

LET'S BECOME
SMART+



SMART+

NEW Strategy and Positioning as of summer 2017

SMART+

Why “SMART+”

- Self-explanatory name
- Highlights compatibility to major ecosystems
- Positioning as leading smart lighting provider

Smart lighting overview

What is smart lighting to you



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ZigBee and HomeKit portfolio will be launched jointly in September 2017



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Gateway-based portfolio

ZigBee



Additional portfolio items
New EAN
New packaging

Gateway-free portfolio

Apple HomeKit



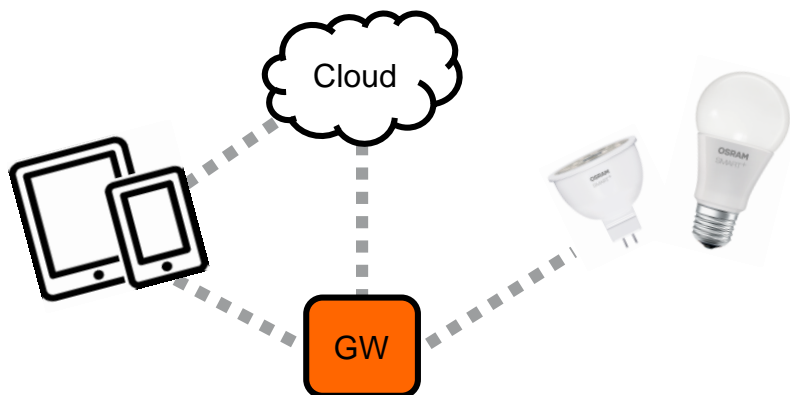
New Portfolio – 2 items
Works with Apple HomeKit
Dedicated packaging concept

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Two-fold strategy which covers the needs of all relevant customer groups

Gateway-based offering

Gateway needed
Control via PARTNER GATEWAY



Gateway-free offering

NO gateway needed
Control via SWITCH



NO gateway needed
Control via MOBILE DEVICE
(directly) – Apple Home Kit



Our offering is **COMPATIBLE** and **FLEXIBLE**
We offer a **BROAD** ZigBee **PORTOLIO**

