

# Improving people's lives through meaningful innovation



innovation  you

# Quality of The Visual Environment

**Your Expectations & Needs**

**Addressing The Issues – Pain Points**

**Current vs. Emerging Technology**

**Lamps, Ballasts, Controls, Fixtures, Retrofit Kits**

**Comprehensive Solutions, Systems & Services**

**Tied To Available Incentives**

# The Impact of Lighting

Lighting consumes a significant part of all electricity

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## 4 Key Issues

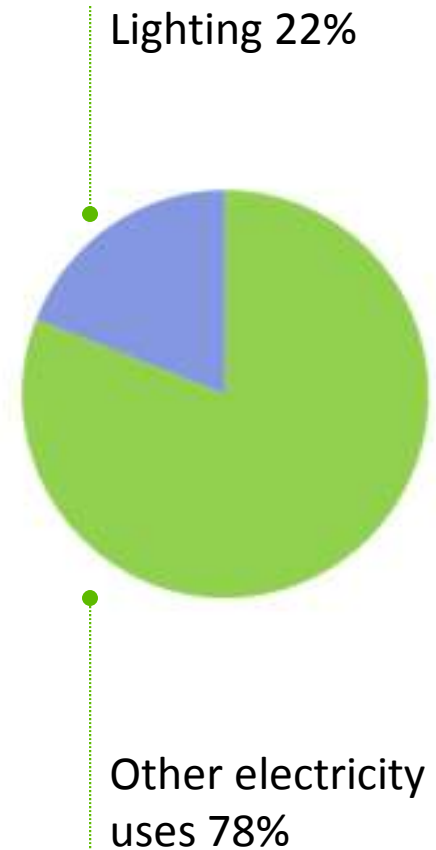
- Rising energy prices
- Climate Change
- Security of energy supply
- Economic growth



## 1 value proposition

Energy-efficient lighting solutions help drive global sustainable development

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# Energy Efficient Lighting and Control can save up to 40%



\$55 billion in energy costs



210 million tons of CO<sub>2</sub>



Annual output of 198 medium sized power stations @ 2TWh/year



81 million car emissions @ 10k mile/year

## Tubes To Transistors All Over Again

### Analog

Vacuum tube

LP records

Film

Rotary phone

VHS

Linkages

Typewriter

### Digital

Transistor

CDs -> mp3

CCD

Cell phone

DVD

'Fly by wire'

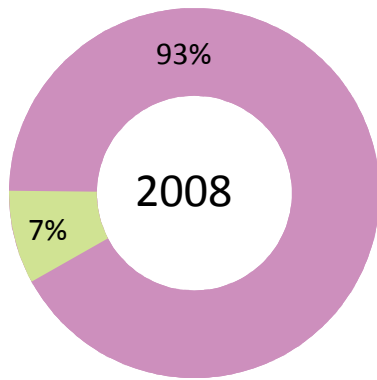
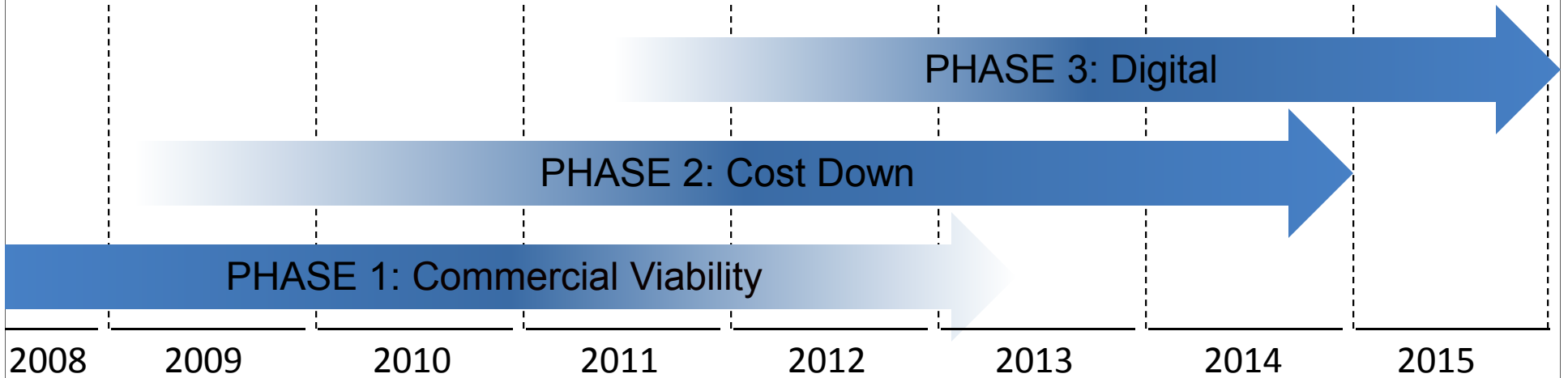
Computer



