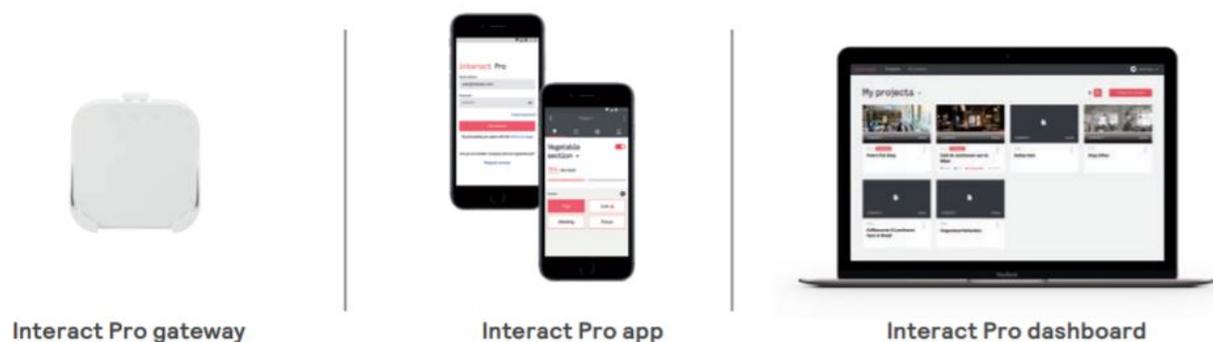


Inside Innovation: Interact Pro

Connecting Value to Connected Lighting

By Brian Vedder, product marketing manager, Signify

There's a bright future for connected lighting. In 2017, the global market for smart lighting and connected controls was valued at \$8 billion and is expected to double by 2021.¹ Ultimately, that means a tremendous upside for distributors to deliver value in new ways by helping customers navigate the gradual shift to connected lighting systems. They play a critical role in explaining the benefits that connected technology delivers and making it simple to procure, install and maintain.



At the same time, we recognize that every customer is at a different stage along the connected journey. So, the approach must be in line with market realities, and to develop new technology and products that provide customers with a range of options to match their project and application needs. Because customers are at various stages of the connected lighting journey, we need to think critically about the connected entry point for every price point and pain point.

For instance, a full-scale connected lighting renovation may sound like an expensive and/or laborious proposition. But as technology has advanced and the variety of applications—from

office to schools to warehouses—continues to grow, the path to connected lighting doesn't need to be a costly or time-consuming endeavor.

In fact, getting connected using a wireless system with an app-based set-up like Interact Pro means it can be installed even faster and easier than traditional lighting systems. This reduces a contractor's time on site and the volume/frequency of call backs. These connected lighting benefits enable installers and contractors to move to the next job more quickly, while minimizing disruptions to a client's business.

And because Interact Pro is the only system able to mix luminaires, retrofit kits and lamps in a connected system with the same level of features, such as dimming, grouping and scheduling, distributors have even greater flexibility to serve a wider variety of applications and projects.

One notable area of success we have seen so far has been in relighting classrooms. Many are outfitted with lamps that are controlled by the traditional, on/off switch. By contrast, Interact Pro is capable of grouping and dimming TLEDs wirelessly, giving more options and greater control over classroom lighting while maintaining simplistic setup and easy installation. For example, a teacher can raise the overall brightness to help students focus during a test or dim the lights at the front of the room for a presentation. Teachers can also calm down the room during lunch by dimming to a lower lighting output setting. It's flexible, adaptable and most importantly, the quality of light is better for students, which can help promote productivity and a general sense of well-being.

We've reached an inflection point in the evolution of lighting and the transformation of the lighting industry where a decision must be made—get connected or get commoditized. Distributors will continue to play an important role in educating customers and helping them select the right products that not only meet their immediate project needs but deliver value that will help their business grow well into the future.

¹ IHS Markit: <https://technology.ihs.com/599873/global-market-for-smart-lighting-and-connected-lighting-controls-reached-8-billion-in-2017>. 2/6/18.