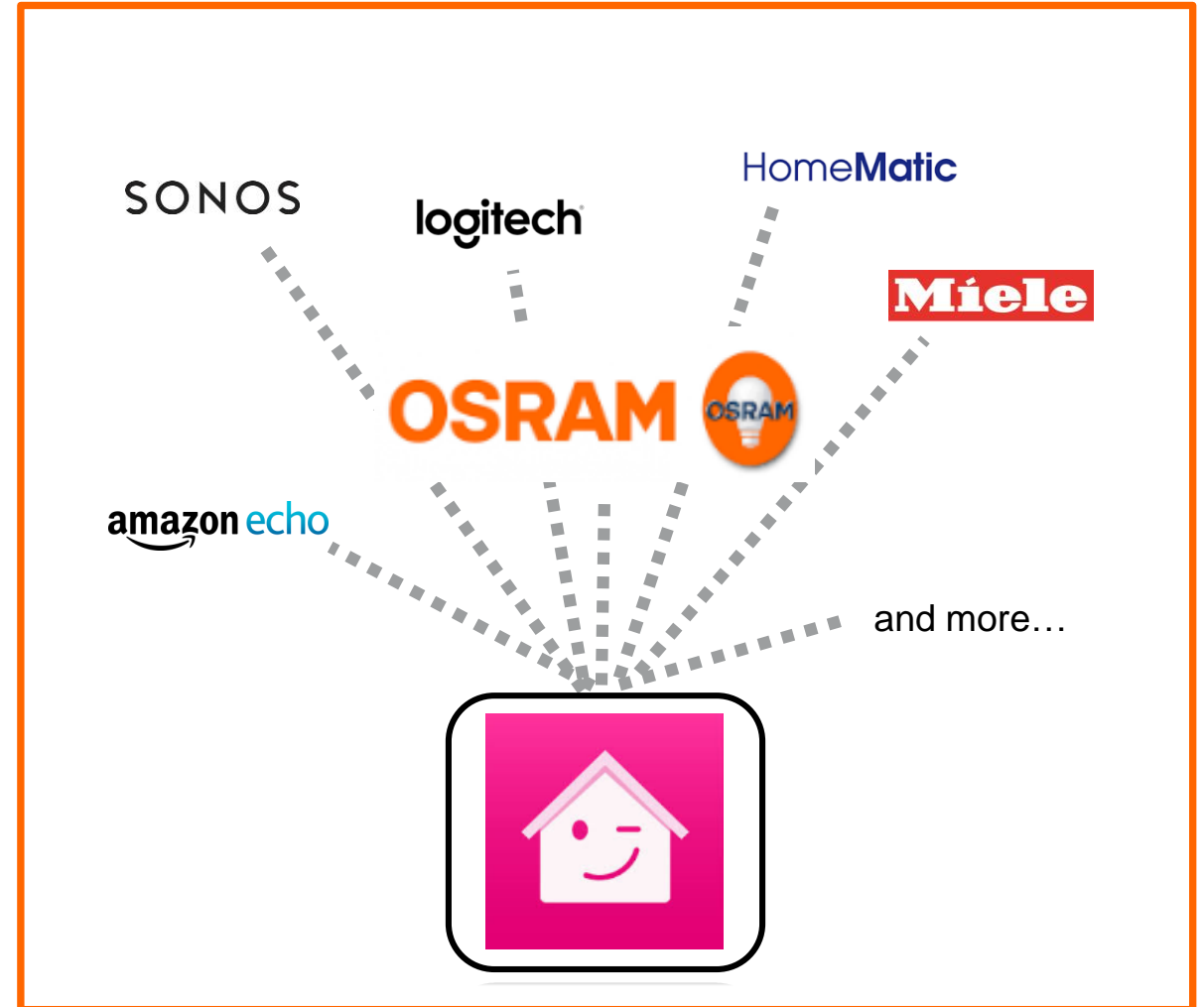
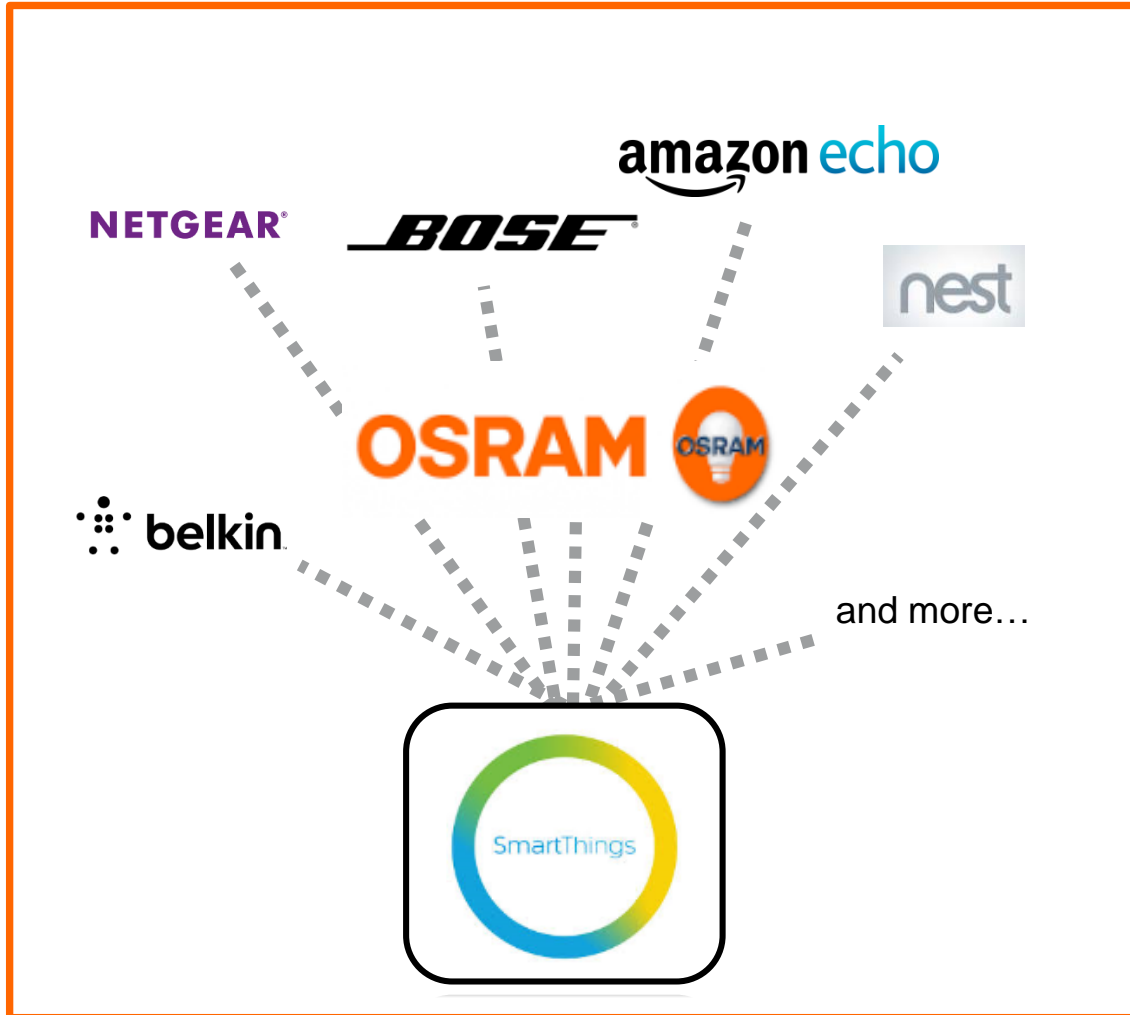
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Our ZigBee products are DIRECTLY integrated in many partner gateways



