



Philips Dynalite

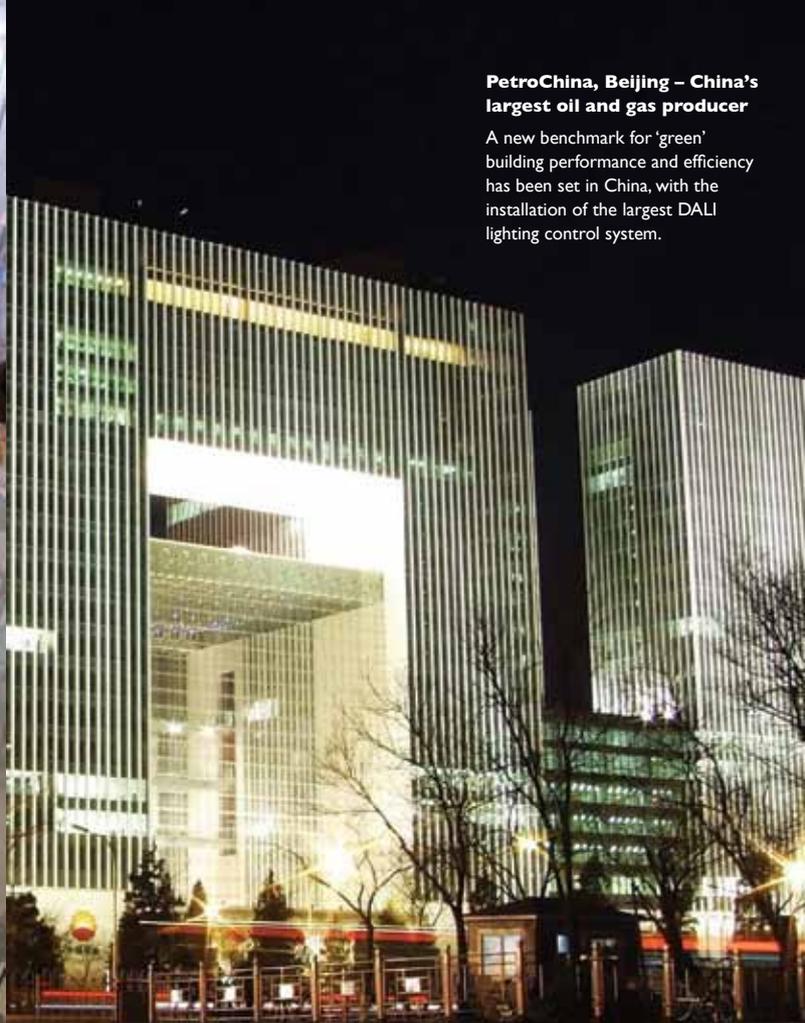
Sophisticated, productive, reliable and energy efficient lighting control solutions

PHILIPS
dynalite 



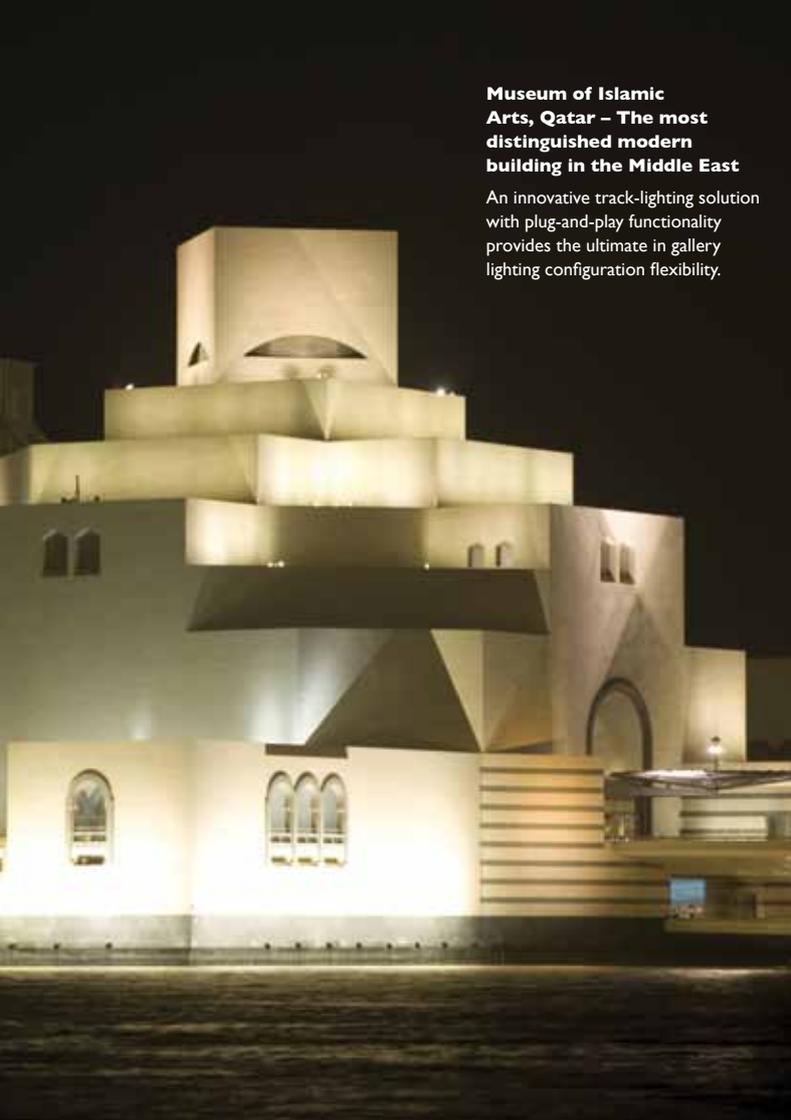
**Westfield London
– Europe's largest
shopping mall**

