



by  signify



# Trulifi:

## wireless broadband connection for World Forum The Hague

World Forum in The Hague, the Netherlands, leader in hosting high-profile conferences, is known for conferences such as the Global Conference on Cyber Security, World Press Freedom Conference and Climate Adaptation Summit 2021. As a front runner in cyber security for congress centers, the conference center installed LiFi to offer a physical layer of security on top of their highly secure broadband connection.

Digitalization has been a trending topic for many years for trade show and congress centers. Even though online video conferencing entered this market 10 years ago, current COVID-19 times have accelerated this trend and spiked the market demand. Where World Forum The Hague can host more than 3000 guests in the conference center, they can add more than 10,000+ guests online. "Recent developments show that after COVID-19 people will travel less but the need to get together will remain. This will happen online. We see global events developing into regional hosted 'hub-events' that are connected online globally," says Michiel Middendorf, General Manager World Forum The Hague.

### Challenges

The growing number of security breaches published daily around the world, brought up questions on how safe and stable the broadband connections in World Forum The Hague really are, despite the fact that the organization executes

regular penetration tests and has redundancy built in to make sure there's always a backup when a connection fails. Due to the high profile events they host, World Forum The Hague wanted to offer an extra layer of security to enable their guests to meet and work freely and without hesitation or second thought.

### Solution

Trulifi by Signify offered the perfect addition to the already highly secure broadband connection, ensuring meeting rooms are equipped with highly secure, reliable and high-speed wireless connectivity. At the same time, it provided users with the same standards for ease of use and comfort as with other wireless technologies. LiFi is a wireless technology, but instead of radio waves, light waves are used, ensuring the network is strictly limited inside each room. With additional custom encryption and specific access keys security can be even more specifically controlled.



### Benefits

Since LiFi is not accessible from outside of the room it is in and is only accessible with dedicated access keys, World Forum The Hague is now able to offer their guests an extra layer of physical security. "With Trulifi we can now offer our high-level clients a broadband connection that is wireless, both reliable and secure," says Marije Bouwman Director of Operations, Safety & Security from World Forum The Hague.

"A government official once asked me if we could build a safe room just like defense and government agencies have. We are a medium sized enterprise with a small hard-working team that need to make every Euro count. With Trulifi we now have this safe room, but much faster installed and more affordable," Middendorf adds.

**"With Trulifi we can now offer our high-level clients a broadband connection that is wireless, both reliable and secure."**



### Customer's need:

Wireless broadband internet connection that is secure and stable to accommodate high-level and sensitive meetings and congresses.

### Our solution:

Trulifi by Signify provides wireless broadband connections, and uses infrared and visible light to provide high speed two-way wireless connectivity. Trulifi can be integrated into luminaires or installed as separate ceiling units. With the LiFi controller seamless integration into existing network management dashboards can be done. Customer specific encryption will ensure an additional layer of security.

### Results:

World Forum The Hague can now offer their high-level clients a broadband connection that is wireless, both reliable and secure.

### Customer:

World Forum in The Hague, the Netherlands, leader in hosting high-profile conferences, is known for hosting conferences such as the Global Conference on Cyber Security, World Press Freedom Conference and Climate Adaptation Summit 2021. World Forum The Hague is part of GL events.

For more information about Trulifi by Signify and its benefits go to: [www.signify.com/global/innovation/trulifi](http://www.signify.com/global/innovation/trulifi)