












# RETAIL SMART<sup>+</sup> PROGRAM 2022



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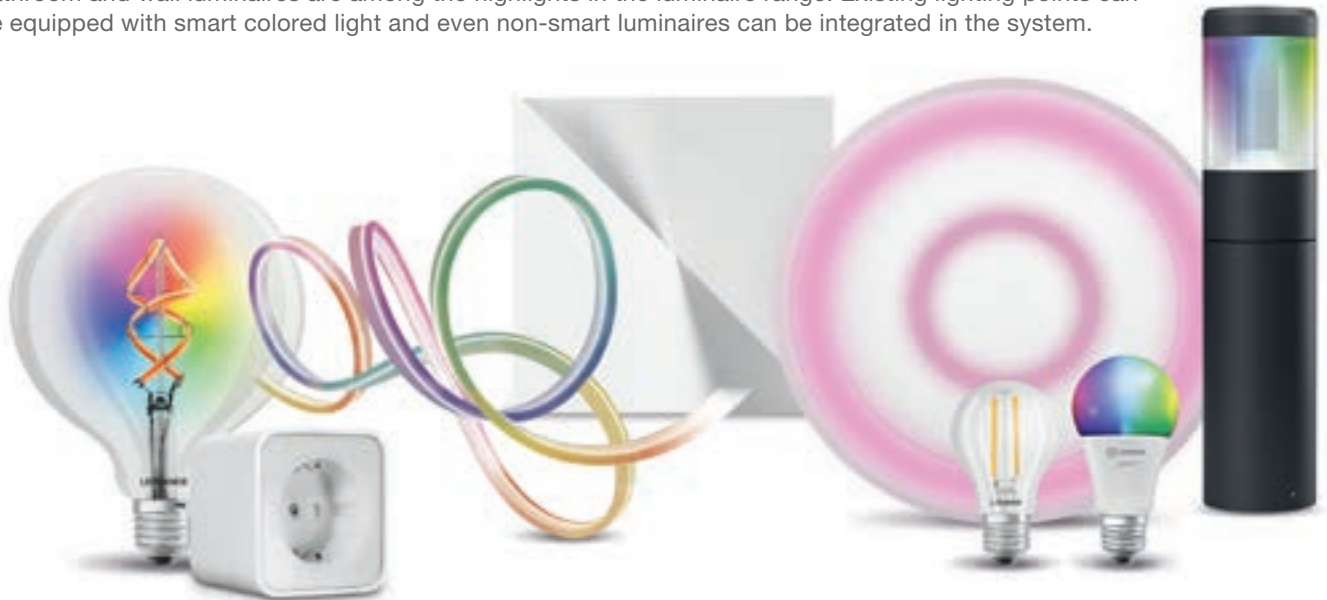
# SMART LIGHT: A SUREFIRE WINNER FOR YOUR LIGHTING BUSINESS

Smart connected light is already an established megatrend. To benefit from this development and to meet the needs of your customers today and tomorrow in virtually every respect, we have massively expanded our SMART+ range. Check out our unprecedented selection of digitally connected lamps and luminaires – and set new trends for your lighting business.



# EVEN MORE FACETS, EVEN MORE FASCINATION: THE NEW EXPANDED SMART+ PORTFOLIO

An even wider range of lamps, indoor luminaires, outdoor luminaires and components means there are plenty of smart connected lighting solutions available to be discovered by your customers. Our brand new bathroom and wall luminaires are among the highlights in the luminaire range. Existing lighting points can be equipped with smart colored light and even non-smart luminaires can be integrated in the system.

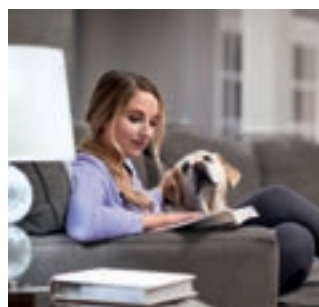


## SMART SOLUTIONS FOR ALL CUSTOMER NEEDS

Whether it's convenience, a sense of security, the ability to take advantage of a range of intelligent functions or the pleasure of configuring lighting indoors and outdoors – customers have widely differing expectations of smart lighting. SMART+ fulfills all these expectations in the best way possible.

### 1. Clever & convenient

Why get up every time you want to switch the lighting on or off? SMART+ customers can control their lighting via an app or voice command from the comfort of their sofa.



### 3. Clever & appealing

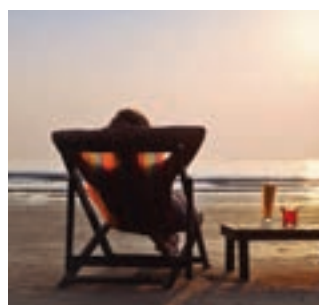
Lighting is now much more than simply a matter of “on” or “off”. More and more customers are becoming excited by the possibility of creating atmospheric lighting scenarios or automating their lighting sequences (e.g. wake-up light) throughout the course of the day.



#### WHY CUSTOMERS ARE SO EXCITED ABOUT SMART+

### 2. Clever & mobile

SMART+ gives users an enhanced sense of security. They can control their lighting at home from practically any location – to simulate their physical presence, for example.



### 4. Clever & outdoors

Greater convenience, increased security, heightened atmosphere: Outdoors too, LEDVANCE has a large number of smart lighting products that open up a wide range of fascinating possibilities.