Partnerships provide access to the full Smart Home experience

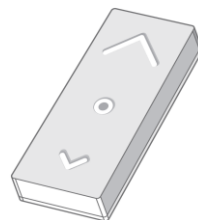
Examples: Samsung SmartThings / Telekom Magenta



SMART+ Switch Kits

GATEWAY-FREE offering provides a simple entry into smart home

Connect ZigBee lamps and lums to switch via TouchLink



via TouchLink
connectable

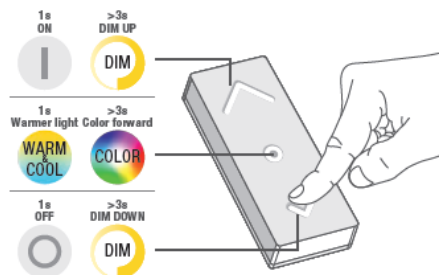


- ▶ Pair with up to 10 lamps & luminaires



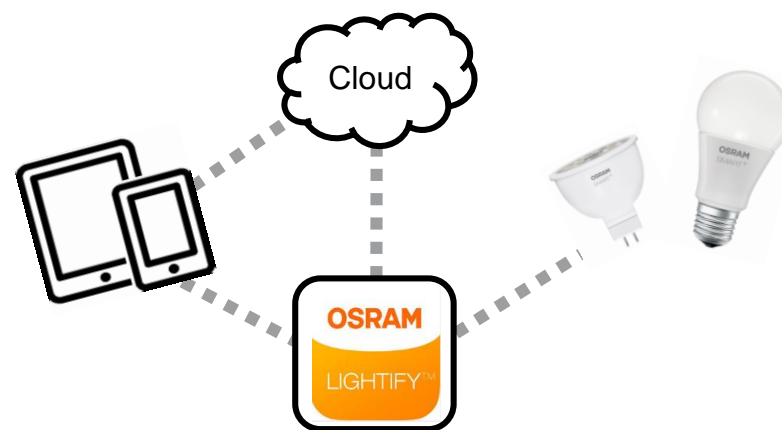
≤10

- ▶ Switch functions are pre-set



UPGRADABLE

Option to upgrade with LIGHTIFY



- ▶ Switch buttons can be individually customized via LIGHTIFY App

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Our ZigBee based portfolio – launch September 2017

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ZigBee Components



Switch, Plug



Switch Mini

NEW



Motion Sensor

ZigBee Lamps

CL A60 RGBW, TW
& DIM

CL B40 TW

PAR16 50 RGBW
& TW

MR16 35 TW

NEW

ZigBee Luminaires



Ceiling TW

NEW

Gardenpole &
Extension

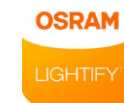
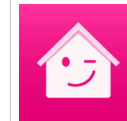
Outdoor Flex

Gardenpole Mini
& Extension

NEW

Indoor Flex &
Extension

Works with ...



