



Shop at light speed



Shoppers receive special offers sent in-store to their smartphones via innovative lighting system from Philips

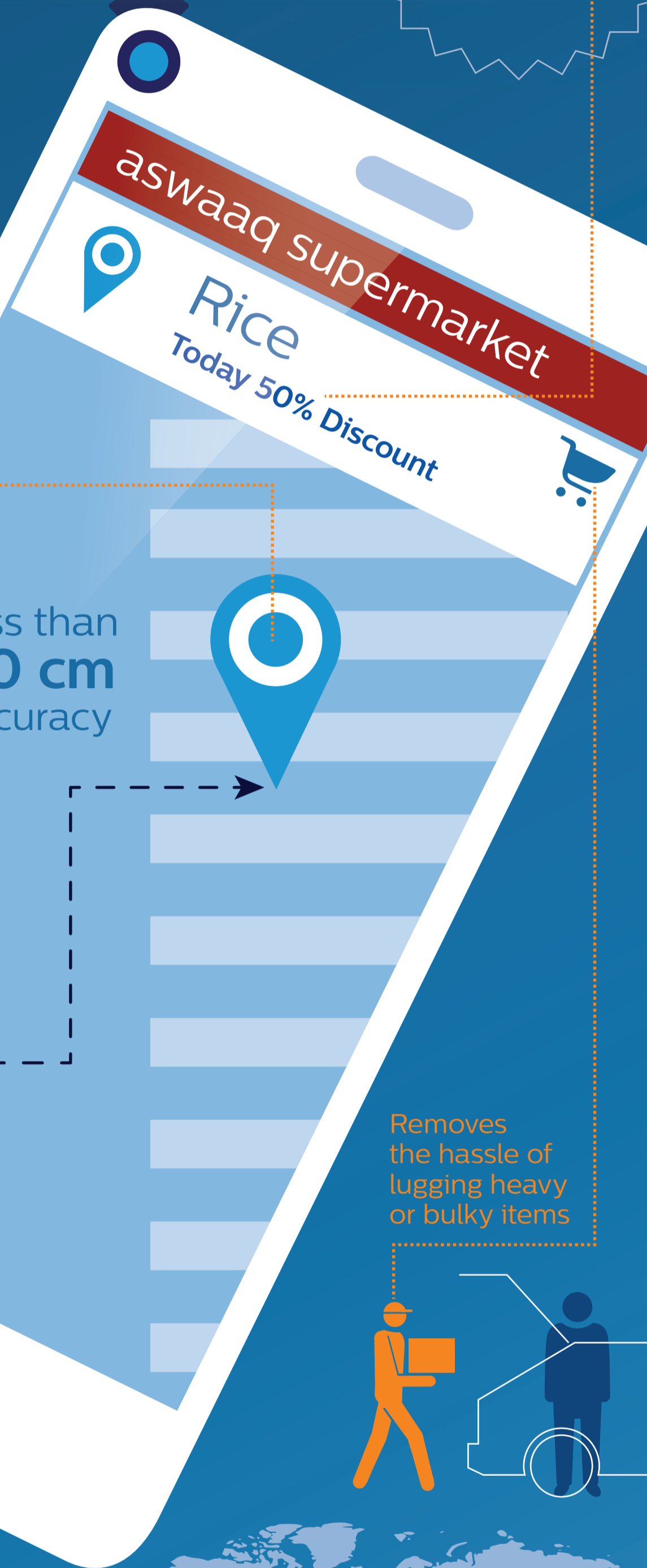
An award winning technology* set to change the face of retail

Philips Visible Light Communication (VLC)

lets shoppers see their exact location using the smartphone camera and a specially developed app

Receive product information and special offers

No more searching for products



less than 30 cm accuracy

Removes the hassle of lugging heavy or bulky items



Cut lighting-based energy consumption by



Drive down running and maintenance cost



Reduce carbon footprint



First location based services in Middle East

aswaaq supermarket in Dubai



*Philips Lighting received Top Supplier Retail 2016 award for its indoor positioning technology by German retail institute EHI.