# SO CLEVER SMART+ FROM LEDVANCE

Your customers decide how they want to make their lights smart – LEDVANCE offers the right solution from numerous options. They can pick the smart way and use an app or go for casual and use a voice assistant for controlling their lights. They can choose between different technologies: WiFi, Bluetooth, quick to set up and no additional hardware, or Zigbee with a gateway.

## 1 CONTROL BY LIGHT SWITCH



— On/off

### WORKS WITH:



### BENEFITS:

All of our smart products can also be switched on or off in the classic way using a light switch. Automatic pairing time 3 minutes.

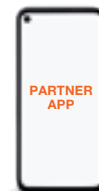
## 2 CONTROL VIA SMARTPHONE



Wifi-App



Bluetooth-App



PARTNER  
APP

### WORKS WITH:



### BENEFITS:

The easiest way: Just use the free LEDVANCE SMART+ WiFi app for our WiFi range, the free SMART+ app for our Bluetooth range or a partner app for our Zigbee products – and enjoy the numerous possibilities of smart light control.

## THREE STANDARDS FOR EVERY TASTE



### SMART+ WIFI

Our WiFi products are perfect for anyone who wants to explore the fascinating possibilities of smart lighting very simply and intuitively. Plenty of new indoor wall and ceiling luminaires, spotlights, downlights, functional luminaires and outdoor luminaires are ready to be discovered.



### SMART+ BLUETOOTH

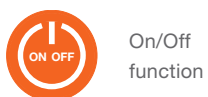
Our SMART+ Bluetooth products can be easily operated by voice. This is because these products harmonize perfectly with smart speakers from Google or Amazon. Control your lights, music and much more. Your advantage is that you don't need any additional hardware and can directly connect your light sources. Setup in a snap.



### SMART+ ZIGBEE

The particularly energy-efficient and versatile ZigBee wireless standard is ideal for connecting different Smart Home products. Many different luminaires and other smart products can be combined through the Mesh network. What's different is that you need an additional gateway, also called a bridge, to use ZigBee with your LEDVANCE SMART+ ZigBee products.

## SMART+ CAN DO ALL OF THIS: PRODUCT FUNCTIONS\*



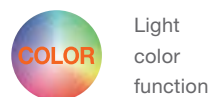
On/Off function



Dimming function



From warm white to cool white



Light color function

\* Depending on product model

### 3 CONTROL BY VOICE COMMAND



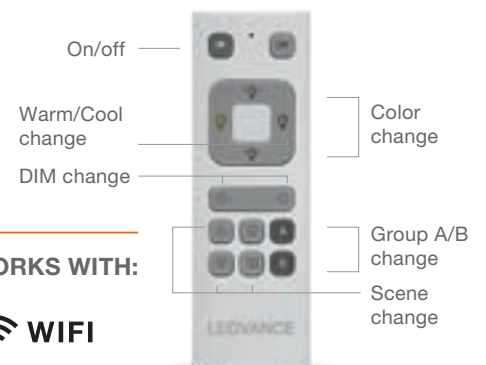
#### WORKS WITH:



#### BENEFITS:

For anyone who wants to control their lights by voice, all LEDVANCE SMART+ product lines work with compatible smart speakers such as Google Nest or Amazon Echo. Zigbee compatibility will depend on the partner system.

### 4 CONTROL BY REMOTE CONTROL



#### WORKS WITH:



#### BENEFITS:

For guests or simply because it's convenient: Wireless control of SMART+ WiFi products by remote control.

# SMART+ WIFI: HUGE RANGE, FREE APP. THAT'S IT!



SMART+ WiFi is the simplest route to smart lighting. Your customers only need the following: a SMART+ WiFi lamp or luminaire, a router (most homes have one already), the free LEDVANCE SMART+ WiFi app – and they're ready to go!

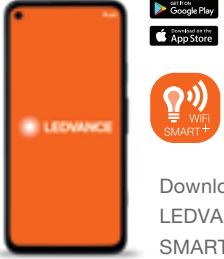
Lights can also be controlled from a normal light switch (on/off), remote control or by voice command via a smart speaker. The possibilities are practically endless, with the app enabling a wide range of functions in an extremely simple manner.


<sup>1</sup> The maximum number will depend on your router


## THE KEY BENEFITS AT A GLANCE:

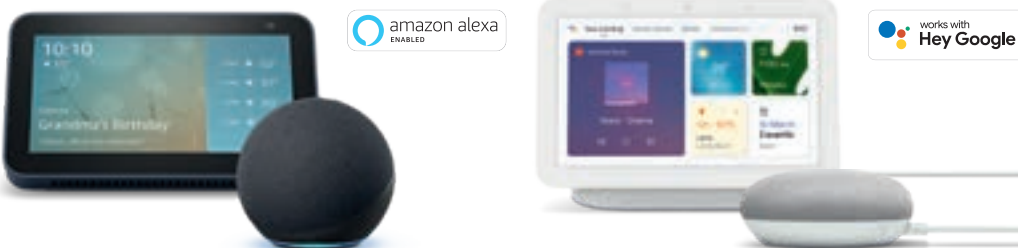
- Flexible control options
- Easy integration of the products in the app or speaker
- Huge range of lamps and luminaires for indoors and outdoors
- Up to 250 products can be connected, and around 50 can be controlled simultaneously<sup>1</sup>
- Short response time

