamic) white / colored light. Dynamic color scenes are also possible. You can program a timer in the system to control the lighting according to a pre-determined schedule. A user interface can be added if manual override is required. It's even possible to carry out remote management and to integrate the system with other in-store lighting.

Light type



Single white(s)



Tunable white



Single color(s)



Tunable color

Light scene



On/Off



Dimming



Static color tuning



Static white tuning

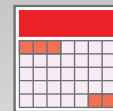


Dynamic color scenes

Control option



Timeclock



Scheduling



Button panel



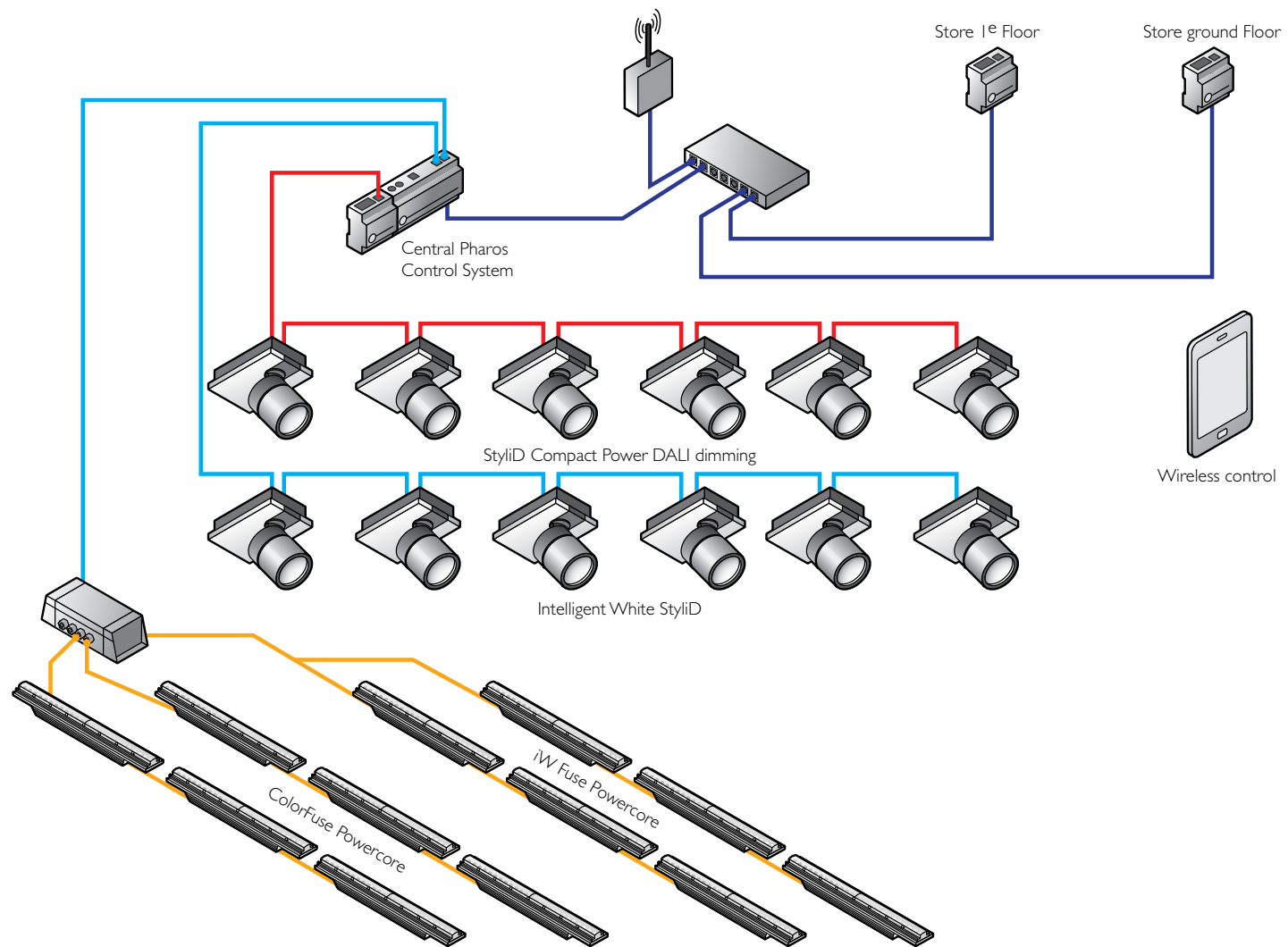
Touch panel



Remote management/
System integration



Philips Lighting offers a range of services that support you in realizing your project, from start to finish. See chapter Philips Lighting Services.



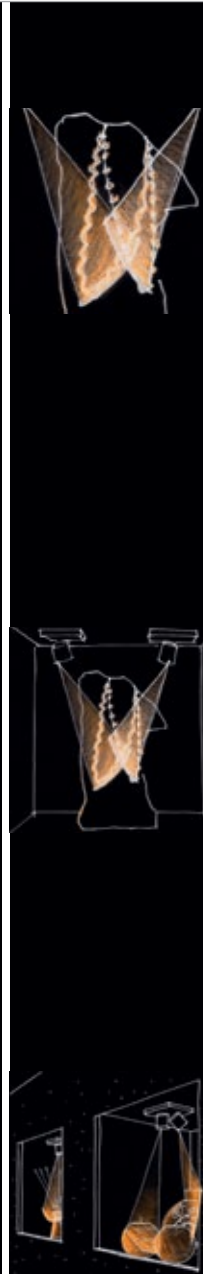
Merchandise enhancement

Increase attraction by creating the right mood through ambient light





Experience the magic and attraction of light



TIK Itiluce



TAK Itiluce



STICK Itiluce



MAGO Itiluce



InteGrade

Highlighting promotional islands



StyliD PureDetail



StoreFlux



UnicOne - HID version;
Mini, Micro, Compact.
LED version; Mini, Micro &
Fiorenza HID