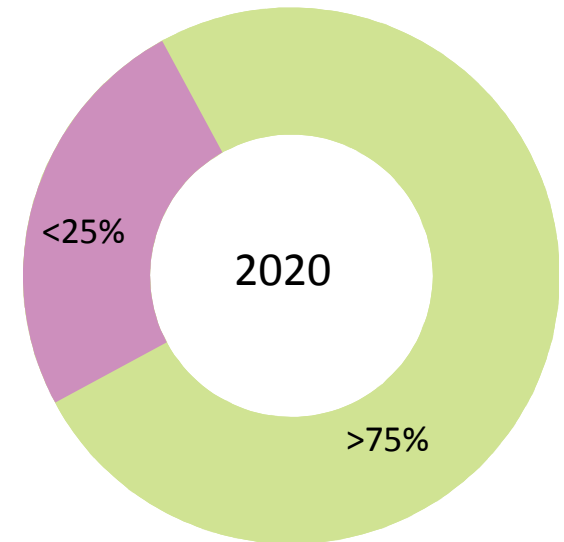
Lighting is the last refuge of analog

# LED revolution has three phases

From Innovator's Dilemma to Designer's Delight



30% - 2013



- Traditional lighting
- LED lighting

# For Hospitality

Dynamic Lighting – Guest Rooms

Positive & Distinctive Image - Lobby

Wayfinding & Efficiency – Hallway & Elevator

Energy Efficient & Controllable – Meeting Space

Inspired Sales – Gift Shop

Setting The Scene - Dining

## Mirage Events Center Las Vegas



Replaced 4,000 18W and 42W incandescent A fixtures used in sconces and chandeliers

A19 Dimmable LED A-Shape Lamps consume only 7 watts, representing energy savings of approximately \$60,000 per year

Will eliminate nearly three million pounds of carbon dioxide and significant amounts of sulfur dioxide and nitrogen dioxide