## QUICK AND EASY INTEGRATION FOR CONTROL VIA SMARTPHONE OR BY VOICE COMMAND

- 

Download the LEDVANCE SMART+ WiFi app
- 

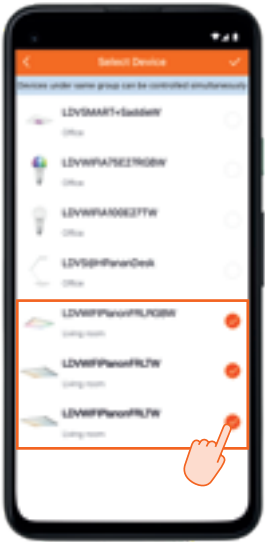
Register and link to the router
- 

Switch on the LEDVANCE lamp/ luminaire and integrate it in the LEDVANCE SMART+ WiFi app. **Done!**
- 

If you want to expand your control options just link the LEDVANCE SMART+ WiFi app with the Google Home app, Alexa app or another system and connect your Google Nest, Amazon Echo or other compatible smart speaker. **Done!**



# SMART+ WIFI CAN DO ALL OF THIS: SYSTEM FUNCTIONS



## GROUP LIGHT SOURCES



For example combine indoor and outdoor light sources



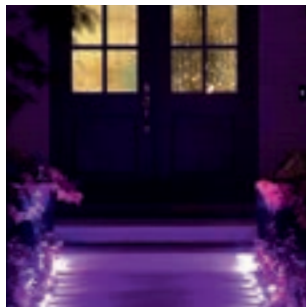
## LIGHT MANAGEMENT ON THE GO



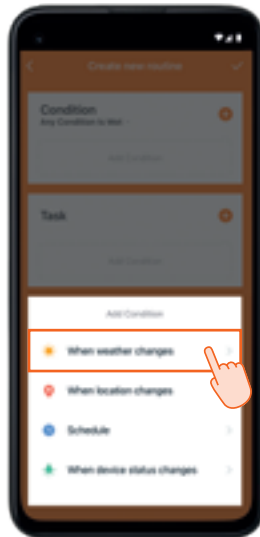
For example simulate physical presence at home



## AUTOMATED LIGHTING SEQUENCES



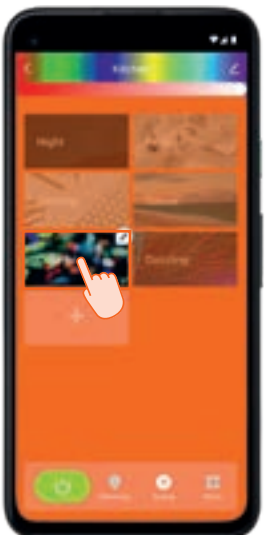
For example light for waking up and falling asleep



## INTERACTING LIGHT SOURCES



For example living room lighting off, bedroom lighting on



## CREATE LIGHTING SCENES



All light sources are adjusted to create the desired atmosphere

... AND MUCH MORE!

Further Information: [ledvance.com/consumer/smart](https://ledvance.com/consumer/smart)

# SMART+ WIFI REMOTE CONTROL USEFUL LITTLE HELPER



The remote control is a useful additional help, especially when your smartphone is not available. It is suitable for the whole family, young and old, as well as guests. And it is always ready for instant lighting control because, unlike a smartphone, it does not have to be activated first.

### THE KEY BENEFITS AT A GLANCE:

- Wireless control of SMART+ Wifi products without using voice control and app
- Controls up to 15 compatible SMART+ WiFi products by contactless pairing
- LEDVANCE SMART+ WiFi app required (only for configuring of SMART+ WiFi products)
- On/off and dimming
- Adjustable light color via Tunable White: Warm White to Cool White
- RGB color control
- Adjustable light scenes

## QUICK AND EASY INTEGRATION FOR REMOTE CONTROL



# SMART+ WIFI AND VOICE CONTROL: NO PROBLEM AT ALL





For anyone who wants to conveniently control their lighting at home by voice command using popular smart speakers such as Google Nest or Amazon Echo. No additional gateway is required. SMART+ WiFi products can be connected intuitively from cloud to cloud and the connection works perfectly. Lighting routines and scenes can be called up very easily using voice commands.


## THE KEY BENEFITS AT A GLANCE:


- Easy integration of SMART+ WiFi products in the Google Home app or Alexa app
- Fast installation: less than 5 minutes
- Up to 250 products can be integrated


## QUICK AND EASY INTEGRATION FOR CONTROL VIA GOOGLE NEST FOR EXAMPLE

- 

An active account is required in the Google Home app for integrating the LEDVANCE SMART+ WiFi app.
- 

Go to the profile in the lower right corner of the LEDVANCE WiFi app, scroll down and click on the "Google Assistant" icon.
- 

Click on "Link with Google Assistant".
- 

Google Home app starts; to connect the LEDVANCE WiFi account to the Google Home app, click "Confirm authorization"
- 

The devices in the LEDVANCE WiFi app can then be set up in the Google Home app (rooms, routines, etc.).

