

## Press Backgrounder

### **CityTouch brings city lighting to life**

*Today, with our steeply rising urban populations, it's clear that static, passive streetlights simply can't keep up with the lives we lead. Truly livable cities require lighting that can adjust to the ebb and flow of weather, traffic and urban activities. Drawing on more than 100 years of experience in lighting, Philips has created CityTouch: an online outdoor lighting management system that enables dynamic, intelligent and flexible control on a city-wide scale. It provides light precisely when, where and in the right amount needed. The City Touch LED street lighting solution can achieve up to 70% savings in energy and up to 70% in maintenance costs compared to conventional lighting.*

### **Efficient, easy management**

CityTouch enables its users to manage all the lighting systems for an entire city from a single, intuitive online interface. It provides easy, streamlined maintenance and oversight with real-time status reports for every individual light point. That way, lighting operators can track the consumption and output of every part of their system and can fine-tune lighting levels to meet local needs. Furthermore, CityTouch helps cities face the double challenge of cutting costs and preserving the environment. By making it possible to dim light points throughout the city outside of peak hours, to detect failures and to provide smart lighting workflow support, the system significantly reduces operating costs and energy usage – leading to lower energy bills, lower carbon emissions and less light pollution.

### **A future-proof solution**

Lighting infrastructure represents a major investment for most cities, especially in an era of constrained budgets. CityTouch protects that investment by adjusting seamlessly to new technologies and to the needs of our expanding cities. This is perhaps one of the system's greatest assets: that it is completely scalable and future-proof. As they grow, communities using CityTouch can simply add new streets and neighborhoods to the existing network. New lighting innovations and functionalities can easily be incorporated and the underlying CityTouch service is continuously updated to meet new demands. Also, CityTouch is the first and only control platform in the world that isn't bound to any one hardware type or provider. This means that users have complete flexibility in choosing the products that best suit their city's requirements and budget – and can be secure in the knowledge that their light points and segment controllers will all be perfectly compatible with the CityTouch system.

### **Creating livable cities**

Outdoor lighting plays an essential role in creating livable cities. It's easy to see how an innovative and dynamic lighting system contributes to sustainability or to the safety and feeling of security of our roads and streets – but it can also have an impact on less-tangible aspects of urban life, such as social cohesion, pride and a sense of place. With CityTouch, lighting operators can actively dim or brighten specific streets or neighborhoods, transforming their mood and atmosphere in an instant. They can bring people together in pedestrian areas for late-night festivals or sporting events, or dim the lights to preserve the night-time quiet of residential streets. In short, they can ensure that light supports the full range of activities that contribute to contemporary city life.

### **Pilot projects**

Today, CityTouch is already being used by major lighting operators in a variety of successful projects in European cities, including Prague and London. The London boroughs of Croydon and Lewisham, for example, are using CityTouch as the light management service for a full PFI city lighting renovation project over the next 25 years – replacing more than 42,000 light points. CityTouch is empowering the lighting operator to adapt to the boroughs' specific needs, providing both safety and flexibility. At the same time, it is enabling the lighting operator to realize significant savings on energy use and maintenance costs compared to previous lighting used, while delivering accurate and detailed data that ensures the quality of the lighting service to the municipality.

For further information, please contact:

Yvette van Braam Morris  
Philips Lighting  
Tel: + 31 652 737 440  
E-mail: [yvette.van.braam.morris@philips.com](mailto:yvette.van.braam.morris@philips.com)

### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs over 120,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).