Shop at light speed

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

Philips Visible Light Communication (VLC) lets shoppers see their exact location using the smartphone camera and a specially developed app.

Receive information and special offers.

No more searching for products.

Cut lighting-based energy consumption by 50%.

Lower down and maintenance cost.

Reduce carbon footprint.

Philips indoor positioning with Aisle411.

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

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.

Less than 30 cm accuracy.

Remove the hassle of lugging heavy or bulky items.

First location based services in Middle East.

aswaaq supermarket in Dubai.

aswaaq supermarket.

Today 50% Discount.