



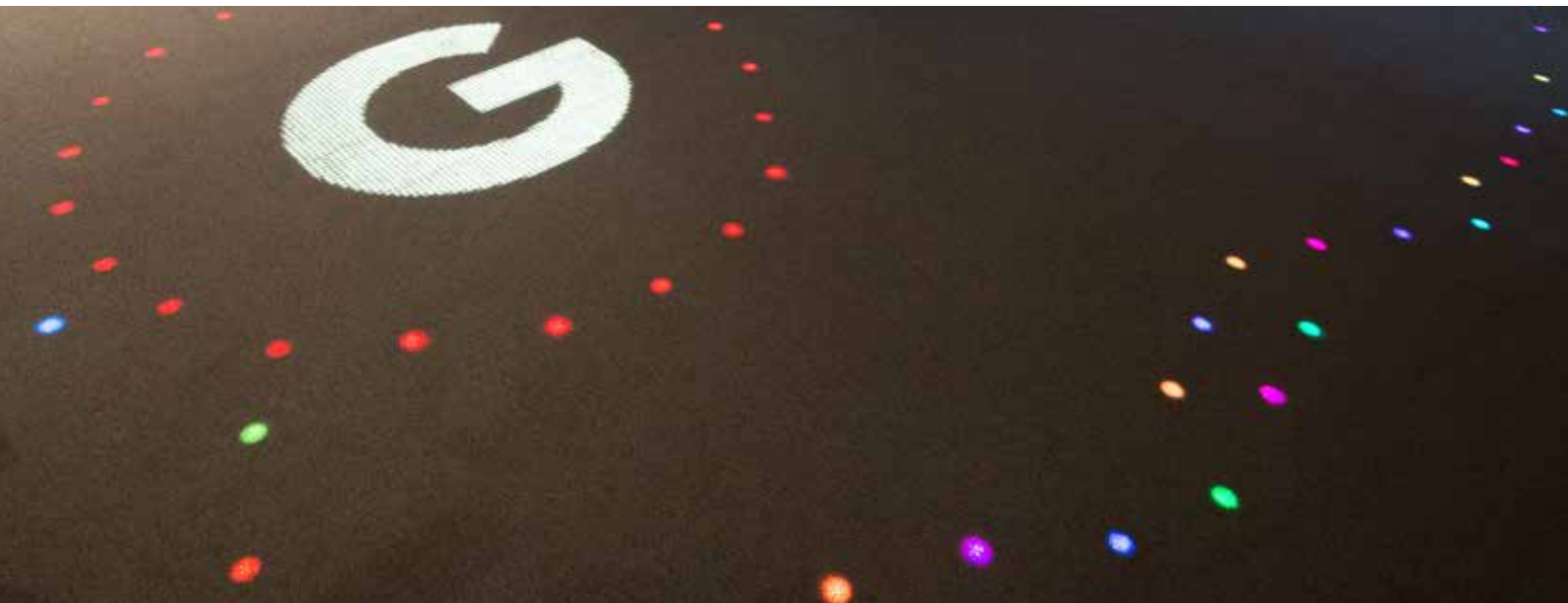
CASE STUDY

Luminous Carpets

Google, Singapore

PHILIPS

DESSO
A Tarkett Company



GOOGLE'S CUSTOMER EXPERIENCE CENTER EMPLOYS NEW TOUR GUIDE... THE CARPET!

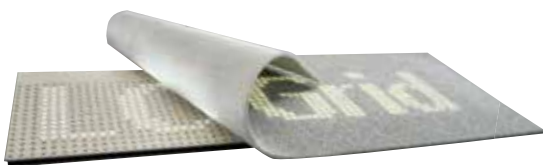
Philips Lighting and Desso, a Tarkett company make Google Singapore's carpets smart so they can welcome, guide and communicate with visitors at its customer experience center in Singapore.

The new Google customer experience center in Singapore is equipped with two connected Luminous Carpets™ installations. The Innovative carpets serve to interact with guests and employees upon their entry and guide them through the building.

The Luminous Carpets™ seamlessly integrate connected LED lighting technology with carpets. It enables Google Singapore to be creative and innovative with its floor space and personalize messages for visitors. Guests at the customer experience centre are greeted at its entrance by Google's brand logo illuminated in the carpet. From here, a second carpet installation guides guests to Google's Energy Lab with an interactive allure of playful colors lighting the way.

The connected LED system allows Google to personalize displays on the carpets with pre-programmed playlists at the tap of a screen or click of a mouse. The LED lights can be controlled via a web-based application using any internet enabled device connected to Google's IT network.

