



Lighting up WHSmith with LED Component systems

PHILIPS

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Creating an effective, stylish retail environment

The new generation of LED Component systems benefit from accelerating breakthroughs in LED technology providing a range of exciting new lighting possibilities for many of today's challenging retail applications. With the in-store environment under constant pressure to produce exciting new retail experiences for the consumer, LEDs deliver brilliantly in both design flexibility and maximum visual effect.

Exploiting the new world of lighting opportunities

WHSmith chose LED Component systems as part of the lighting solution for a new in-store look. One of the United Kingdoms leading retail groups, WHSmith incorporates market-leading companies in retail, publishing and news distribution and currently operates 545 High Street stores across the country.

Ten of these stores can be found at Manchester Airport, spread across three terminals. Recently, each of the stores have been refitted to give a unique identity while remaining recognizably within the WHSmith corporate image. Lighting played a major role in this "corporate differentiation" and LED Component systems were chosen as part of the lighting mix. The success story is a partnership between Gamma Illumination, WHSmith and Philips. Gamma Illumination developed a bespoke design, featuring high brightness blue

LED Components around the rim of the luminaire. Specifying LED components allowed maximum flexibility to integrate the LEDs as a seamless circle around the design, providing a strong architectural feature to the store to help attract customers.

LED Components - delivering a complete solution

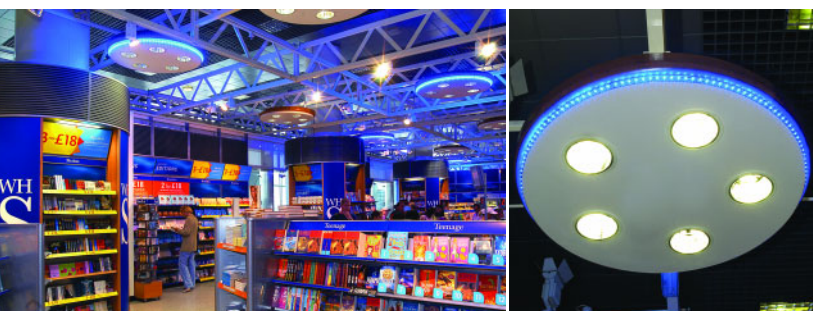
LED Components provide maximum flexibility to enable freedom in design. The system is made up of individual LED Components, printed circuit boards and unmounted optics. Used in conjunction with the latest Xitanium™ LED Drivers, delivering the highest brightness of any LED driver available. The Philips LED Components system offers new levels of performance. WHSmith can expect a virtually maintenance free solution and low running costs for 24/7 operation.

Working in partnership

Steve Haley, the project engineer overseeing the installations for WHSmith had clear views about what needed to be achieved from the lighting. The main aim being for the lighting to contribute to providing an interesting and stimulating store environment for the visiting customers.

The partnership between WHSmith and Philips provided WHSmith with two crucial things. Firstly, early access to, and knowledge of, new technology; and secondly, the backing from Philips on the technological advancement.

Recognizing the importance of lighting and the rapid pace of lighting technology development, WHSmith and Philips Lighting have introduced a partnership way of working since 2002. The results have been impressive, extending far beyond the confines of Manchester Airport to some of the Company's 545 High Street stores.



Providing an exciting, profitable retail environment

The LED-lit environment at the Manchester Airport store provides an ambience that invites customers to linger and make purchases.

www.philips.com/LED

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