With 150,000 square meters of floor space, an advanced site-wide automated lighting control system, enhances the shopping experience.



**PetroChina, Beijing – China's
largest oil and gas producer**

A new benchmark for 'green' building performance and efficiency has been set in China, with the installation of the largest DALI lighting control system.



**Museum of Islamic
Arts, Qatar – The most
distinguished modern
building in the Middle East**

An innovative track-lighting solution with plug-and-play functionality provides the ultimate in gallery lighting configuration flexibility.



**Burj Khalifa, Dubai –
World's tallest building**

With over 160 floors containing integrated lighting control solutions, residents, guests and visitors alike are living the high life.

Leading the world in fully integrated lighting control solutions

Philips Dyalite is synonymous with the creation of sophisticated, productive, reliable and energy-efficient lighting control solutions for a wide range of segments that include residential, custom installation, offices, retail, hospitality, industrial and public spaces.

An industry-leading innovator for over 20 years, Philips Dyalite has become the solution of choice for a wide range of energy management, 'smart home' and architectural lighting control applications. Philips Dyalite solutions blend advanced high-level functionality with aesthetic and sustainable lighting control that enhances economic return, personal and facility productivity and user comfort.

Enhancing life with light

Philips Dyalite simplifies the task of transforming environments with light through in-depth customer interaction via our local organisations and partners and by addressing the world's ongoing quest for building and lighting energy efficiency, facility optimisation and user comfort. We lead the way in delivering sustainable, architectural lighting solutions for the future.

Our system offering includes an extensive range of hardware and software products as well as local and regional support services that enable advanced levels of lighting control, energy management and seamless integration with third-party systems, as well as ensuring your project is delivered on time and supported through life. Linking all system components into a single integrated control system is Philips Dyalite's sophisticated peer-to-peer communications serial bus network – DyNet.

The Philips Dyalite system is founded on a distributed control philosophy, where control intelligence is distributed

about the network in a modular fashion, which optimises reliability and eliminates vulnerability associated with centralised processor design. Our modular product design philosophy delivers high levels of system flexibility and provides a highly scalable platform to accommodate future control system modifications and additions.

Our Global Centre of Competence

Philips Dyalite sets the standard in research and development – particularly in the area of energy management and sustainable lighting controls technologies. Our Sydney headquarters and manufacturing facility is Philips Lighting's Global Centre of Competence for indoor networked controls.

Philips Dyalite is dedicated to creating value and meaningful innovations that improve and enhance not only the environment and a buildings efficacy through life but also people's health and wellbeing. Our fully integrated lighting control solutions leverage light's unique ability to energise and stimulate, allowing users to increase productivity, explore identity and expression in new and interesting ways.



Setting new global benchmarks in energy management

“Driving the global shift towards efficient building energy management and sustainable lighting controls technologies”

Efficient energy management through end-to-end solutions

Philips Dynalite specialises in the provision of end-to-end intelligent lighting control solutions rather than just products and systems. We know that the critical links between products like LEDs and other traditional light sources, drivers and luminaires and a fully integrated solutions environment is the control capability. Our lighting control infrastructure underpins a fully integrated environment that is the future of building and energy management systems worldwide.