# SMART+ BLUETOOTH: EASY, QUICK AND STRESS-FREE



The SMART+ Bluetooth range can be linked directly to the Google and Amazon systems. This means the products not only work perfectly with the smart speakers and are therefore ideal for voice control, they can also be integrated more easily and have faster response times. The lights can also be controlled from a normal light switch (on/off) or via the LEDVANCE SMART+ app for Bluetooth.

## THE KEY BENEFITS AT A GLANCE:

- Direct integration of SMART+ Bluetooth products in the Google Home app or Alexa app
- Fast installation: less than 5 minutes
- Extremely fast response time
- Bluetooth Mesh function: each additional SMART+ Bluetooth lamp connected in series increases the range of the network
- A practically unlimited number of light sources can be connected up

## QUICK AND EASY INSTALLATION FOR CONTROL WITH VOICE COMMANDS



Screw in the LEDVANCE SMART+ bluetooth lamp and switch on



Set up the lamp in the Google Home app or Alexa app and link to a Google Nest or Amazon Echo speaker<sup>1,2</sup>  
**Done!**

<sup>1</sup> Google account and Google speaker required | <sup>2</sup> Amazon account and Amazon speaker required

# SMART+ BLUETOOTH CAN DO ALL THIS: SYSTEM FUNCTIONS

## CREATE LIGHTING SCENES



Create lighting scenes using the app and activate via speaker

## CHANGE LIGHT COLORS AND INTENSITY



Control your lights as you wish

## MUSIC AND AUDIO CONTROL



Sleep sensing<sup>1</sup>, weather information, music and audio<sup>2</sup>



## PROGRAM TIMES



Take advantage of the various options in addition to light control

## PROGRAM YOUR DAY



Define gently intensifying lighting levels at waking-up time

... AND MUCH MORE!

Further Information: [ledvance.com/consumer/smart](https://www.ledvance.com/consumer/smart)

<sup>1</sup> Google Nest Hub only | <sup>2</sup> Compatible smart home devices are required

# MUSIC. SHOWS. SIMPLE SMART HOME CONTROL. GOOGLE NEST HUB 2ND GENERATION



## THE EASIEST WAY TO BE ENTERTAINED.

Play music and catch up on your favorite Netflix shows and YouTube videos.<sup>1</sup> And view your best shots from Google Photos automatically.



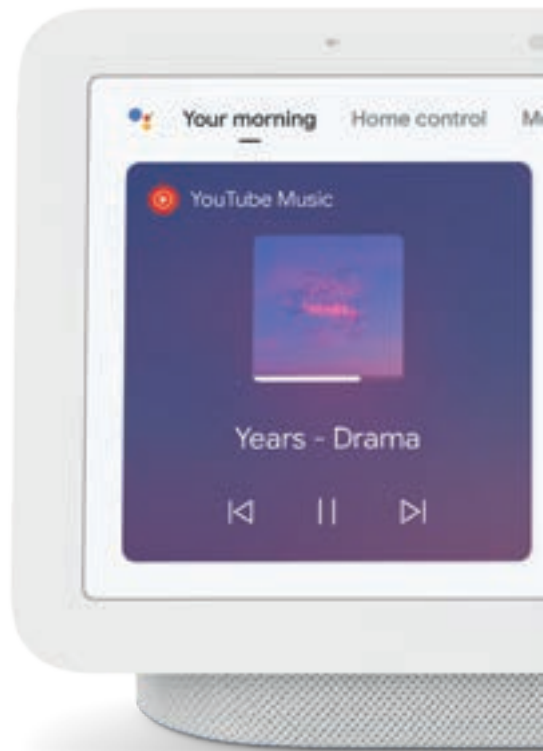
## AN EFFORTLESS WAY TO TRACK YOUR SLEEP.

With Nest Hub at your bedside, Sleep Sensing<sup>2</sup> can track when you go to bed, when you wake up, and how long you've slept. Enjoy a preview of Sleep Sensing. It's free until next year.



## KEEP YOUR FAMILY CONNECTED.

See your calendar and create reminders and to-dos. Get answers from Google Assistant. And broadcast messages across the house with your other Nest speakers.



<sup>1</sup>Subscription services may be required for certain content. | <sup>2</sup>Sleep Sensing is available as a free preview until next year. Learn more at [g.co/sleepsensing/preview](https://g.co/sleepsensing/preview). After preview ends, paid subscription may be required. Sleep Sensing features are subject to your permissions and settings. They use motion, sound, and other device and sensor data to work and require placing the device close to the bed and



**SIMPLE SMART LIGHT CONTROL.**

Control your connected lamps or luminaires in one place with a tap – or your voice.<sup>3</sup> Just say “Hey Google, dim the lights” or “Hey Google, are the lights on in the living room?”

**WIND DOWN EASILY. WAKE UP GENTLY.**

The Your Evening page helps you fall asleep with a bedtime countdown and relaxing sounds. And the Sunrise Alarm makes waking up a little easier.



