interact Landmark

Creating a vibrant city center with smart LED lighting

The city of Veghel needed a lighting solution that would bring back commerce to the city center and make the town a more desirable leisure destination.

Customer challenge

Veghel was experiencing high turnover in the local shops and restaurants in its city square. The majority of residents shopped in the larger surrounding towns and the declining foot traffic was leading to a failing city center.

Veghel's city council knew they had to do something unique to differentiate Veghel and restore its appeal. A welcoming and vibrant city center would draw more citizens in and help revive local commerce. The city looked for a partner that could help define, design, and deliver a visitor experience tailored to its needs.

Solution

Veghel's many stakeholders—the city council, the town center management, architects, and lighting designers—needed a partner to help outline a vision that would reinvent the pedestrian-centric city center. The proposed design, which reflected the personality of Veghel and it people, used integrated LED lighting and Interact Landmark software. Veghel launched a pilot with positive results: 22 stores, operated by new and previous proprietors, opened their doors in response.

"It's great that the lighting is different every single day. The possibilities are endless."

Jan-Hein Opherij, Town Center Manager for Veghel

Interact — Making it happen

Building on the success of the project pilot, the city council expanded the unique design experience to its two main shopping streets. The physical design was updated to provide lighting that could 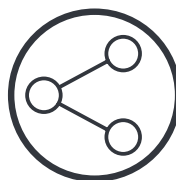be both functional and create dynamic lighting shows that could be paired with sound or music. The new luminaires incorporated Philips iColor Flex LMX LED strings with Interact Landmark lighting management software and reflected the architecture of the area and the city's personality.

Endless possibilities

Interact Landmark software includes special lighting and sound algorithms to generate light content that will always vary slightly and never repeat in the same sequence. The software management platform enables content to be scheduled in advance or to be changed quickly in response to the city's rhythms.

Experience platform

To support content management and encourage local businesses to plan and create dynamic lighting and sound experiences, Interact Landmark offers an experience platform consisting of technology and services. This platform allows city center users to integrate the lighting experience with social media and other promotional platforms.

Lighting asset management

Easy commissioning plus remote monitoring of lighting performance, energy consumption, and fault detection. Know exactly what's happening where and take action through a real-time, data-enabled view of your entire system. With cameras, you can visually verify light show performance via a cloud-based dashboard.

Scene management

Attract attention and create memorable experiences with dynamic LED connected lighting and programmable light shows. Align to time of day, season, festivals, or special events. Easy-to-use software lets you program and synchronize shows remotely over a cloud-based software dashboard or app on a mobile device.

Project details

- A combination of energy-efficient LED lighting, including iColor Flex LMX, strings of full-color LED nodes from Philips Color Kinetics
- Content algorithms administered through the cloud ensure that no lighting scenes repeat
- New lighting increased percentage of residents shopping in the city center

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