When combined with the broad selection of Philips Lighting's energy-efficient light sources and luminaires, our lighting control systems allow users to create ambiances, develop innovative and distinctive lighting scenes and transform environments.



Together, Philips Lighting and Philips Dynalite are driving the global shift towards energy management and sustainable lighting technologies. This includes a focus on energy-efficient methods of creating aesthetic lighting solutions for a range of environments – inside and out.

Harnessing the energy-saving potential of lighting control systems and returning the cost savings to the owner is our strength. By implementing a range of energy management strategies, such as presence sensing, zoning, daylight harvesting, dimming and time-based control, users can optimise energy use, while maintaining comfort levels and maximising cost savings.

Our innovative technologies align with the global shift to energy-efficient LED solutions and have been engineered to reduce power consumption, combat escalating energy costs and address the emergence of regulatory bodies and their sustainable design framework requirements. We also consider the total life cycle 'carbon footprint' of everything we do – lightweight system components minimise the impact of global freight 'carbon miles', while product modularity and compactness reduce raw material waste and streamline installations.

LED-ing the way

Philips Dynalite is an industry-leading expert in the control of energy-saving LEDs for both greenfield and retrofit applications, across a range of industry sectors. Leveraging our technical expertise and experience, we are able to ensure the resulting control protocol/LED combination will deliver maximum energy savings, while accommodating the building's lighting requirements, now and into the future.



Creating exceptional environments for key user groups

The inspiring office

Our lighting control systems allow building owners to create inviting, highly functional office environments – ones that stimulate productivity and optimise energy use, while permitting users to tailor work areas to specific tasks and accommodate future layout and occupancy changes.

By implementing intelligent systems that ensure lighting is only activated when and where it is required, building owners can optimise environmental performance and minimise operating and maintenance costs. By integrating our systems with building management systems (BMS)

and incorporating third-party control elements, building stakeholders can further enhance energy savings and earn credit points across differing regional and country energy rating systems.

To accommodate 'building churn' – where tenancies change, staff numbers fluctuate and office activities vary – Philips Dynalite adopts a scalable approach. By ensuring lighting and energy-management systems can accommodate this re-configuration of the office space, building owners can avoid wasteful and intrusive lighting refurbishments and extend the lifetime of their system.

“ Beautify and distinguish while increasing productivity and energy efficiency in the office environment ”



A memorable stay and a great return

Our fully integrated lighting control solutions play a key role in optimising both guest experience and stakeholder returns. They create workable and inviting ambiances in front of house, public and functional spaces and build brand differentiation in major hotels all over the world.

With connectivity to hotel-wide building management systems, hotel staff can execute pre-programmed changes from the front desk, setting rooms into a 'welcome' mode prior to a guest arriving. We allow guests to personalise their room for varied lighting scenes as well as temperature, blind, curtain and AV control to suit individual ambiance and comfort requirements.

The whole guest leisure or business experience from entering the hotel through foyers and front desk areas to rooms, restaurants, bars, pools, leisure, business centre, ballroom and conference facilities can be optimised and enhanced through the seamless integration of varying lighting and other building technologies via the Philips Dynalite system. A facility manager has visible "plan view" control over the whole site and can adjust for example, not just the lighting, but also the area size and airconditioning of a space within a hotel, changing it from a conference facility set up, to an ambient ballroom with the press of a single button.

From simple preset scenes to complex integration, Philips Dynalite is the first choice for many of the world's major hotel groups and landmarks.

Enabling a distinct retail experience with increased trading and reduced costs

Creating dynamic and engaging retail environments that enhance and strengthen brand identity, attract potential customers and lead them to a purchasing decision is crucial to trading success in today's tough economic climate. This is made simple with our advanced lighting control solutions. Retail centre managers, department, chain and supermarket store operators as well as individual shop owners need to be able to tailor eye-catching lighting schemes to individual retail areas, displays and products as well as for store events and themed days, to not only differentiate themselves, but also to maximise customer engagement, and enrich the overall shopping experience.

Acknowledging the retail industry's need to minimise energy use and operating costs, whilst maintaining the desired shopping ambiance experience, our lighting control systems



“Promoting guest experience, building brand differentiation and optimising stakeholder return”

have energy management functionality built in, making the much-sought after 'green store' an achievable reality, in or out of trading hours. Our systems can control a wide range of luminaires, including the latest energy-saving LED technologies to deliver further energy savings.

By ensuring light is delivered effectively and efficiently, all levels of retail operators can enjoy increased trading and reduced costs.