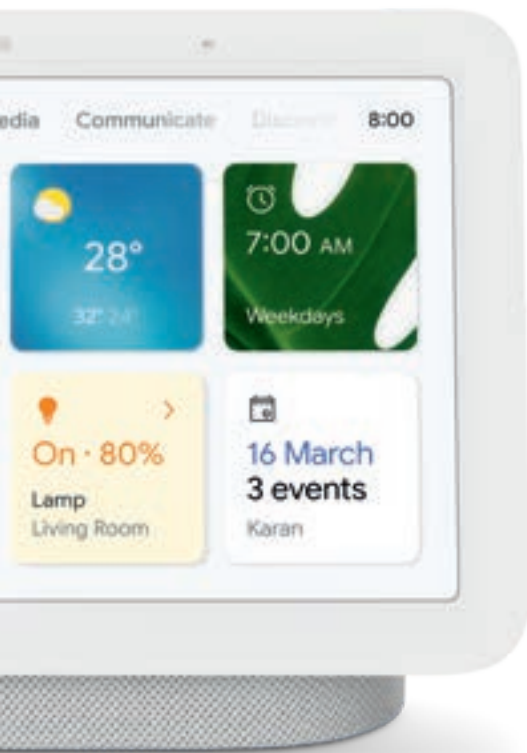
**IT'S BEAUTIFULLY DESIGNED.**

Nest Hub’s simple design and subtle colors fit any room. And it’s made with the environment in mind. The enclosure is made from 54 % recycled plastic.<sup>4</sup>



**WORKS WITH PRODUCTS AND SERVICES YOU ALREADY LOVE.**

Enjoy songs, podcasts, and audiobooks from your favorite streaming services, or ask Google to play news, sports highlights, and more.<sup>1</sup>



calibrating the device for your sleeping position. Google Assistant, Google Fit, and other Google apps may be required for full functionality. Google Assistant requires a Google Account. | <sup>3</sup>Compatible smart devices required. | <sup>4</sup>Enclosure consists of fabric, housing, foot, and a few smaller parts.

# SMART LIGHT AND MORE: GOOGLE NEST MINI AND GOOGLE ASSISTANT



Conveniently manage your lighting using voice control. But the Google Nest Mini speaker can also do a whole lot more ...



### THE GOOGLE ASSISTANT IS ALWAYS READY TO HELP.<sup>2</sup>

Just ask and get the best of Google – weather, news or almost anything. Set timers and alarms, make calls and more.<sup>4</sup>



### TURN IT UP.

Your favourite music sounds bigger and richer on Nest Mini, 40% stronger bass than the original Mini.<sup>6</sup>



### STREAM MUSIC WITH YOUR VOICE.

You can play music from Spotify, YouTube Music and more.<sup>1</sup> Just tell your Google Assistant<sup>2</sup> the song, radio station, artist, album or genre that you want to hear. Or stream to Nest Mini from your phone.<sup>3</sup>



### HEY GOOGLE, GOOD MORNING.

With Voice Match, your Google Assistant can give you personalised information about your day, such as your schedule, commute time, reminders and more.<sup>5</sup>



### CONTROL YOUR HOME WITH YOUR VOICE.<sup>2</sup>

Just tell your Google Assistant to dim the lights, turn up the heat or pause the TV.<sup>2,7</sup> Nest Mini works with hundreds of compatible smart devices, such as lights, thermostats or TVs, from the brands you love.

Hey Google, brighten the bedroom lights

Hey Google, change the lights to red

Hey Google, dim the lights 50 %



Hey Google, play some music

Hey Google, what is 25 times 83?

Hey Google, set the timer for 15 minutes

<sup>1</sup> Music subscriptions may be required. Nest Mini is optimized for select music services only.  
<sup>2</sup> Requires an internet connection.  
<sup>3</sup> Android phone or Chromecast-enabled apps on iOS required.  
<sup>4</sup> The calling feature does not support calls to the emergency services (including 999 and 112) or premium-rate numbers.

<sup>5</sup> Voice Match requires additional setup and enrollment, and supports up to six users. When using Voice Match, bear in mind that a voice similar to yours, or a recording of your voice, could result in Google incorrectly recognizing someone else as you.  
<sup>6</sup> Measured from 50-100 Hz at max volume.  
<sup>7</sup> Compatible smart devices required.





# A PERFECT COMBINATION: STARTER KIT WITH SMART+ PRODUCT AND GOOGLE NEST MINI



Google Nest Mini Chalk and SMART+ Classic A lamp, dimmable, with warm white/cool white color change and light color function.



Google Nest Mini Chalk and dimmable SMART+ Classic A lamp with innovative LED "filament" technology.



Google Nest Mini Charcoal and dimmable SMART+ Classic A lamp with innovative LED "filament" technology.



Google Nest Mini Charcoal and SMART+ Classic A lamp, dimmable, with warm white/cool white color change and light color function.



Google Nest Mini Charcoal and SMART+ plug for integrating conventional electrical devices into compatible smart home systems.

<sup>1</sup> Nest Mini available in Chalk and Charcoal. Currently available in the DACH region, other countries on request

# SMART+ ZIGBEE: SYSTEM SOLUTIONS FOR SMART LIGHTING



The SMART+ products using Zigbee technology were developed specifically for control via a gateway. This makes them ideal for anyone who wants to fully exploit the possibilities of smart lighting and wishes to integrate smart light into a comprehensive smart home system.