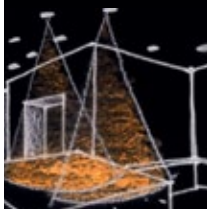
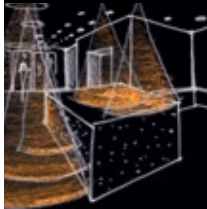
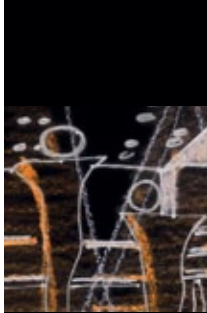
CDM Evolution
CDM Elite Light Boost



StoreFit



Narrow Beamspot

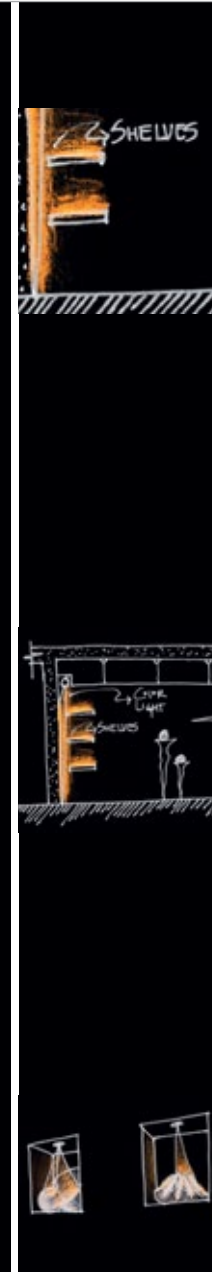


Every detail counts, so immerse your merchandise in a sparkling sea of light





Reinvent your displays
in every way imaginable



ColorFuse Powercore



LUX RGB Itiluce



TAK RGB Itiluce



Make an unforgettable impact
through ambient lighting



Bring architecture to life, put your shop on the map and guide customers through their shopping experience



iW Fuse Powercore



ColorFuse Powercore



iW Cove MX Powercore



iColor Cove MX Powercore

Translucent elements



ColorGraze MX Powercore



ColorBlast Powercore



ColorFuse Powercore



iColor Cove MX Powercore



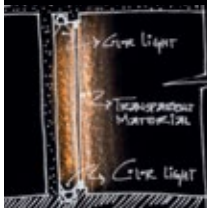
eW Fuse Powercore

iW Fuse Powercore

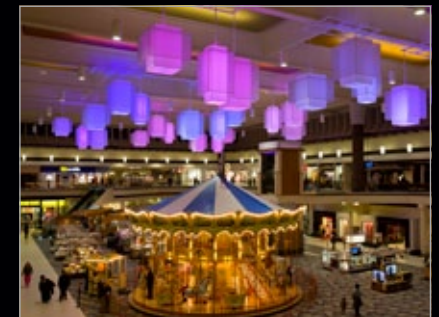


eW Blast Powercore

iW Blast Powercore

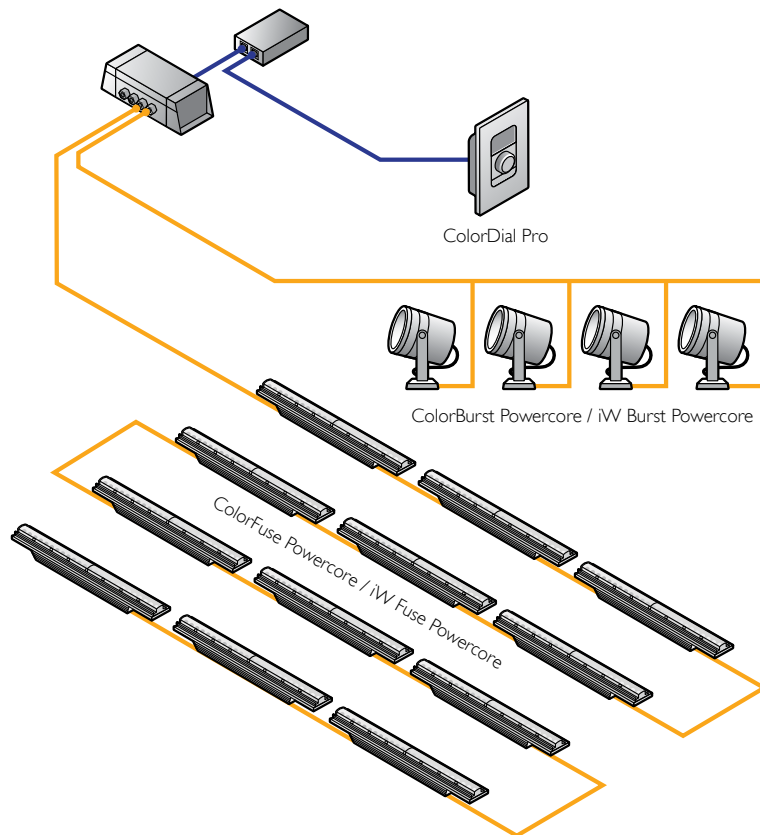


Transforming materials into special elements that help establish the uniqueness of your store



Level 1

Dynamic white or colored light in your store can be controlled (e.g. switched on/off or dimmed) in the simplest possible way, without the need to carry out any programming. The button panel even allows you to select pre-set dynamic color scenes.