“Customised lighting aesthetics and energy management give retailers the competitive edge”



Making smart homes a reality and a good investment

No environment is more intimate than the space we call home. Clever lighting control solutions now allow developers, designers and homeowners to express individual personality and style and create atmospheres tailored to function, mood or occasion – all in an easy-to-use and cost effective sustainable way.

Ongoing significant developments allow for increasing functionality, ease of design, programming and commissioning for project delivery stakeholders, thereby increasing the value of smart home systems and reducing the delivery risk for all.

Designed to beautify and inspire, our 'smart home' and 'smart apartment' control solutions go beyond lighting control, encompassing the full range of home automation applications. They provide advanced levels of functionality and seamless integration with third-party control systems – including audio-visual, curtain, blind, louvre, pool, watering, security and temperature control. Such integrated home automation systems deliver high levels of control flexibility and allow apartment and homeowners to optimise user comfort and energy consumption, resulting in significant energy and cost savings.

With our ability to scale the system to suit all sizes of individual sites through to the largest of multi-dwelling residential developments, the Philips Dynalite 'smart home' is about streamlining your life or project delivery cycle rather than complicating it.

Our regional and country network of resellers and dealer/installers add real value to every project by taking into account local individual project requirements and can remain involved with your investment for the life of the system. In the end it means the whole household or the building facilities manager can easily configure and manage all of the home's or apartment's automated controls via dedicated tailored touch screens, operator panels, or handheld devices, including remote controls such as iPhones and iPads.

“ Helping people streamline their project delivery and their lives ”

Beyond lighting

Environments such as public spaces, multi-purpose event centres, stadiums and places of worship, require specialised lighting control solutions. For public spaces and outdoor areas, our solutions allow designers to create and implement attractive and engaging environments with optimised levels of comfort and safety, enhancing the public's sense of participation and wellbeing. Advanced lighting control methodologies can also minimise the environmental impact on the local area and strengthen city branding and identity.

For stadiums and multi-purpose event centres, our energy efficient and aesthetic lighting solutions enable venue managers to tailor lighting schemes to individual musical performances, sporting events and exhibitions. With an additional ability to integrate with DMX-based theatrical control elements, Philips Dynalite is able to provide visitors with a premium event experience.

Our systems are also ideal for creating a welcoming environment and enhancing the architectural beauty of places of worship, such as churches, mosques, temples and synagogues. By providing an easy-to-use mechanism for setting lighting moods and ambience, we aim to complement and enrich the religious experience.



“For over 20 years we have enabled inspired lighting control systems for office and retail environments, event centres and much more”



How we connect with our customers

Global access

As the Philips global centre of competence for indoor networked controls, our headquarters and manufacturing facility in Sydney Australia develops world-leading lighting control technologies for a global marketplace in conjunction with ongoing communication and feedback from a worldwide network.

