



1

Supermarket lighting acts as an indoor positioning grid

2

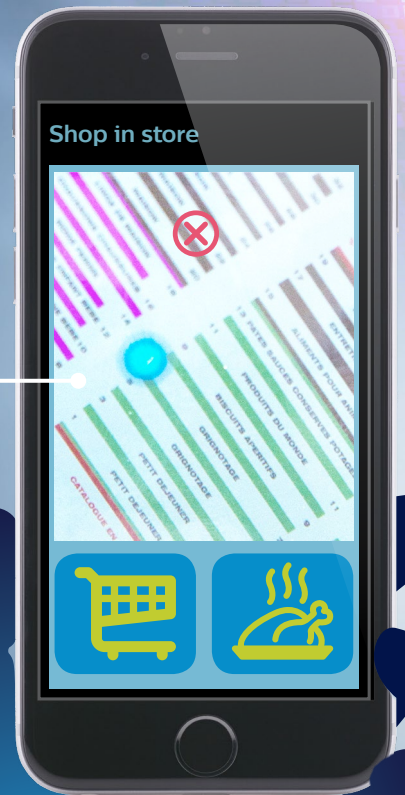
Each Philips light fixture sends a unique identification code using Visible Light Communication (VLC)

3

The mobile phone camera detects the code in the light and identifies its location

4

Now location aware, the mobile app delivers location-based promotions to the shopper



Philips LED-based indoor positioning technology is easy to scale, accurate to a sub-meter, does not require additional investments besides the light fixtures themselves, and offers at least 50% energy savings.