SMART+ covers all major home applications

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Our ZigBee based portfolio – coming next

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ZigBee Components



Outdoor plug: EU and UK

ZigBee Luminaires



Outdoor Garden Bollards



▶ SMART+ covers all major home applications

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NEW Strategy and Positioning as of summer 2017

Why new packaging

- Emotional and end-consumer oriented
- Enhance our compatibility to various eco-system

▶ **SMART+ are the most compatible products in smart lighting**



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Direct integration with Partner platform

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Strategic orientation

- The full OSRAM smart lighting portfolio can be **directly** integrated
- All **indoor and outdoor** use-cases can be played
- Smart lighting is controlled through a **single** box
- The lights are uploaded, controlled and programmed directly by the user through the **partner app**

 **OSRAM supports the user-oriented smart home experience**



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Our HomeKit compatible products

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Wave 1



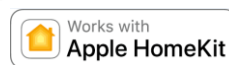
Classic E27 and Flex 3P, Multicolor



Wave 2



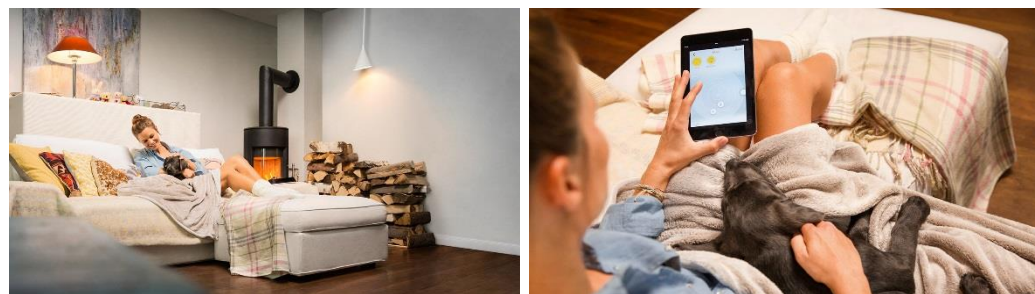
Classic E27 dim



etc...

For more click [here](#) **SMART+ works with Apple**

Product information SMART+ Overview Lamps



Products

- CL A60 RGBW
- CL A60 TW
- CL A60 DIM
- CL B40 TW

Products

- PAR16 50 RGBW
- PAR16 50 TW
- **MR16 35 TW**

Benefits & Features

- Range completed: “full retrofit for retrofit” thanks to MR16
- All ZigBee based, THE standard for smart lighting
- True green for all lamps
- 1:1 Replacement for traditional or LEDr LAMPS with smart upgrade and additional features like
 - RGBW or TW
 - Perfect dimming

Preliminary Product Information Sheet

Classic A E27 Multicolor, Tunable White & Dim

SMART+



Technical data	MultiColor	Tunable W	Dim
Luminous flux	806 lm	806 lm	806 lm
Power consumption	10 W	9 W	8 W
Voltage	220-240 V	220-240 V	220-240 V
Color	RGBW	2700 – 6500	2700 DIM
CRI	80	80	80
Dimensions (LxD)	115x60	115x60	115x60
Protection class	IP 20	IP 20	IP 20
Lifetime (L70/B50)	20.000	20.000	20.000
EAN 10	4058075816558	4058075816534	4058075816510

Benefits & Features

- LED lamp as a 60 watt replacement with original tunable white or RGBW
- Color temperature from warm white (2.700 K) to daylight (6.500 K)
- RGB mode with more than 16 million colors
- 810 lumens
- Dimmable

Applications

- 1:1 Replacement for traditional or LEDr LAMPS with smart upgrade and additional features like
- RGBW or TW
- Perfect dimming