Luminous Carpets™ are made exclusively using high quality carpets from Desso. The carpets are made using light transmissive material to permit glowing effects, while the highly durable Philips Lighting LEDs are specially designed to withstand heavy loads and spills.



LED solution

The installations consist of

- 60x160 LC Grid unit
- 80x80 LC Grid Unit
- 200 RGB units

Carpet solution

Google Singapore chose for the light-transmissive carpet Stratos 9517

Square meters

950

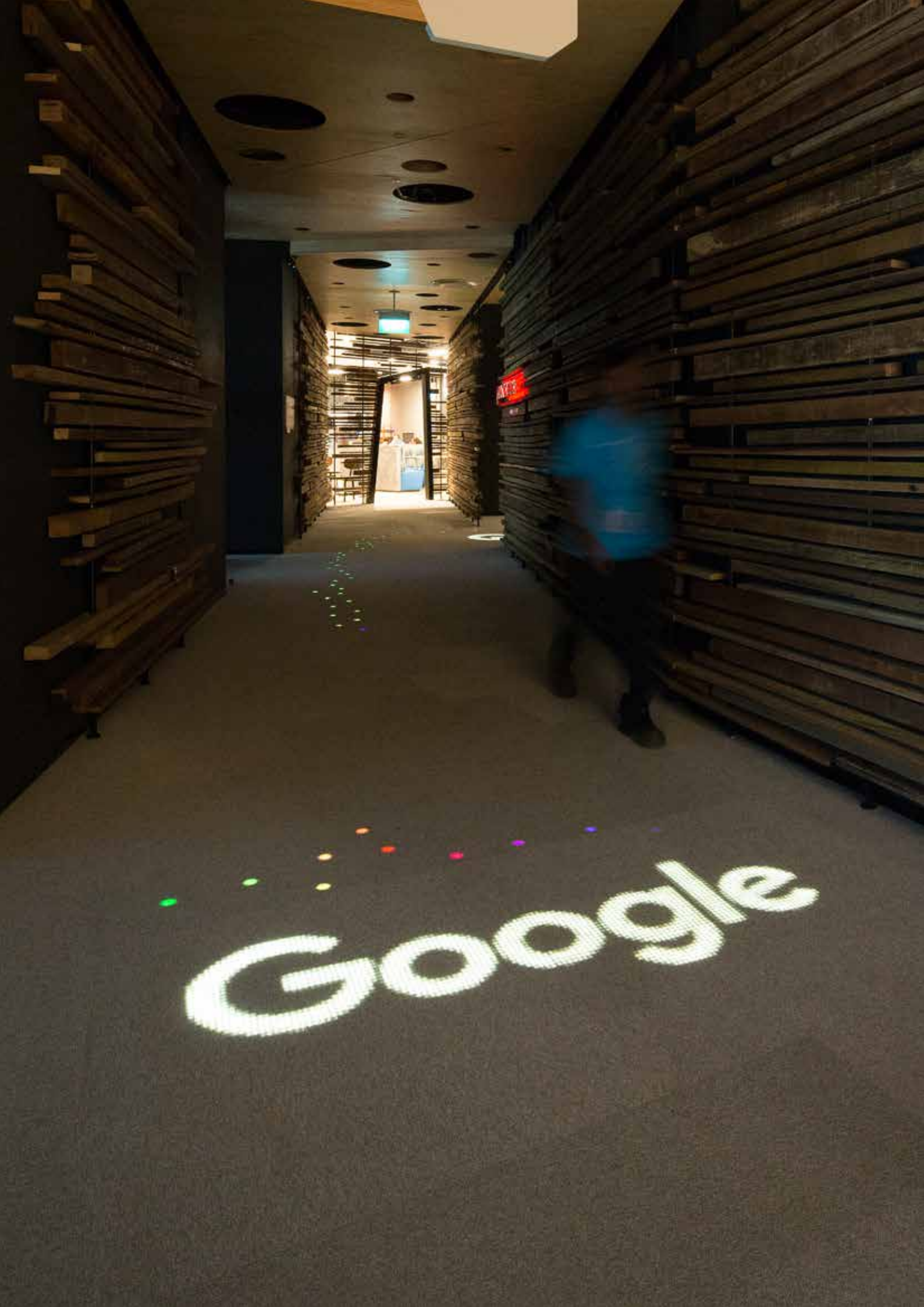
Architect

Woods Bagot (<https://www.woodsbagot.com/>)



RELATIVES

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Google



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PHILIPS

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