Light type



Tunable white



Tunable color

Light scene



On/Off



Dimming



Static color tuning



Static white tuning



Dynamic color scenes

Control option



Button panel



Philips Lighting offers a range of services that support you in realizing your project, from start to finish. See chapter Philips Lighting Services.

Level 2

This configuration is ideal when you want the benefits of dynamic white or colored light without having to adjust the settings manually. You can program a timer in the system to control (switch on/off or dim) the lighting according to a pre-determined schedule. Dynamic color scenes are also possible. A button panel can be added if manual override is required.

Light type



Tunable white



Tunable color

Light scene



On/Off



Dimming



Static color tuning



Static white tuning



Dynamic color scenes

Control option



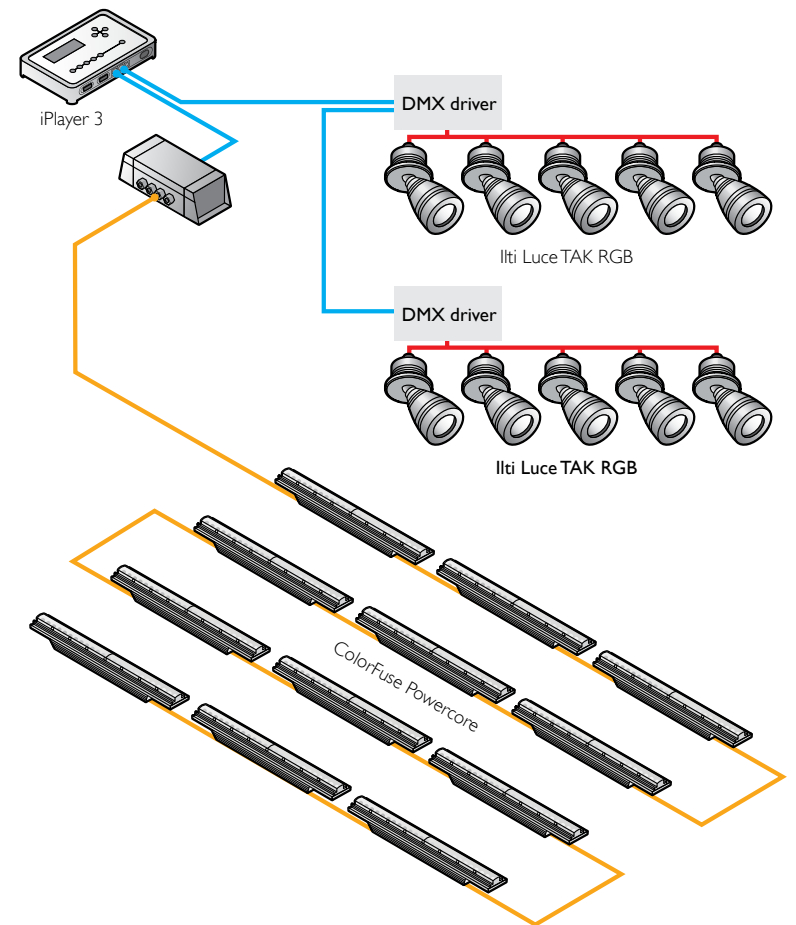
Timeclock



Scheduling

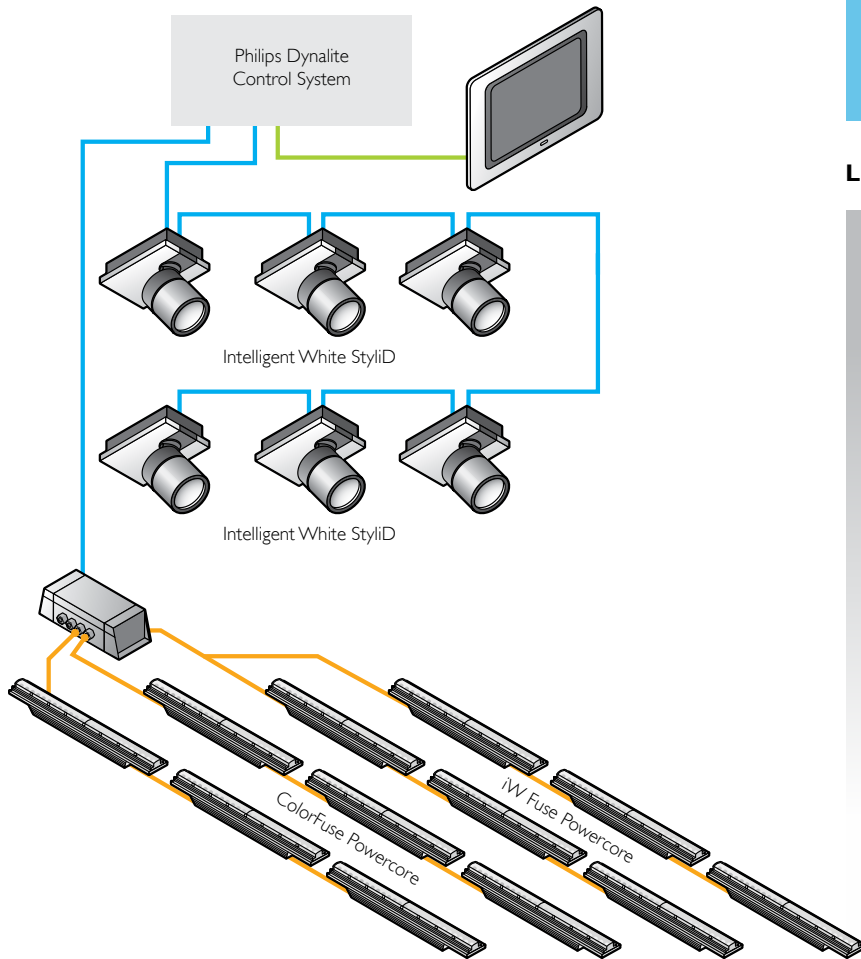


Button panel



Level 3

Your static and dynamic white / colored light can be controlled using a single system, which makes it very easy to use and gives you a tremendous amount of flexibility. You can program a timer in the system to control (switch on/off or dim) the lighting according to a pre-determined schedule. A button panel or touch-screen user interface can be added if manual override is required.