Works with

- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



ZigBee

Preliminary Product Information Sheet

Candle E14 Tunable White

SMART⁺

Technical data

Luminous flux	470 lm
Power consumption	6 W
Voltage	220-240 V
Color	2700 – 6500K
CRI	80
Dimensions (LxD)	110x38
Protection class	IP 20
Lifetime (L70/B50)	20.000
EAN 10	4058075032682

Benefits & Features

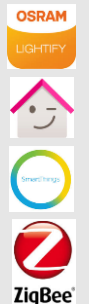
- High-efficiency LED lamp as a modern 40-watt replacement with original Tunable White.
- Color temperature from warm white to cool white (2.700 K to 6.500 K)
- 470 lumens
- Dimmable

Applications

- 1:1 Replacement for traditional or LEDr LAMPS with smart upgrade and additional features like
- TW
- Perfect dimming

Works with

- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



Preliminary Product Information Sheet

PAR16 50 Multicolor & Tunable White

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Technical data	RGBW	TW
Luminous flux	350 lm	350 lm
Power consumption	6 W	6 W
Voltage	220-240 V	220-240 V
Color	RGBW	2700 – 6500
CRI	80	80
Dimensions (LxD)	55x50	55x50
Protection class	IP 20	IP 20
Lifetime (L70/B50)	20.000	20.000
EAN 10	4058075032705	4058075816619

Benefits & Features

- You can use the LED Spot PAR16 50 RGBW as an outstanding 50 watt halogen lamp replacement. You have a choice between 16 million different colors and white. Great!
- The LED Spot PAR16 50 Tunable White is an excellent 50 watt halogen lamp replacement. With variable white light (Tunable White) and a color temperature 2.700 to 6.500 kelvin.
- Dimmable

Applications

- 1:1 Replacement for traditional or LEDr LAMPS with smart upgrade and additional features like
- RGBW or TW
- Perfect dimming

Works with

- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



Preliminary Product Information Sheet

MR16 35 Tunable White

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Technical data	TW
Luminous flux	350 lm
Power consumption	5 W
Voltage	220-240 V
Color	2700 – 6500K
CRI	80
Dimensions (LxD)	51x50
Protection class	IP 20
Lifetime (L70/B50)	20.000
EAN 10	4058075816657

Benefits & Features

- New on the market, no competition so far!
- You can use the LED Spot MR 16 35 TW as an outstanding 35 watt halogen lamp replacement.
- With variable white light (Tunable White) and a color temperature 2.700 to 6.500 kelvin.
- Dimmable

Applications

- 1:1 Replacement for traditional or LEDr LAMPS with smart upgrade and additional features like
- TW
- Perfect dimming

Works with

- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



Preliminary Product Information Sheet

Overview Home Kit

New!



Functions

- Switch on & off
- Color change & Switch CoolWhite / WarmWhite
- Dim-up & Dim-down
- Indoor use

Preliminary Technical Data	CLA60 RGBW	FLEX RGBW
Luminous flux	800 lm@2700K	600 lm@2700K
Power consumption	10 W	10 W
Voltage	220-240 V	220 – 240 V
Color	RGBW	RGBW
CRI	80	80
Dimensions (DxH)	60x120	180 x 12 x 3 mm (3x lighting strips)
DIM	10%-100%	10%-100%
Lifetime (L70/B50)	20.000	20.000
Base	E27	
SDCM	6	6
EAN	4058075816497	4058075047846

Product characteristics

- New on the market, no competition so far!
- 60W replacement bulb – E27
- Flexible, separable and extendable 3P Flex strip

Benefits & Features

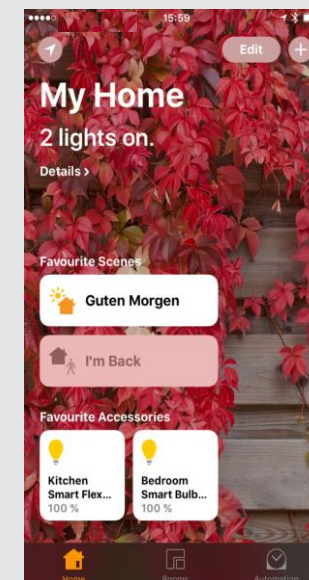
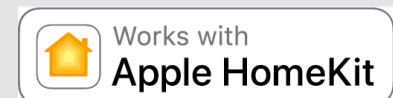
- Directly compatible with Apple Home Kit
- Interacts with all Home Kit devices in the house
- No LIGHTIFY Gateway needed