# Shangri-La's Rasa Sentosa Resort – Singapore

Room Mock Ups

Comfort – Sustainable - State-of-the-art

86% Energy Savings for lamps replaced

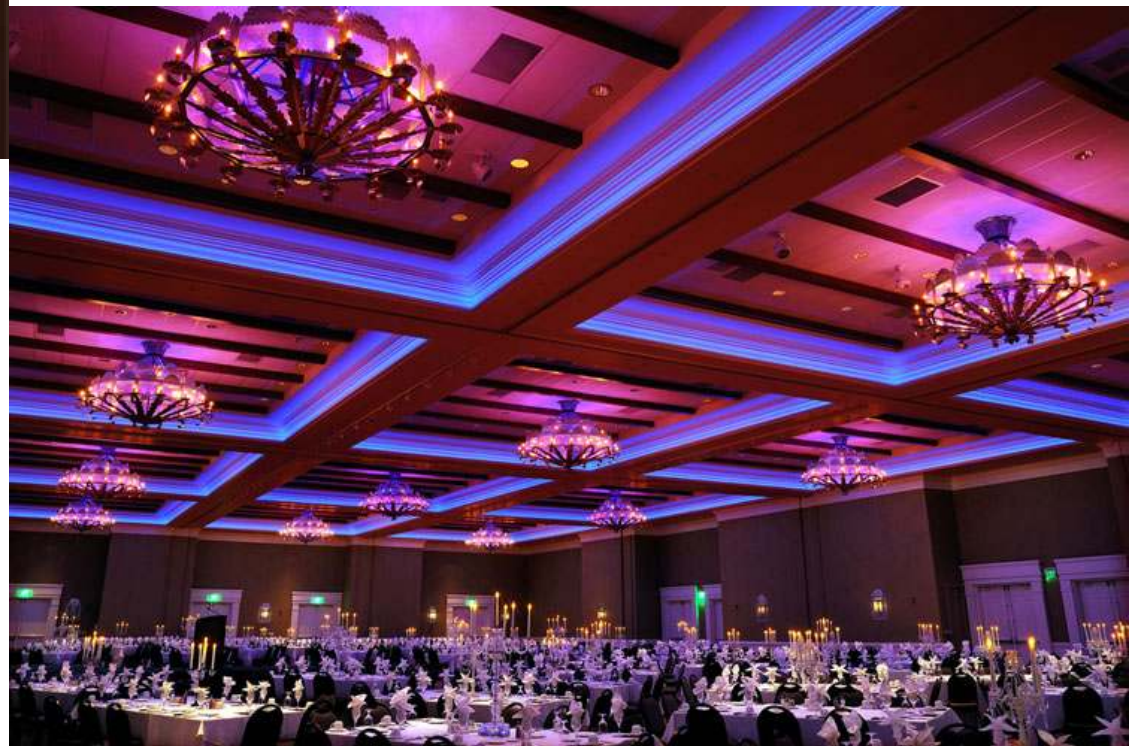


# Hotel Albuquerque Ballroom

Extend the ballroom's flexibility

Create more value for customers

Stunning Atmospheres



# Light Fair – Las Vegas – Happening Now

PAR 30 & 38 – 30% Weight Reduction – White – Black - Silver

3 Way A Shape – 40W-60W-100W Replacement– late year

Crisp White Technology – Higher Color Rendering – 92 CRI

Fixtures – Too many to mention – connected - sophisticated, intuitive lighting management software, digital controls, and luminaires to give you centralized control of every light point in your environment

# T8 Lamps – 4' – 3' -2' – UBends

Simple Replacement

Multiple Lumen/Color Temps

Back of House

Food & Beverage Preparation - NSF

Virtually No UV



## Slim Style

A Shape - replace 40W & 60W

BR30 – Replace 65W

Significant Cost Down





# Warm Glow Technology

Dims from 2700K to 2200K

New Shapes

Consistency

80% Reduction of Energy Use



## MR16

Dimmable – Broader Range Compatibility

Reduced Wattage

More Punch

High Output Up to 75W equivalent



# Candles

The Challenge

Simulate Incandescent “Sparkle”

Revolutionary Lens Design

20W – 40W – 60W

74%, saving on energy consumption

The high heat gains have also been eliminated

extend the lamp replacement time

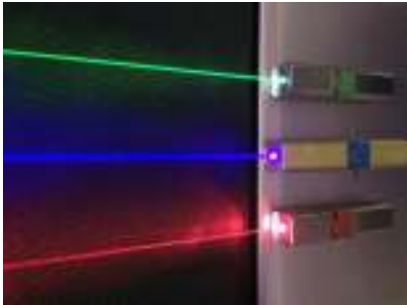






## Transistor

Developed as a new kind of amplifier, in hearing aids, yet later became the main component in computer processors



## Laser

Developed for communications yet now reads DVDs and assists surgeons



## Cell Phone

Developed for conversation yet evolved into pocket supercomputers that organize social life and global commerce

Future

**Innovation is accelerating – Digital Light for a Digital World**

Glowing Walls

Carpets

Skylights

Ceilings

**Tunable Light – HUE – Apps 100+**

<http://www.usa.philips.com/e/hue/hue.html>

**Communicate to and through the lighting source - Cell Tower - IP Address**

[http://www.huffingtonpost.com/2011/12/16/harald-haas-wireless-data\\_n\\_1153538.html?1324050673](http://www.huffingtonpost.com/2011/12/16/harald-haas-wireless-data_n_1153538.html?1324050673)

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Case Studies - [http://www.lighting.philips.com/main/solution\\_application/hospitality.wpd](http://www.lighting.philips.com/main/solution_application/hospitality.wpd)