Light type

- Single white(s)
- Tunable white
- Single color(s)
- Tunable color

Light scene

- On/Off
- Dimming
- Static color tuning
- Static white tuning

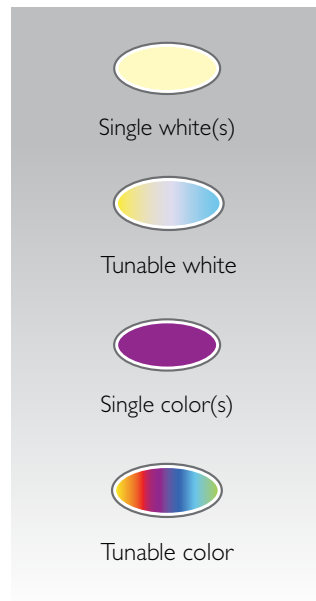
Control option

- Timeclock
- Scheduling
- Button panel
- Touch panel

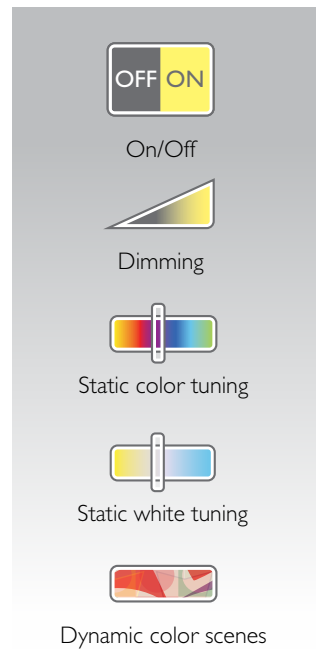
Level 4

Enjoy the ultimate in flexibility and lighting freedom. Control static and dynamic white / colored light using a single system. You can program a timer to automatically control (switch on/off or dim) the lighting according to a pre-determined schedule. Or you can alter settings manually using a button panel or touch-screen user interface. This can also be done remotely using a smart phone or tablet. It's even possible to carry out remote management and to integrate the system with other in-store lighting.

