

The background of the advertisement is a low-angle, upward-looking shot of a grand classical building's interior. It features several tall, fluted columns supporting an ornate archway. A balcony with a decorative balustrade is visible in the upper right. The entire scene is bathed in a cool, blue light, creating a dramatic and modern atmosphere. The Philips logo is positioned in the top left corner within a white rounded rectangle. Below it, the text 'ActiveSite' and 'Case studies' are placed in a purple-to-white gradient box.

PHILIPS

ActiveSite

Case studies

Total control, anytime, anywhere

Remotely monitor and manage dynamic architectural
LED lighting systems with cloud-hosted connected
lighting software and services

Site visits.

A thing of the past.

Until now, managing dynamic architectural LED installations has been a challenge.

The only way to know a site is working properly is to inspect it manually – which is time consuming and costly. It isn't always possible to refresh content remotely, or without taking an installation offline. And there's no way to perform historical analysis on system performance or to keep track of site assets over time.

Philips ActiveSite, a cloud-based connected lighting management platform, allows facility managers and lighting programmers to monitor, manage, and upload content for their architectural LED lighting systems from a remote PC or tablet.

See how ActiveSite has transformed venues around the globe.

Key features



Master dashboard
Centralized view and management of all connected installations



Device monitoring
Operating status of fixtures, power supplies, and controller



Temperature monitoring
Notification of operating fixture temperature and over temperature conditions



Device properties
Including serial number, DMX address, firmware version, IP address



Remote device configuration
Remote programming of fixture and power supply parameters



Remote content management
Remotely edit, trigger, and schedule lighting shows and effects



Asset management
Digital record-keeping of all current assets and replacements



Alarm management
Record of current and historic alerts for every device in the installation



E-mail alerts
Automatic notifications sent to authorized users of the system



Reports
Standard and customizable report templates for status, properties, and assets



Charts
Data analytics and performance tracking



System diagnostics
Remote monitoring and configuration of network devices



Secure connectivity
Industry standard security and encryption techniques

Captivating lighting

creates a nighttime destination

Fresh content engages viewers



The city of Toledo installed a new LED lighting system at the historic Torreón del Baño de la Cava, beautifying the landscape and creating a nighttime destination that's attracting more visitors and increasing tourism.

Toledo's City Council chose a Philips LED lighting system that allowed them to produce static lighting as well as dynamic light shows. The city also wanted the ability to control the lighting content remotely so they could reflect holidays and special events, or react to local and world events, without sending a technician to the site.

With ActiveSite, the city's authorized users can change scenes, effects, and light shows from a remote PC or tablet device. They can also schedule shows in advance, enabling the city to frequently refresh content.

The city has already benefited greatly from the new lighting installation. According to the local Tourist Bureau, tourism in the city increased by 17% during the recent December holiday season. This increase is attributed to many recent initiatives by the city, including the use of more artistic lighting at sites like Torreón del Baño de la Cava.

Torreón del Baño de la Cava, Toledo, Spain

Lighting designer: Gerardo González Cantos / Enriqueta Díaz Campos / Pedro Alfayé Aznar
Integrator: ISDomotic Electrical
Contractor: Servicios Eléctricos Municipales – Toledo City Council
Other: Pedro Alfayé Aznar

Intensifying the emotional experience for fans

Ensure **optimal performance**

“

The new Philips lighting enables us to make a clear statement about the place that the German soccer champions call home, both for the local fans and for international competitions between stadiums and clubs.”

Jürgen Muth, CEO, Allianz Arena München Stadion GmbH

Allianz Arena is home to FC Bayern Munich, the most successful club in German soccer history with a record of 25 national titles and 17 national cups. The arena is also Europe's largest and Germany's first stadium with a full color-changing exterior.

The Philips connected lighting system gives Allianz Arena a stunning nighttime presence, highlights its unique structure, and enhances the urban landscape. Fans who gather for home games are welcomed by an illuminated red and white façade. During evenings when games are not being played, the arena is lit in subtle, slow color-changing patterns that form waves, clouds, and elegant horizontal and vertical sequences. The new energy-efficient system saves approximately 60% on electricity costs and 362 tons of CO₂ annually.