## THE KEY BENEFITS AT A GLANCE:

- Recommended control method is a partner system app (alternatively, control via a smart speaker)
- Large range of lamps and luminaires
- Up to 50 products can be

- connected up
- Compatible with the following systems: Bosch, Philips Hue, Deutsche Telekom Qivicon, SAMSUNG SmartThings, Schwaiger HOME4YOU and many more

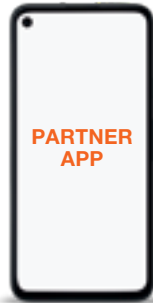
## SMART+ ZIGBEE – FOR SOPHISTICATED SMART SYSTEMS WITH A GATEWAY

**1** 

LEDVANCE  
lamp/luminaire

**2** 

Compatible partner  
gateway of your choice

**3** 

Integration in partner app

# SMART+ ZIGBEE WITH A PARTNER GATEWAY CAN DO ALL THIS: SYSTEM FUNCTIONS



### GROUP LIGHT SOURCES

For example, selected light sources in the living room, all light sources in the outside area, etc.



### SIMULATE PHYSICAL PRESENCE

Lighting, blinds, radio, etc. combined with alarm and warning functions to create a comprehensive security concept.



### VOICE CONTROL

Convenient voice control via smart speakers is also possible



### PROGRAM TIMES

For example, gently intensifying lighting levels at waking-up time and fading lighting levels when going to sleep



### FIRE ALARM DURING ABSENCE:

Smoke alarms can also be integrated into a gateway system.



### LIGHT MANAGEMENT ON THE GO

Controlling the lighting at home from any location – e.g. simulating physical presence while away on a business trip.



### CREATE LIGHTING SCENES

All selected light sources are adjusted to create the desired atmosphere – with just a single command



### ENERGY SAVING:

Energy-saving management of the heating system.

# LEDVANCE & BOSCH: A FANTASTIC COMBINATION

Bosch Smart Home brings greater security for your home and more convenience in your everyday life. Possible applications for the system, among many others, include convenient and energy-saving management of heating and air quality, and integration of alarm systems to protect against fires and intruders. Responsible for lighting applications: the LEDVANCE SMART+ Zigbee products!



LEDVANCE  
LAMP/LUMINAIRE



BOSCH HOME APP



BOSCH SMART HOME  
SYSTEM GATEWAY

## OUR BOSCH STARTER KITS



**Bosch & LEDVANCE Smoke Alarm Set Starter Kit**  
with gateway, smoke alarm and two LEDVANCE  
RGBW lamps



**Bosch & LEDVANCE Alarm System Starter Kit**  
with gateway, alarm system, a LEDVANCE RGBW  
lamp and LEDVANCE RGBW light strip

# VOICE CONTROL WITH SMART+ ZIGBEE

## SMART+ ZIGBEE AND GOOGLE

Our SMART+ Zigbee products can be conveniently controlled via voice as well. SMART+ Zigbee is compatible with all speakers from Google. In this case, however, a gateway from one of our partner systems and the related app are required.



## SMART+ ZIGBEE AND AMAZON

Does your customer already own an Amazon speaker? Perfect! SMART+ Zigbee is compatible with all the speaker models. Depending on the particular product generation, voice control is possible with or without a gateway.

### VOICE CONTROL **WITHOUT** A SEPARATE GATEWAY

For Amazon speakers with integrated Zigbee gateways, e.g. Amazon Echo (4th generation)



### VOICE CONTROL **WITH** A SEPARATE GATEWAY

For Amazon speakers without an integrated Zigbee gateway, e.g. Amazon Echo Dot



# SLR/ELR: GET READY FOR CLIMATE- FRIENDLY LIGHT

The EU is now gradually implementing the provisions of the EU regulations on ecodesign (Single Lighting Regulation, SLR) and energy labeling (Energy Labeling Regulation, ELR).

The focus is on further encouraging the use of climate-friendly lighting products, providing clear consumer information and strengthening the circular economy. One thing that is especially important for your lighting business is the new distinction between “light sources” and “containing products”.

## LEDVANCE SMART+ LUMINAIRES: NORMALLY “CONTAINING PRODUCTS”

### LIGHT SOURCES

are electrically operated products that emit white light\*. These include all traditional and LED lamps for general lighting as well as SMART+ lamps – but also fully integrated luminaires from which the light sources cannot be removed using commonly available tools without permanent damage. The new EU SLR/ELR regulations apply only to light sources.



### CONTAINING PRODUCTS

include luminaires and other equipment that allow the light source to be removed using commonly available tools without permanent damage. Most LEDVANCE luminaires and SMART+ luminaires have therefore been exempt from the labeling regulations since December 25th, 2019.



## NO ENERGY LABEL NEEDED FOR LEDVANCE SMART+ LUMINAIRES

Good to know: Almost all LEDVANCE SMART+ luminaires are classified as “containing products”. This means that they do not have to be marked with an energy label.

\* A large number of signaling and control lamps as well as very powerful lighting products (e.g. for outdoor, sports, theater or industrial lighting) are excluded from the EU regulations.

## IMPORTANT FOR YOUR SMART+ LAMP BUSINESS: THE NEW EU ENERGY LABEL

Unlike the “containing products”, the “light sources” within the definition of the EU regulations have to be provided with a new energy label. The main updates are as follows:

- The new energy efficiency scale runs from A to G (instead of A++ to E as before) and is now calculated on a new basis.
- A QR code which links to additional product information stored in the EPREL product database




### HOW TO READ OUR PRODUCT TABLES

The new lighting regulation states that the new EU label indicating the energy efficiency class must be clearly visible on all product packaging. To make our product tables clearer and easier to read, the energy efficiency class isn't specified by a colored arrow but by a letter. See below.