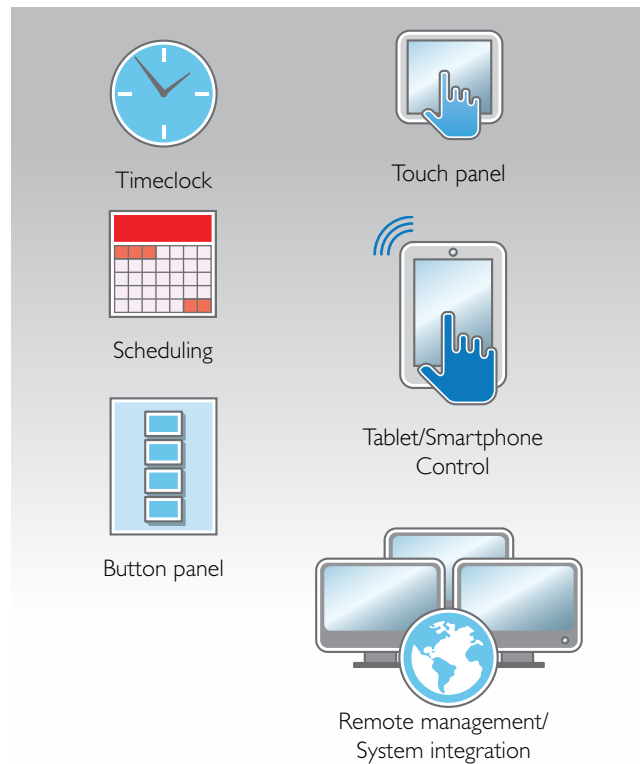
Light type

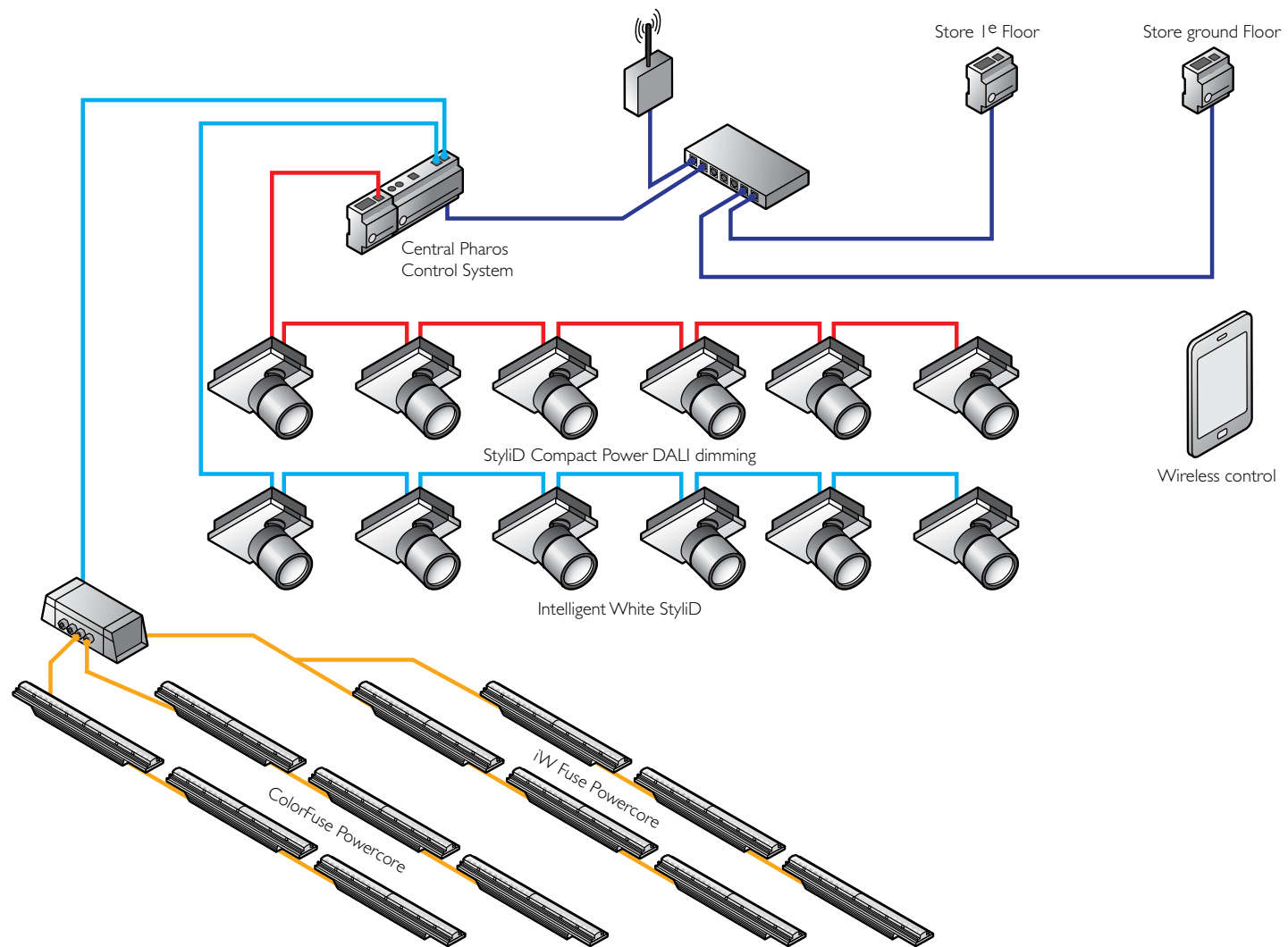


Light scene



Control option





Philips Luminous textile



This easy-fit system integrates multi-colored LED modules within acoustic textile panels for displaying dynamic content while softening sound.

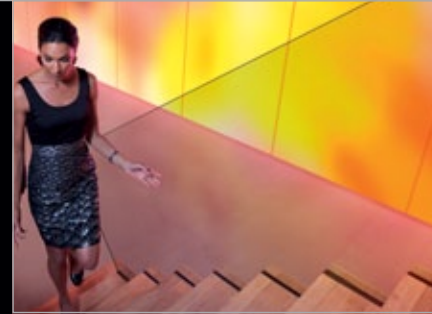
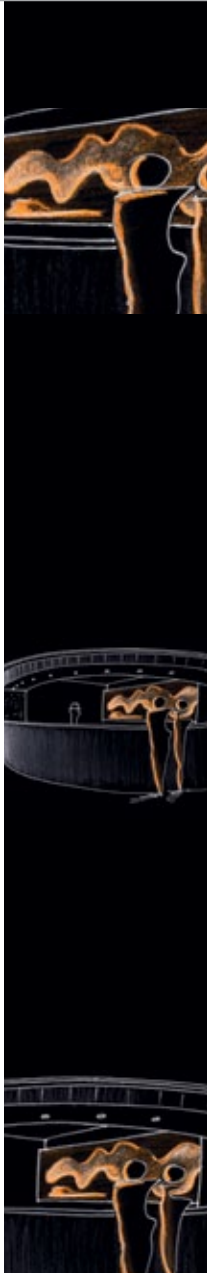
The panels, finished with Kvadrat textiles, are available in different finishes.

- Plug & play installation.
- Panel thickness = 130mm
- Three-year warranty (on electronics, textile, frame & tension system).

To find out more visit:

www.philips.com/luminous-textile

Luminous textile panels play a decorative - and practical - role in shopping malls, shop windows and in many other spaces within a building.



bring your shop spaces *alive*



Control solutions - Philips Luminous textile

Level 1

Autonomous operation: It is possible to design and program your own dynamic content and as such make your own lighting scenes. It is also possible to schedule these customized lighting scenes by programming a timer in the panel. A button panel, Smartphone or a remote control can optionally be used for manual override. Multiple panels can be combined without the need of an external controller, as the panels synchronize as one unit.

Level 2

Integrated operation: In combination with external controller(s) it is possible to integrate the panels into a larger system. This can vary from simple control or remote management to interactive "lighting entertainment" applications. This creates the capability of dynamically adapting the content on the panel, e.g. depending on external factors such as weather, music, motion etc.

Light type



Single color(s)



Tunable color

Light scene



On/Off



Dimming



Dynamic color scenes

Control option



Timeclock



Scheduling



Button panel



Tablet/Smartphone Control

Light type



Single color(s)



Tunable color

Light scene



On/Off



Dimming



Dynamic color scenes

Control option



Timeclock



Scheduling



Button panel



Tablet/Smartphone Control



Remote management/
System integration

Open floor

Make your goods more visible
and more appealing





Sparkling, attractive and efficient lighting that makes your store look remarkable



LuxSpace Mini HE, Compact HE & Compact Power



LuxSpace Accent



DayZone



Fugato Performance, Mini & Compact.



