

Enhance the store experience with smart LED lighting

With the installation of connected LED lighting enabled by Interact Retail software, Albert Heijn XL in Eindhoven, the Netherlands, can now offer its shoppers the ultimate in-store experience.

Customer challenge

The store is tastefully decorated using sustainable materials, and the roof is equipped with 1,200 solar panels for generating green energy.

Fitting the entire indoor and outdoor space with energy-efficient LED lighting while maximizing the shopper experience in the store seemed to be a logical next step. Adding Interact Retail software applications to help manage and control the lighting system offered even more opportunity to improve operational efficiency and enhance the customer experience.

Solution

The lighting plan inside the store is particularly innovative compared to other supermarkets because Fresh food light recipes are used to enhance food preservation and presentation, extending shelf life and ensuring food always looks its best. All lighting is dimmable and managed by Interact Retail software.



“Our customers enjoy a warm and lively atmosphere. Lighting color temperatures and renderings ensure that each department is displayed in its best light to entice and inspire customers.”

Dijana Cicak, European Concept Director at Ahold

Interact – Making an impression

The entrance area, which has been transformed into a marketplace, makes a lasting impression. Local suppliers sell their goods from various small stalls. The lighting in the marketplace uses Interact Retail scene management software to adjust intuitively throughout

the course of the day in three stages: in the daytime, the intensity of the lighting is 100%, at dusk this dims to 60%, and in the evening the light dims again to 30%. As a result, the customer is guaranteed a unique experience whenever they enter the store.



Delightful light

To create a real “outdoor market” atmosphere, beautiful cylindrical Philips Modular Flatmoon fixtures are fitted indoors and outdoors along the enormous glass façade. Selecon spots—which are normally used in the entertainment industry—project a leaf pattern onto the floor, as though the sun is shining through the trees.



Deck out the checkout

An outdoor marketplace feel has been created at the checkout area, as well as in the entrance area of the store. Here, Mini 300 Stealth outdoor fixtures from Philips ensure a pleasant daytime lighting experience, so that the transition outdoors into the carpark is as comfortable as possible.



Inviting with lighting

“The shop is extremely warm and inviting, partly due to the lighting plan. Initial reactions from customers, trade media, and supermarket experts have been very positive,” says Dijana Cicak, European Concept Director at Ahold.



Scene management

Redesigning store space is expensive and time-consuming, but our scene management software makes changing lighting configurations easy and intuitive. Change light scenes to support special promotions, events, and activities that drive a better brand experience and customer loyalty.

Project details

- 1,000 connected LED luminaires
- “New York in Eindhoven” created by dynamic lighting that changes throughout the day
- Store aims to be carbon neutral with 1,200 solar panels combined with LED luminaires and lighting controls

[Find out how Interact can transform your business](#)

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