ActiveSite helps ensure the lighting system – comprised of 26,000 addressable nodes – is performing optimally. Services include monitoring the system for issues, troubleshooting, configuring devices remotely, and generating real-time customized reports. Maintenance teams are alerted immediately via text or email if any system anomalies are detected.



Allianz Arena, Munich, Bavaria, Germany



Transforming a landmark into art

Efficient management of a city icon

In 2011, the non-profit arts organization, ILLUMINATE, along with the California Department of Transportation, and world-renowned artist Leo Villareal collaborated to create a stunning living display of light on the San Francisco-Oakland Bay Bridge in celebration of its 75th anniversary.

The Bay Lights quickly became a local and global “must see” attraction and a great source of pride for the community. It also revitalized the waterfront and its economy with local bars and restaurants reporting a 30% increase in business.

With such a broad social and economic impact, steps were taken to make the artwork a permanent display. ILLUMINATE raised the money necessary to fund the project and the site went dark for 11 months while the previous system was removed and replaced. When the new Bay Lights was unveiled in January 2016, it was officially gifted to the people of California by ILLUMINATE.

The new system – utilizing 25,000 nodes of Philips eW Flex Compact – was specifically engineered to withstand harsh weather environments like that of the San Francisco Bay area. Philips ActiveSite helps to minimize downtime and allows for more efficient management of the iconic landmark with benefits including remote diagnostics, reporting, data analytics, and control.

“

The original Bay Lights installation served as a major source of pride in San Francisco and helped to increase tourism in the area. Thanks to advanced LED and system monitoring technology from Philips, we are able to build on those benefits and install an energy-efficient work of art that makes the Bay Bridge a true beacon of the San Francisco Bay Area.”

Saeed Shahmirzai, Zoon Engineering
Oakland Bay Bridge MEP Integrator



San Francisco-Oakland Bay Bridge,
San Francisco, California, USA

Artist: Leo Villareal.
ILLUMINATE, the California Department of Transportation,
and the Metropolitan Transportation Commission
Photo credit: James Ewing

The sky's the **limit**

Peace of mind for a high-profile brand

The CEPSA Tower is the second tallest building in Spain and a prominent building in the Madrid skyline.

To reflect its innovative spirit, CEPSA decided to differentiate its new headquarters on the city skyline with a dynamic LED lighting system. Marc Largent, lighting designer for the project and managing director and founder of Magic Monkey, proposed the impressive façade design – two glass curtain walls, designed by Foster + Partners and measuring 815 ft (250 m) over 45 floors, integrated with 2,500 Philips LED lighting fixtures.

To protect the lighting investment and CEPSA's presence in the sky, Largent also incorporated ActiveSite into the installation, which monitors the Tower's fixtures 24 hours a day. Authorized users are alerted to any system anomalies, and can quickly dispatch maintenance crews to the exact location to fix any problems.

In addition to remote monitoring, Philips ActiveSite has robust content management capabilities, allowing authorized users to monitor, modify, and change light shows and effects instantly, and with no system downtime. If CEPSA has no lighting technicians onsite, they or an authorized Philips technician can schedule content remotely and make it live on the building in a short period of time.

“

ActiveSite is a powerful tool and without it, constantly monitoring the façade and identifying an individual fixture issue 250 m in the sky, would be a time consuming and difficult task.”

Marc Largent
Managing Director and Founder, Magic Monkey
Lighting Designer, CEPSA Tower

CEPSA Tower, Madrid, Spain
Photo credits: © copyright www.magicmonkey.net, all rights reserved

Let's **get started**

Already have a dedicated maintenance team in place? With its software-as-a-service platform, ActiveSite is easy to deploy and gives your team quick access to start monitoring, maintaining, and managing your lighting system.

Philips and our value-added partners also offer customized services to suit your requirements and meet your business objectives:

- Professional Services
- Lifecycle Services
- Managed Services

From installation and commissioning, to operations and maintenance, to remote monitoring and content management, we can either take care of the whole process for you or you can simply choose how much you want us to be involved, picking the level of service you require.



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