CDM Evolution CDM Elite Light Boost

Control solutions - Functional light

Level 1

Save energy by reducing the lighting levels when the shop is closed.

You can program a timer in the system to automatically switch the lighting on or off according to a pre-determined schedule. You can define different zones within your store, so for example the lighting closest to the front of the store remains on while the lighting at the back is turned off. You can alter settings manually using a button panel or touch-screen user interface.

Light type



Single white(s)

Light scene



On/Off

Control option



Timeclock



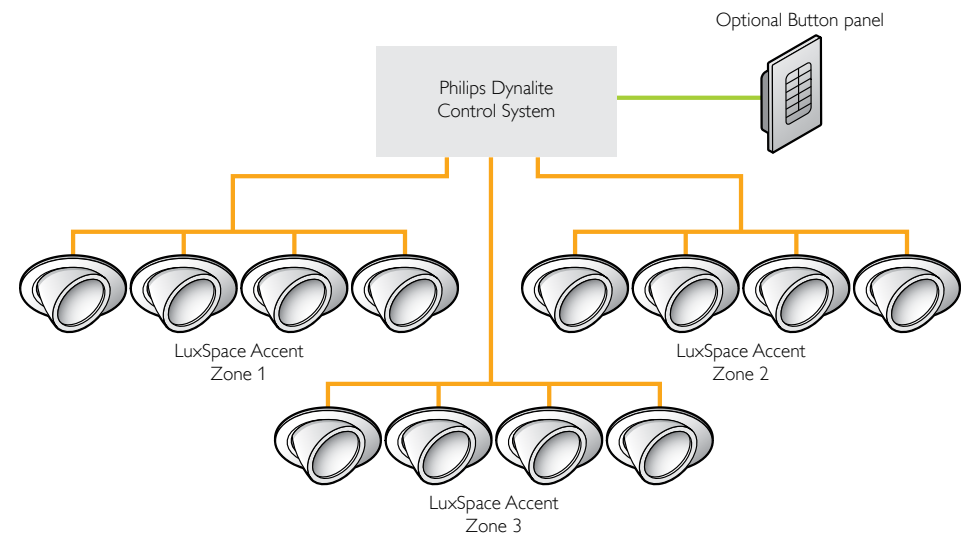
Scheduling



Button panel

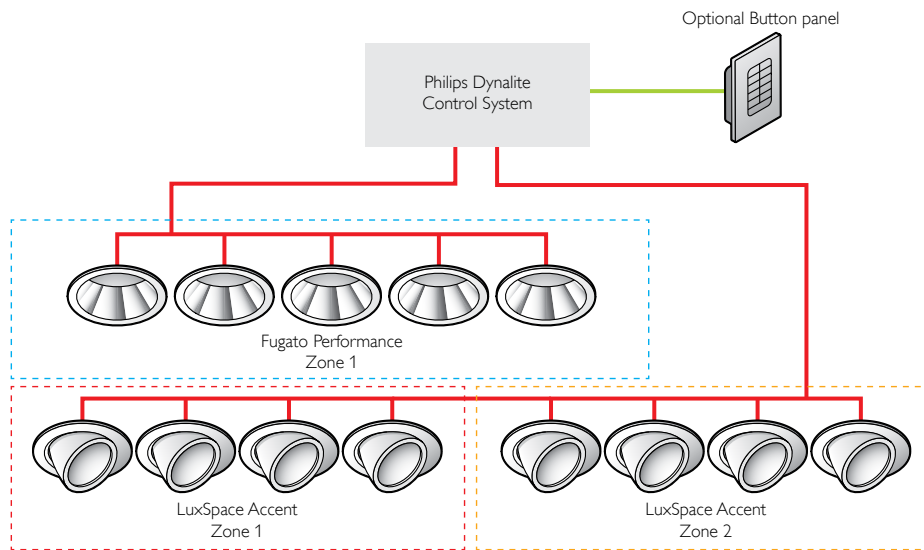


Touch panel

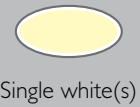


Level 2

By adding dimming possibilities you have greater freedom to come up with creative lighting solutions for emphasizing particular goods or areas of the store. You can program a timer in the system to automatically dim or switch the lighting on or off according to a pre-determined schedule. You can define various zones within your store and have different lighting effects for each. You can also alter settings manually using a button panel or touch-screen user interface.



Light type



Light scene



On/Off



Dimming

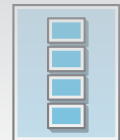
Control option



Timeclock



Scheduling



Button panel



Touch panel

Level 3

Optimize the appeal of the most important areas in your store by adding tunable (dynamic) white lighting. This, together with dimming possibilities, creates clear differentiation between the various zones in your store. You can program a timer in the system to automatically dim or switch the lighting on or off according to a pre-determined schedule. You can also alter settings manually using a button panel or touch-screen user interface.

