Philips Luminous Patterns
With LEDs we have the opportunity to fuse light into architectural surfaces
Philips Luminous Patterns
Make a statement with patterns of light!
Create a signature ambiance with patterns of light.

• With LEDs we have the opportunity to fuse light into architectural surfaces

• Philips Luminous Patterns adds a powerful new tool for companies and brands to express themselves

• Create memorable guest and/or customer experiences
Prefabricated panels ready for installation on site
Luminous Patterns product system:

1. **Size and shape**
   You can specify any size panel ranging from as small as 400mm (15.7 in.) X 400mm (15.7 in.) up to as large as 1800mm (70.8 in.) X 600mm (23.6 in.).
   Also other quadrangular panel shapes can be specified.

2. **Panel Layout**
   Panels can be mounted on walls and ceilings. Arrange and space panels however you want.

3. **Finishes**
   Panels can be powder coated in a wide range of colors or wrapped in 3M DI-NOC material foils.

4. **Light styles**
   Use one of our light styles to create a pattern of light.
   - **Round Sparkling**
     Unique round optic design that creates a sparkling point of light.
   - **Linear Sparkling**
     Glowing lines of light set into a solid acrylic optic, that creates a subtle gleam.
   - **2D Graphics**
     Cut-out graphic patterns that create soft luminosity.
   - **3D Graphics**
     Folded cut-outs that create an interplay of light and shadow.

5. **The pattern**
   Use a pattern from our ever growing online pattern library or create your own totally unique pattern. Combine this pattern with full color printed graphics to create a unique interplay of light, material and print.

![Image of pattern samples and panels](image-url)
Luminous Patterns product system:

Size and shape

You can specify any size panel ranging from as small as 400mm (15.7 in.) X 400mm (15.7 in.) up to as large as 1800mm (70.8 in.) X 600mm (23.6 in.). Also other quadrangular panel shapes can be specified.
Luminous Patterns product system:

2 Panel Layout

Panels can be surface mounted on walls and ceilings. Arrange and space panels however you want.

30 mm (1.2 in.) Offset to ceiling can be filled up with trim

≥ 0 mm (0 in.) panel gaps
Luminous Patterns product system:

3 Finishes
Panels can be powder coated in a wide range of colors or wrapped in 3M DI-NOC material rolls.
Luminous Patterns product system:

3 Finishes
Panels can be powder coated in a wide range of colors or wrapped in 3M DI-NOC material rolls.
UV-cured, direct applied inkjet printing
Luminous Patterns product system:

**Light styles**

Use one of our light styles to create a pattern of light:

- **Round Sparkling**
  Unique round optic design that creates a sparkling point of light.

- **Linear Sparkling**
  Glowing lines of light set into a solid acrylic optic, that creates a subtle gleam.

- **2D Graphics**
  Cut-out graphic patterns that create soft luminosity.

- **3D Graphics**
  Folded cut-outs that create an interplay of light and shadow.
Round Sparkle:
Capture the ambiance of candlelight
Round Sparkle

- 2200K or RGB
- Optic protrudes 1mm from surface
- Unique optical design creates visual sparkle and halo effect
- Available in 30mm diameter
- 7.5VDC Color Kinetics Chromasic system
Philips Luminous Patterns
Linear Sparkle
Linear Sparkle:
*Create a dynamic sense of motion*
Linear Sparkle

- 2200K or RGB
- Unique edge-lit light-guide optical design
- Available in 75, 200 & 300mm lengths
- 300mm & 200mm variants use 2 LEDs per length; 75mm uses 1 LED
- 7.5VDC Color Kinetics Chromasic system
Philips Luminous Patterns
2D Graphics
2D Graphics:
Create intricate, graphic layouts of light
2D Graphics

- 2700K or RGB
- Incredibly shallow light box design (only 45mm depth)
- Custom lasercut patterns backed with internal diffuser sheet
- Sealed IP40 design to prevent dust or insect infiltration
- 24VDC Color Kinetics Chromasic system
- 1 pixel address per node
3D Graphics:
Create intricate plays of light and shadow
3D Graphics