Energy efficiency class Product packaging	Information table
A	A
B	B
C	C
D	D
E	E
F	F
G	G

## BE ON THE SAFE SIDE WITH LEDVANCE

**LEDVANCE ensures that all its products and packaging comply with current EU regulations at all times. Here's what you can rely on:**

- 
 – Early energy-efficient LED replacement for all affected light sources
- 
 – Reliable fulfillment of all obligations regarding labeling and product information
- 
 – Support with clear and comprehensive information – so that you can be compliant, both technically and legally

**Further information:** [www.ledvance.com/professional/services/eu-regulations](http://www.ledvance.com/professional/services/eu-regulations)

# VIEWING, TESTING, PURCHASING: OUR POS CONCEPT





## ATTRACTIVE, INFORMATIVE – AND EXPANDABLE USING FURTHER MODULES

The eye-catching SMART+ POS system features information and demo tools that explain the SMART+ range of lamps and luminaires in a clear and simple manner to your customers. For additional cross-selling, the LEDVANCE & Google Starter Kits can be showcased. This POS system can be flexibly equipped and expanded as required.



# POS SOLUTIONS TO MATCH YOUR STORE SIZE

## HOUSE OF SMART

The House of Smart is the unmissable PoS solution for large areas in lighting departments or points of sale. The module is fully accessible, illustrates the comprehensive SMART+ range with many functional samples and provides your customers with important product information.

New modules for bathroom, ceiling and wall lights as well as for spotlights and downlights are now available.



## DO YOU REQUIRE INDIVIDUAL SOLUTIONS?

Not a problem! Simply get in touch with your contact at our customer service center.



**DEMO TOOL**

Ideal for selling LEDVANCE & Google Starter Kits. The Demo Tool is equipped with either a header or a screen (including video) – and contains samples of a Google Nest Mini and a SMART+ lamp. Can be positioned in the main rack or on standalone displays.



**DEMOBOX**

An eye-catcher with loads of information, the 1.20m wide demo box complete with video screen can be individually fitted with three smart lamps and a speaker and placed on the top shelf. An ideal addition for even more sales.



**DISPLAYS**

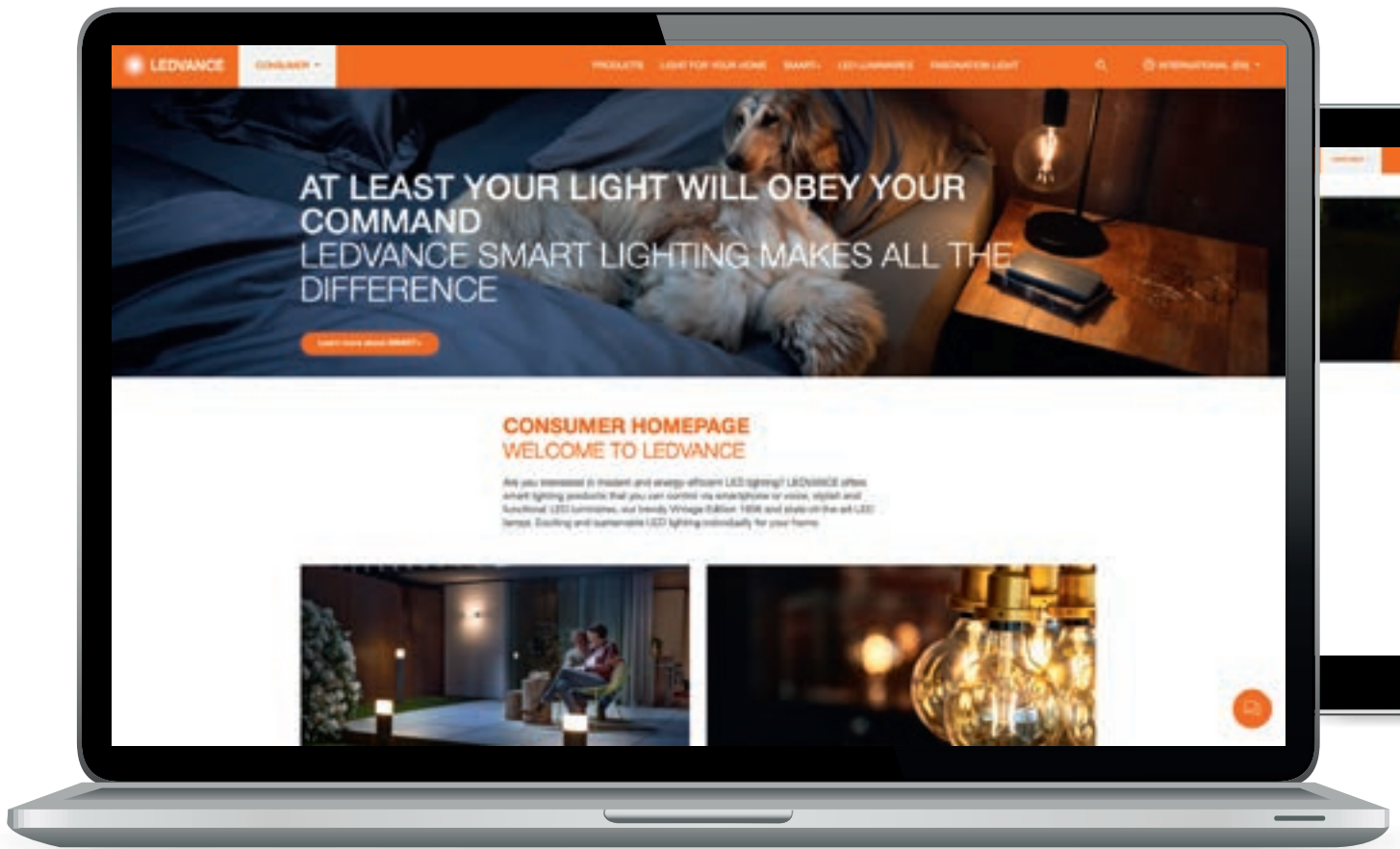
Ideal for rapid sales of Bluetooth or WiFi products. Available in various versions.