Light type



Single white(s)



Tunable white

Light scene



On/Off



Dimming



Static white tuning

Control option



Timeclock



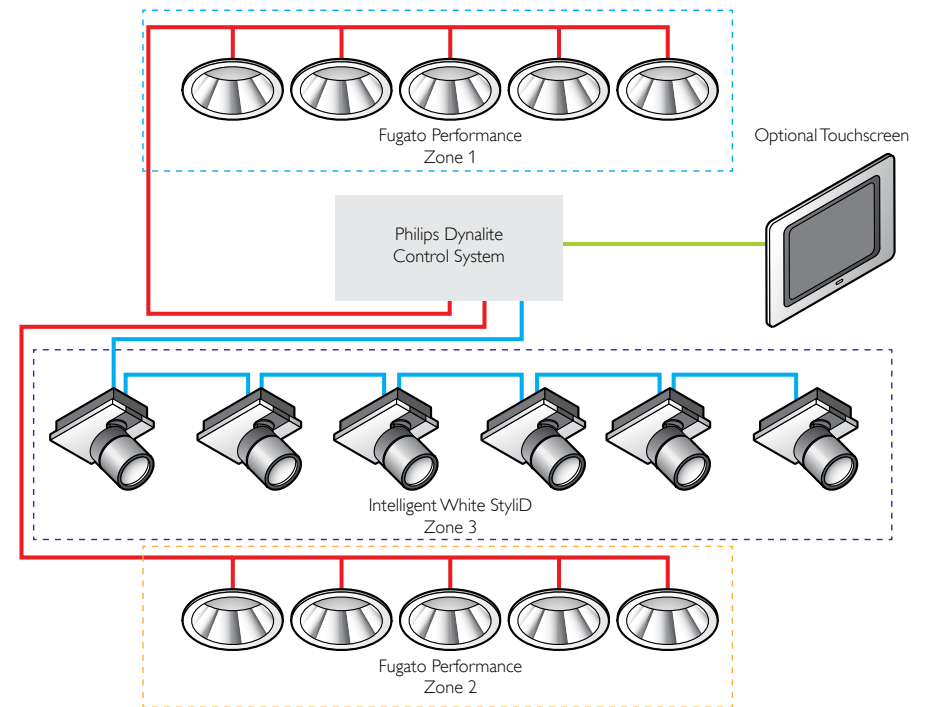
Scheduling



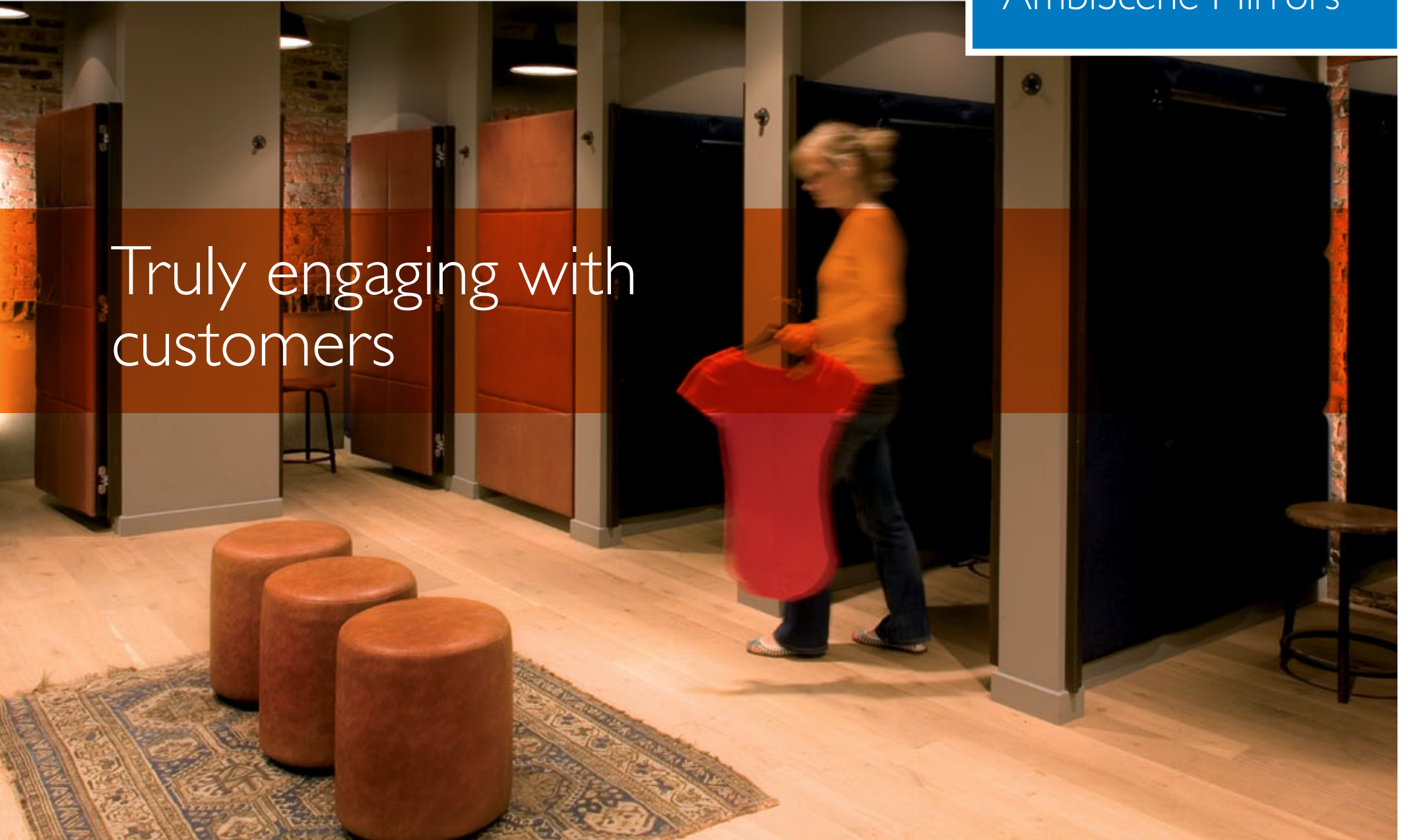
Button panel



Touch panel



Truly engaging with
customers



Fitting Room Mirror

OCCASIONS

At a touch of a button you'll get a veil of white light.