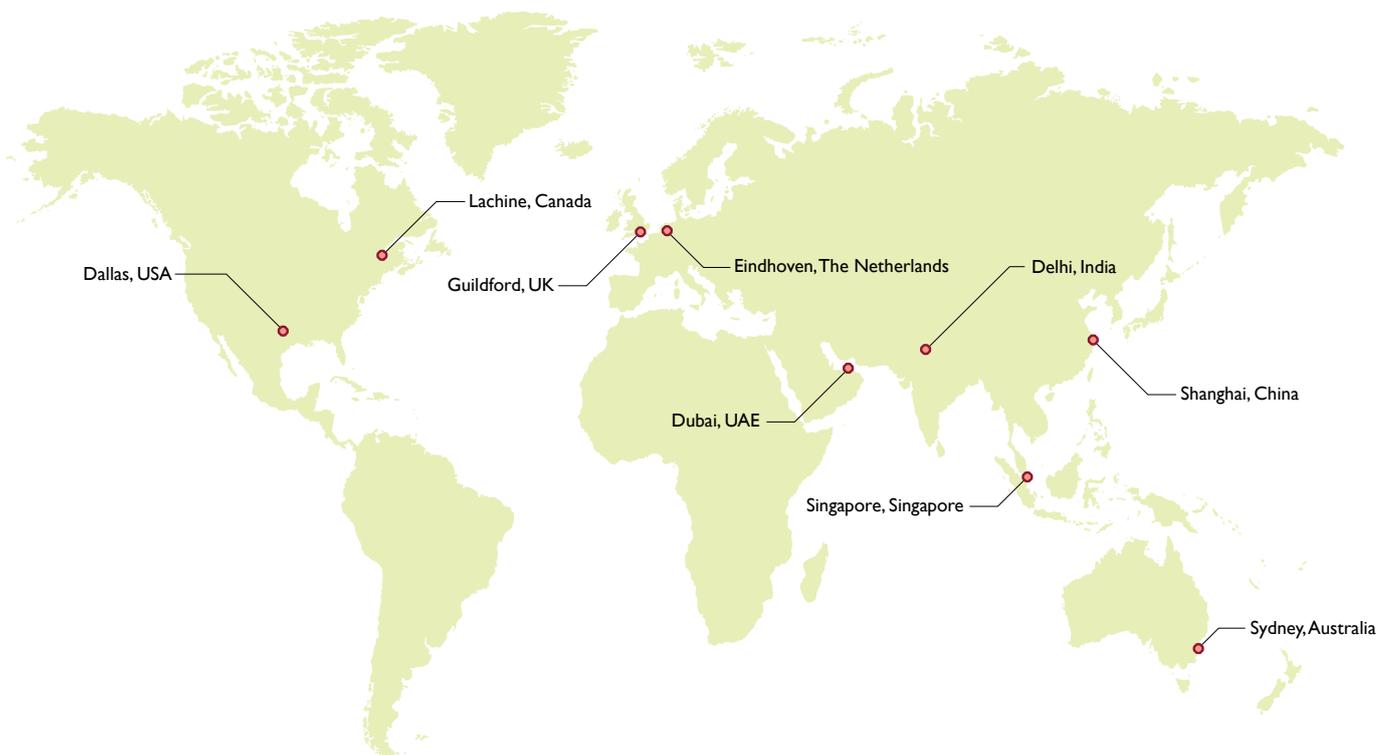
Our dedicated engineering team sets the standard in research and development, engineering sophisticated and sustainable lighting control technologies. Complementing our talented engineers is our extensive regionally based country organisations and partners that include, resellers, accredited dealer/installers, technical application experts, sales, marketing, manufacturing, support and management team – providing an experienced and knowledgeable group of professionals

dedicated to partnering with industry to deliver excellence in lighting control.

Our steadfast commitment to sustainability extends to our own premises, which are fully equipped with a reference lighting control and energy management system – one that utilises daylight harvesting and presence sensing techniques to minimise unnecessary lighting energy consumption and create user comfort for productivity and personal wellbeing.

Worldwide presence

Philips Dynalite has numerous sales and support offices strategically located throughout the globe, providing end users with easy access to our lighting control solutions. Our strategic regional offices are shown below.





Centralised support

Complementing the Philips Dyalite global network of offices are our regional Controls Applications Groups. Each CAG represents a centralised support hub, linking Philips Dyalite resources with local Philips Lighting organisations in Europe, North and South America, Asia-Pacific, the Middle East and Africa.

The CAGs provide our Value Added Resellers and Philips Lighting's country units with streamlined access to project, product and training support, to ensure the competent success of your lighting controls project anywhere in the world from individual components and technologies, through to complete end-to-end lighting solutions.

Additionally, each CAG is equipped with an extensive inventory of lighting control technologies, optimising our route-to-market and streamlining the procurement process for our customers.

Adding value

Our integrated lighting and energy management systems are distributed via our global lighting country organisations and/or our Value Added Reseller (VAR) network. They are the primary sources of Philips Dyalite systems for the custom installation, residential and commercial sectors. Each Philips Dyalite selected VAR and country organisation has a tremendous industry reputation with established subdealer networks, which streamlines end-user access to our comprehensive lighting control offering.

A new Dimension

The Philips Dyalite Dimension program is an innovative Dealer/installer accreditation and training framework. It is supported in nominated countries and provides standardised training, improved access to technical support, and essential marketing support to all accredited companies and individuals-including AV installers, system integrators and electrical contractors.

Service, support & training

Our service and support offering simplifies the ongoing upkeep, operation and enhancement of your Philips Dyalite lighting control system. Extending beyond typical maintenance and service programs, our service and support offering comprises a selectable and customisable range of support, training and maintenance services, designed to protect your lighting control investment-simply and effectively.

We can also assist in the project management of your lighting control applications and provide commissioning and troubleshooting services by experienced lighting engineers and technicians-streamlining lighting project management timelines.

We also ensure our country, VAR and Dimension Dealer support network is kept up-to-date with the latest technological developments with regular specialist lighting controls training. Third-party electrical installers and system integrators also have access to educational installation seminars. Our aim is to create a marketplace with increased numbers of lighting control experts who are able to provide better solutions and faster project delivery.

“ Philips Dyalite is a company that has a global presence with local capability and whose innovation runs through products, software service and support to deliver solutions ”

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