

# PHILIPS Lighting

## Press Information

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### **Attention shoppers: dazzling LED make-over for Karachi's iconic new shopping mall**

*Façade LuckyOne mall transformed with Philips Color Kinetics lighting systems, attracting visitors and creating commercial opportunities*

**Karachi, Pakistan** - Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, announced today the illumination of one of the largest shopping malls in Pakistan – LuckyOne in Karachi – with architectural LED lighting technology.

#### **Transforming Karachi's skyline**

The dynamic LED lighting, which can create stunning light effects, transformed the mall into one of the city's most iconic new landmarks. The new mall has been designed by Pakistan's renowned architecture firm Arcop Associates Private Limited. The façade lighting concept, undertaken and managed by Philips Lighting including installation, commissioning and programming, is leaving a lasting impression on visitors inside and outside the mall.

"Philips Lighting is an ideal partner. We aimed to build a shopping mall which would have no equivalent in Pakistan," said Sohail Tabba CEO, LuckyOne Group. He added, "The façade lighting presents remarkable commercial opportunities as well as entertainment for visitors. It brings the mall to life from the moment visitors approach it from a far to when they enter and experience its interior, right through to the vivid illumination of the Family Entertainment Center 'Onderland'."

#### **Colorful and sustainable lighting**

The mall's exterior façade is illuminated with dynamic [Philips Color Kinetics Vaya Linear MP](#) luminaires controlled by a [Philips iPlayer3 controller](#) providing flexibility to create millions of different colors and dynamic light effects. The façade can be lit in special colors for events and holidays and can create spectacular light shows. The indoor walkways and atrium areas are transformed with energy efficient Philips LED down lights. Compared to conventional lighting, the new long-life LED system may deliver up to 60 percent energy savings, as well as saving on operation and maintenance costs.

"The installation at the LuckyOne mall is the most advanced façade lighting project of its kind in Pakistan. We used the latest generation of Philips Color Kinetics Vaya luminaires to create a stunning and memorable entry point. From a façade that attracts visitors to the mall and to well-lit public areas, Philips' LED lighting delivers a cost-effective and sustainable offering that creates positive impact upon visitors and retailers," says Asad Jafar, Chairman & CEO Philips Lighting Pakistan.

**Project summary:**

About the project: The prestigious mall was opened to public in May 2017 and is built on an area of 3.4 million square feet making it one of the largest shopping malls in Pakistan.

Architect: The mall is designed by architecture firm Arcop Associates Private Limited.

Technology used: To illuminate the façade [Philips Color Kinetics Vaya Linear MP](#) luminaires, and [Philips Color Kinetics Vaya Flood HP](#), [Philips Color Kinetics Vaya Flood MP](#) have been installed and are controlled with a [Philips iPlayer3 controller](#). In the indoor areas over 9.000 indoor Philips LED down lights have been installed.

Other famous landmarks lit with Philips Color Kinetics technologies include: the Empire State Building, the Bay Bridge, Edinburgh Castle, the London Eye, the Kırkkale Nur Mosque, the Allianz Arena, the Victoria Falls, the Pyramids, the Taipei 101 Tower and the Dragon Bridge in Denang.

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**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at the <http://www.newsroom.lighting.philips.com>, [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.