

interact Retail



Edeka, Gaimersheim, Germany

# Light up your store with new experiences

Reimagine retail with connected lighting  
and software applications

Find out more about Interact Retail  
[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)

# Breathe new life into your store

## What if you could support new operational efficiencies, enhanced store experience and generate data for in-depth retail analytics?

Interact Retail connected lighting and software lets you do all this and more. Create stunning and flexible retail spaces, trigger specific shopper behaviors through zoning and layers of light, deliver location-based offers to shoppers on their smart phone via your store app. Now that's smart retail.



### Scene management

Beautiful, unforgettable light is essential to a great retail experience. Use light recipes and zoning to highlight promotions and customer events, or to tailor areas to specific audiences. Create stopping power, build your brand, and encourage customer loyalty through lighting color and movement both inside and outside the store.



### Indoor navigation

Hyper-accurate indoor positioning powered by visible light communication technology embedded in LED luminaires directs shoppers in the store and enables location-based services. These include aisle-side promotions and assistance requests via your store app. Interact Retail Indoor navigation can also drive staff efficiency with improved workflows and better customer interactions. Use aggregated data on shopper behavior to improve store layout and operations.



### Energy optimization

Energy-efficient LED lighting and smart lighting control minimizes lighting energy consumption and helps you achieve your sustainability goals. Interact Retail lets you monitor energy usage in one store or a chain of stores, giving the insight needed to optimize operations and reduce costs.



### Interact Retail dashboard

Remotely monitor, manage, and control connected lighting across all areas of a store or chain of stores through a single dashboard. Real-time data insights support more efficient operations, improved store layouts, and memorable store experiences.



### Interact Retail APIs

Open APIs enable a wide range of partners to combine complementary products and services with Interact technology. A certification program tests and certifies that LED luminaires are interoperable with Interact Retail Indoor navigation.

# Bridging the physical and digital store experience

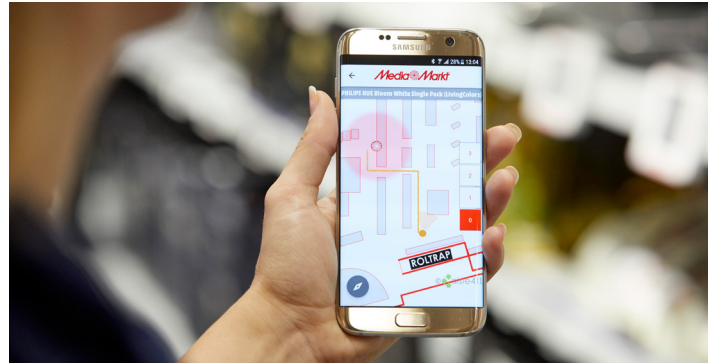
MediaMarkt, Eindhoven, the Netherlands

## The vision

MediaMarkt, Europe's leading consumer electronics retailer, wanted to respond to online shopping trends by bringing online and offline together in their physical store. They used an innovative combination of lighting and location-based services to achieve this.

## Solution

MediaMarkt installed Interact Retail Indoor navigation. VLC technology embedded in the LED luminaires transmits a unique identification code to a shopper's smartphone via the store's own app which can then be used to accurately determine the device's location. Indoor navigation can direct customers to within 30cm of the products they're looking for or serve them promotional offers related to their location in the store.



**"MediaMarkt likes to be at the forefront when it comes to innovations in retail."**

Martin Wild, Chief Digital Officer,  
MediaMarktSaturn Retail Group

# Creating a retail destination with eye-catching lighting

E-Center, Gaimersheim, Germany

## The vision

EDEKA had a clear vision for its flagship store – an imposing glass façade, differentiating shop architecture and different zones to create a unique customer experience. These ambitions are perfectly supported by the store's lighting concept.

## Solution

An EDEKA-blue strip of light in the façade greets customers. Dynamic lighting content in the entrance area gets people in the mood for shopping. Interact Retail software delivers maximum flexibility, efficiency and sustainability through its Scene management, Lighting management and Energy optimization applications. Outdoor LED lights provide visibility in the car park, guiding people into the store.



**"That is what I call solution-based consultancy. We have acquired the exact lighting we had envisaged for our shop concept."**

Thomas Schulte, Head of Construction  
and Shopfitting, EDEKA Southern Bavaria

Learn more about Interact Retail  
[www.interact-lighting.com/retail](http://www.interact-lighting.com/retail)

© 2018 Signify Holding. All rights reserved. The information provided herein is subject to change, without notice. Signify does not give any representation or warranty as to the accuracy or completeness of the information included herein and shall not be liable for any action in reliance thereon. The information presented in this document is not intended as any commercial offer and does not form part of any quotation or contract, unless otherwise agreed by Signify.

All trademarks are owned by Signify Holding or their respective owners.

**interact** Retail