- 2700K or RGB
- Incredibly shallow light box design (only 45mm depth)
- Custom lasercut patterns backed with internal diffuser sheet
- Sealed IP40 design to prevent dust or insect infiltration
- 24VDC Color Kinetics Chromasic system
- 1 pixel address per node
2D & 3D Graphic light nodes are placed only where needed
Philips Luminous Patterns
Pattern collection
Generative Hexagons
Streets of Amsterdam
Philips Luminous Patterns
Parametric design
Generative Triangles
Philips Luminous Patterns

What applications?
Philips Luminous Patterns
What is the order process?
## Installation order

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NUMBER</th>
<th>Item Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>000822274900039</td>
<td>SM999V 1015x400 Panel</td>
</tr>
<tr>
<td>2</td>
<td>000822274900040</td>
<td>SM999V 1315x400 Panel</td>
</tr>
<tr>
<td>3</td>
<td>000822274900041</td>
<td>SM999V 635x400 Panel</td>
</tr>
<tr>
<td>4</td>
<td>000822274900036</td>
<td>SM999V 44RD WH 775x595 Panel</td>
</tr>
<tr>
<td>5</td>
<td>000822274900037</td>
<td>SM999V 56RD WH 1015x595 Panel</td>
</tr>
<tr>
<td>6</td>
<td>000822274900038</td>
<td>SM999V 72RD WH 1375x595 Panel</td>
</tr>
<tr>
<td>7</td>
<td>000822274900033</td>
<td>SM999V 61RD WH 1315x595 Panel</td>
</tr>
<tr>
<td>8</td>
<td>000822274900034</td>
<td>SM999V 53RD WH 1075x595 Panel</td>
</tr>
<tr>
<td>9</td>
<td>000822274900035</td>
<td>SM999V 39RD WH 775x595 Panel</td>
</tr>
<tr>
<td>10</td>
<td>000822274900030</td>
<td>SM999V 1015x400 Panel</td>
</tr>
<tr>
<td>11</td>
<td>000822274900031</td>
<td>SM999V 1315x400 Panel</td>
</tr>
<tr>
<td>12</td>
<td>000822274900032</td>
<td>SM999V 635x400 Panel</td>
</tr>
</tbody>
</table>
Built-to-order, factory fabricated wall panels...

...plus standard Color Kinetics power supplies and controllers

Luminous Patterns product system:

sPDS-480ca
PDS-60ca
Light System Manager
Factory Tour
Luminous Patterns
Philips Lighting

Other luminous solutions from Philips
Other luminous solutions by Philips Lighting

One Space

Luminous Textiles

Luminous Carpets

Color Kinetics Flex
Philips Luminous Carpets
Philips Luminous Patterns

The following slides are extra information for Philips team members and partners
Philips Luminous Patterns

Available marketing tools

www.luminouspatterns.com

www.luminouspatternsdesign.com
Philips Luminous Patterns

Available marketing tools

**Handout**
PDF, A5

**Handout Set**

**Banners**
Portable Roll-Up

**Brochure**
PDF, A3, Folded

**Business Cards**
Philips Luminous Patterns

Available marketing tools

Installation Instructions
PDF, A4

Design Rules
PDF, A3, Folded
Frequently Asked Questions

- Is Luminous Patterns outdoor rated?
  - No. The product is IP40 and intended for interior use only.
- Can we buy the light nodes separately?
  - No. We are selling a complete architectural wall surface.
- Are other color temperatures of white available?
  - Yes. Available on request.
- Can we poke fire heads/sensors/etc. through the panels?
  - No. The panels are considered fixtures and cannot be penetrated.
- Lead times?
  - Typically 6-8 weeks + shipping, but call us for specific quotes!
Philips makes interior walls shimmer, dazzle and delight with new Luminous Patterns

Architects and designers given new freedom to use dynamic and connected LED lighting as an architectural material with customizable Luminous Patterns that re-imagine foyers, lobbies and receptions.

December 10, 2015

Eindhoven, the Netherlands – Royal Philips (NYSE: PHG, AEX: PHIA), the global leader in lighting, has launched Luminous Patterns, a programmable connected LED lighting system that can help architects and designers create a striking visual statement using a unique combination of light, patterns and materials. Philips Luminous Patterns are decorative panels, which consume little energy, are cost-effective and suited to a wide range of interiors, including bars, restaurants, retail stores, hotels and office lobbies.

