



**PHILIPS**

## Lighting Fundamentals

2015 U.S. Philips Lighting Application Center Course Description

### **Philips Color Kinetics 101 – Introduction to Philips Color Kinetics**

Philips Color Kinetics offers professional LED lighting systems in a multitude of types, forms, and output levels. Color-changing, tunable white, solid white, and solid color LED lighting fixtures deliver high quality, digitally controllable light in the full range of interior and exterior architectural and entertainment applications. This one-day introduction course has been designed to give an insight into the history of the organization. This training will provide an overview of the products portfolio, applications, and market segments in which Philips Color Kinetics operates.

#### **Workshop Content**

- Welcome and Overview
- PCK Portfolio by Application
- PCK Controllers and Technologies
- PCK Services
- Industry Personas and Purchasing Flow
- Vaya Portfolio
- Why Philips

#### **Learning Objectives**

At the completion of the Training, participants should be able to:

- Have the understanding of the Customer Segments for the PCK offerings.
- Have the understanding of the PCK portfolio by application.
- Have the understanding of how a PCK lighting system goes together.
- Have the understanding of the Philips Vaya Portfolio.

#### **Logistics**

The workshop begins at 9:00 AM, so participants should arrive the night before. The workshop ends at 3:30 PM; participants who are flying home should arrange flights that depart the host location after 6:00 PM. Lunch and refreshments are provided. Other logistical details are available upon registration.

## Who Should Attend

This class is designed for anyone involved in selling and supporting the Philips Color Kinetics portfolio, including sales, customer service, presale engineers, sales engineers, and others with day-to-day solutions activities as part of their core job function. Reps, agents, specifiers and owners are all welcomed.

**There is no Fee for this workshop** — [Register Now](#)

## Scheduled dates

(please refer to [www.philips.com/lightingapplicationcenter](http://www.philips.com/lightingapplicationcenter) for final confirmed course dates):

July 28 – Burlington, Massachusetts

Oct 6 – Burlington, Massachusetts

Please email Yolanda Adornato at [yolanda.adornato@philips.com](mailto:yolanda.adornato@philips.com) with any questions.