Office,
Outdoor
or
Cozy evening feeling...



SEASONS

Generate the perfect atmosphere for making the right decision...

How about spring, summer, autumn or winter light?



IMMERSIVE EXPERIENCE

The subtle effect of dynamic white and colored light can recreate virtual settings

Night club
Dinner party
At the gym
In the office
Relaxing by the pool



Create ambiances that inspire your customers



seasons



occasions

60% of the buying decisions are made inside the fitting room.

More than 60% of the American women asked said they wouldn't buy new garments if they didn't look their best in them.

"Inhospitable fitting rooms create an unpleasant atmosphere for shoppers and can impact on sales"

RetailWeek magazine, January 2007

When Macy's asked customers what they most wanted to see improved in their stores, dressing rooms was one of the three things mentioned most often.

USA Today, January 2007

"There are worse things in life than fitting rooms – I just can't think of what they are"

Anne Cole, American swimsuit designer

AmbiScene mirror for fitting rooms

Level 1, Occasions

Diffuse, frontal white dynamic lighting.



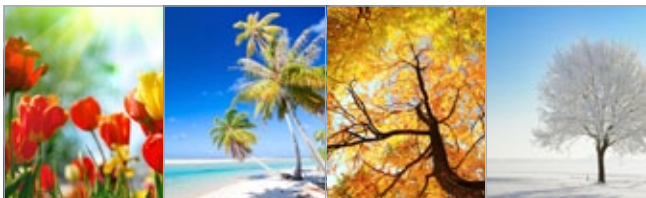
Level 3, Immersive experience

Diffuse, frontal white dynamic lighting
accentuated by colored ambient lighting that
is used throughout the fitting room.



Level 2, Seasons

Diffuse, frontal white dynamic lighting
accentuated by colored ambient lighting.



Vanity Mirror

Vanity Mirror for cosmetics stores and departments

Live Care Comfortable
White Basics Bright Life
Pamper Fashionable
Colorful Swimsuits Sporty
Sunny Love Enticing Red
Special Sensual Dimmed
Warm Seduce Black
Purple Lingerie

OCCASIONS

Add some real atmosphere
to the faces of your
customers...

SEASONS

Let them experience the
magic of special occasions
through the subtle effects
of dynamic white and
colored lighting.



Level 1, Occasions

Diffuse, frontal white dynamic lighting.



Level 2, Seasons

Diffuse, frontal white dynamic lighting
accentuated by colored ambient lighting.



Why does it work?

- Shoppers feel more comfortable
- Garments and cosmetics look more attractive
- Garments and cosmetics are seen in relevant light settings (e.g. outdoor scene for sports wear)
- Increased interaction between staff and shoppers
- Increased brand/store loyalty of the shopper



Revenue-enhancing light that engages shoppers to stay longer and spend more

Philips Lighting Services

Project Services

You can call on our extensive knowledge and experience for the implementation of lighting solutions of all type and size.



Advisory Services

We give you clear insights into your current lighting system, explaining how it can be improved and the potential benefits you can gain.



support from start to finish



Our extended warranty and maintenance services cover all relevant aspects so your lighting performs at its best throughout its entire life cycle.

Lifecycle Services

We can arrange a financial plan whereby you can enjoy a positive cash flow from day one.

Philips Lighting Capital

Now is the time to consider lighting solutions that can enhance your retail spaces and bring your brand to life. Philips can help you meet your lighting ambitions and create flexible, energy-efficient and dynamic fashion lighting solutions. Let your customers experience a remarkable journey, over and over again.

It's time to redefine the way
you light your retail spaces.

attract, engage, convert,
repeat...

Project credits - Philips Color Kinetics

Myriad Botanical Gardens and Crystal Bridge Tropical conservatory

Oklahoma City, Oklahoma, USA

Architect: GSB Inc Architects and Planners

Electrical Contractor: Shawver & Son Inc

Lighting Design: Alvine Engineering

General Contractor: Downey Contracting LLC

Selfridges

London, United Kingdom

Lighting Design: Philips

Lighting Supplier: Architainment Lighting Ltd.

111 Buckingham Palace Road

Victoria, London, United Kingdom

Lighting Design: Alma Cardzic, Hhilson Moran Partnership

Contractor: Simpson York

Lighting Supplier: Architainment Lighting Ltd.

Lighting Supply, Installation and Programming: Lighting
Technology Projects

City Place House

London, United Kingdom

Lighting Solution and Design Integration:

Terry Reeves, Lighting Technology Projects

Architect: Natalia Kudriavtseva and Sean O'Mahoney,
Hoare Lee

Lighting Supplier: Architainment Lighting Ltd.

Maplewood Mall

Maplewood, Minnesota, U.S.A.

Lighting Designer: Lighting Matters®, Minneapolis,
MN, U.S.A.

Architect: RSP Architects, Minneapolis, MN, U.S.A.

Mikimoto

Las Vegas, Nevada, U.S.A.

Lighting Design: Focus Lighting, NYC, U.S.A.

Design: Ilyia Corporation

Reebok

Antwerp, Belgium

Lighting Design: E.L. TRONICS in collaboration with
HUGO NEUMANN SA

Electrician: Stéphane Levêque, E.L. TRONICS

Philips Lighting

Data subject to change without prior notice.

Date of release: December 2012

Project reference: 2012036

For more information:

www.philips.com/lighting



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