Philips Luminous Patterns is a powerful new tool for architects and designers. It enables them to use light as an architectural material to create signature lighting design installations, from generating ambience with soft lighting to stimulating effects. Luminous Patterns is able to create a sparkling welcome in a hotel lobby, improve the atmosphere in a restaurant or reinforce a brand’s identity in a customer’s reception area.

“These embedded LED light patterns bring brilliance, warmth and sparkle into traditionally ‘mute’ architectural surfaces,” said Brad Koerner, Venture Manager Luminous Patterns at Philips Lighting. “Designers have until now felt that integrating lighting features in architectural surfaces have been difficult to specify, costly to manufacture, and risky to install. With Philips Luminous Patterns, designers can now embed innovative and eye-catching lighting features into their designs in a straightforward and cost-effective manner.”

The customizable light patterns are available in a broad range of lighting styles and textures that can be freely placed within custom-sized panels finished in a range of decorative coatings and in the graphic prints of choice. Also, customers are able to choose from four unique light effects: 3D Graphics, 2D Graphics, Round Sparkle, and Linear Sparkle. Production is based on a custom-order basis within the parameters of a standard configuration kit, enabling a simple and straightforward process from order to installation.

In addition, Luminous Patterns consume very little energy, with an entire installation using approximately the same amount of energy as a humble 60-watt bulb. Once installed, the innovative system is easily controlled via a digital control system. Each light point is controlled separately, meaning all of the points in a wall or ceiling can be programmed to create dynamic lighting effects.

Philips is bringing its global expertise and leadership in LED and connected lighting to transform the market for signature lighting design.
Create a signature ambiance with patterns of light in retail applications.

Philips Luminous Patterns adds a powerful new tool for retail centers to express themselves by adding decorative patterns of light into architectural wall and ceiling panels.

Fusing dynamic lighting into architectural surfaces creates a fresh new visual style that profoundly enhances the guests’ experience during their visit.

With brilliance and warmth, patterns of light can add a feeling of romance or hospitality to a space; with whimsy and color, a feeling of delight or the unexpected; with vivid and memorable graphics, a strong feeling of place can be created.

With our flexible product system and custom-tailored solution, each project can create its own distinctive style. Designers can select from our collection of creative light effects and combine them with distinctive geometric patterns, paint finishes or decorative coatings, and graphic overlays.

Each point of light is digitally controlled and panel sets can be preprogrammed with a range of dynamic effects that create unique new visual experiences. Each panel set is built-to-order and delivered to the project ready to install for easy project management.

Philips Luminous Patterns creates distinctive architectural experiences for retail guests that will be remembered long after their visit.
Create a signature ambiance with patterns of light in retail centers.

Philips Luminous Patterns adds a powerful new tool for retail centers to express themselves by adding decorative patterns of light into architectural wall and ceiling panels.

Fusing dynamic lighting into architectural surfaces creates a fresh new visual style that profoundly enhances the guests’ experience during their visit.

With brilliance and warmth, patterns of light can add a feeling of romance or hospitality to a space; with whimsy and color, a feeling of delight or the unexpected; with vivid and memorable graphics, a strong feeling of place can be created.

With our flexible product system and custom-tailored solution, each project can create its own distinctive style. Designers can select from our collection of creative light effects and combine them with distinctive geometric patterns, paint finishes or decorative coatings, and graphic overlays.

Each point of light is digitally controlled and panel sets can be preprogrammed with a range of dynamic effects that create unique new visual experiences. Each panel set is built-to-order and delivered to the project ready to install for easy project management.

Philips Luminous Patterns creates distinctive architectural experiences for retail guests that will be remembered long after their visit.
Philips Lighting
The potential of embedded lighting
Why are our lighting systems constrained to “fixtures”? 

We’re selling gaslight era fixture formats instead of architectural lighting systems.
Architects want to treat light like a material
“Play of brilliants excites the optic nerves, and in turn stimulates the body and spirit, quickens the appetite, awakens curiosity, sharpens the wit....”
A world with no focal glow, ambient luminescence, or play of brilliants...

Smothering uniformity, relentless consistency, no highlights, no visual interest...a place no one wants to be...
“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou
Philips Luminous Patterns

Conclusion
Luminous Patterns:
Who to Contact?
Patrick Struble
BDM Europe

patrick.struble@philips.com
or
luminouspatterns@philips.com
or
+31 615949668
Luminous Patterns:
Thank You!