**PERMANENT DISPLAY**

The solid wooden display is available in two sizes (1.20m wide or ¼ pallet) and can be positioned in many different ways. Customers are addressed through an attention-grabbing info tool or header board.

# EVEN GREATER MOMENTUM FOR

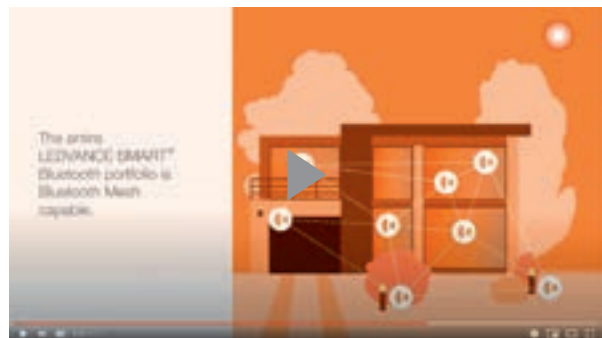


## SMART+ WEBSITE

What sort of things can I do with smart lighting? How can I control it? Which technology is right for me? Many people still have a lot of questions about smart lighting. Our new SMART+ web pages answer all of them – and guide customers through the list of potential applications and control methods (via app, voice command or gateway) to find the right technology for their particular situation. Clear, simply explained and readily understandable, with lots of application examples and testimonials from target groups. [ledvance.com/consumer/smart](http://ledvance.com/consumer/smart)

## SMART+ INSTALLATION VIDEOS

Simple setup is a decisive sales argument for the SMART+ system. How easy it is to install and operate products is shown in our informative installation videos. Now available to view on our LEDVANCE Consumer YouTube channel.



# YOUR SALES EFFORTS



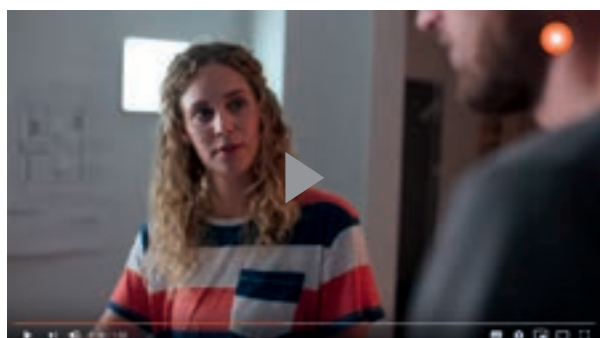
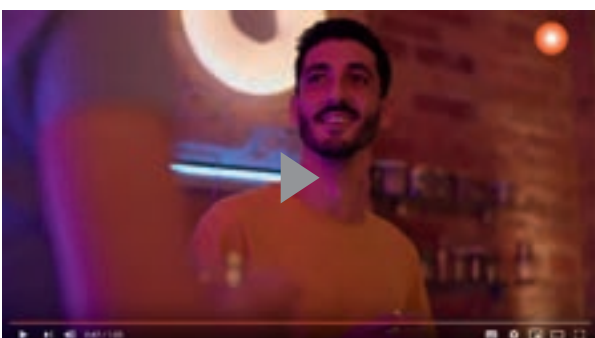
## SMART+ FLYER

For customers who want to peruse things at their leisure, a complete range of material and basic information about the SMART+ system is also available in printed form. Located at the PoS, this advertising material gives an additional boost to sales.

## SMART+ TESTIMONIAL VIDEOS

Emotional, authentic and totally convincing. In our testimonial videos, various target groups show how smart lighting has brought a completely new dynamic to their homes. Take a look here:

[www.ledvance.com/consumer/smart](http://www.ledvance.com/consumer/smart) or on our LEDVANCE Consumer YouTube channel.



# SUN@HOME: LIGHT YOU CAN'T JUST SEE BUT FEEL.

SUN@HOME lamps and luminaires automatically and almost identically simulate sunlight throughout the day, supporting your natural biorhythm. Whenever you switch on your SUN@HOME lights you will feel more alert and active during the day and will be able to concentrate better. And in the evening this natural quality of light allows you to wind down and recover more easily – even during sleep.



Type of lamp and description of base

Functions

Type of technology

Plastic-free packaging

Additional information on SunLike full-spectrum LED