Applications

- Residential

Works with

- Apple HomeKit



Product information SMART +

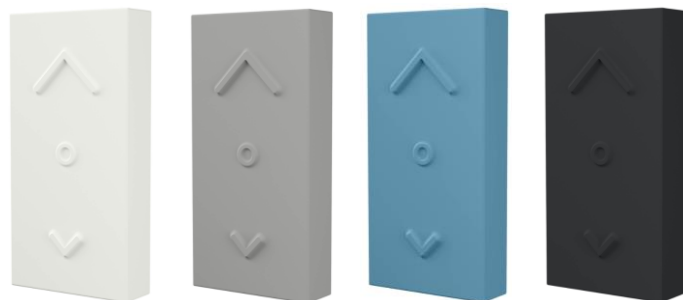
Overview Components



Available today



Coming next to cover additional use cases (pictures preliminary) **NEW**



Switch

- Convenient control of smart products without smart phone and internet
- Customizable button functions and commissioning via smart devices/ web browser:
On/Off/Dimming/Color Change/Tunable White/Scenes
- 4 different housing colors
- Battery-powered

Motion Sensor

- Sensor for motion
- Commissioning via smart devices/ web browser
- Saving energy via automatization

Plug

- Version for indoor
- Make non-smart devices controllable via app

Product Information Sheet

INDOOR PLUG

SMART+



Most important technical data

Voltage	220-240VAC, 50Hz
Switchable load	Max. 16A; 3680 W**
Connection	Schuko
Temperature range	-20 ... 40° C
Switching cycles	> 25.000
Dimensions (l/w/h)	52/52/78mm ³
Standby consumption	<0.5W
Protection class	IP20
Net weight	140g
EAN10	4058075036239



PRODUCT IDEA

- **Best-Seller! No PH competition so far!**
- Switchable power socket to connect non ZigBee devices to the LIGHTIFY System
- Control via LIGHTIFY App and LIGHTIFY Switches

BENEFITS & FEATURES

- High switching power up to 3680W / 16A
- Manual switching by push button
- Switching by LIGHTIFY App
- Overload protection (non-reversible)

APPLICATIONS

- Residential Lighting & Smart Home
- Extend the LIGHTIFY system by switching fixtures and non-lighting devices
- Examples: switch LED table lamps, switch the fan, switch entertainment electronics or office equipment to avoid standby losses.

Works with

- Lightify
- Magenta
- More tbd



Product Information Sheet

SWITCH

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Most important technical data

Power supply	1x CR2450 battery
Battery Lifetime	Minimum 3 years
No. of Push Buttons	4
No. of Functions	2 per button = 8 individually programmable functions (short tap & long press)
Dimensions (l/w/h)	64,1 x 64,1 x 17,9mm (incl.wallmount) 64,1 x 64,1 x 13,4mm (switch only)
Mounting	Wallmount via 2 screws or via double sided adhesive pad
Protection class	IP20
Weight	75g
EAN10	4058075816459



Product characteristics

- Wall mount switch and remote control in one device to control LIGHTIFY without a smart phone
- Magnetic wall mount for quick release and remote use
- 8 freely programmable functions via 4 buttons that react differently on short tap and long press

Benefits & Features

- No smartphone needed to control LIGHTIFY lamps & luminaires
- Direct, gateway-free operation for delay-free function
- Internet-free use once configured via the app with Gateway and Internet access
- Fully customizable buttons to meet multiple user needs

Applications

- Residential Lighting and smart home
- Control LIGHTIFY where no Internet is available after prior setup (Internet required)

Works with

- Lightify
- Magenta
- More tbd



Preliminary Product Information Sheet

SWITCH MINI



SMART+



Most important technical data




Power supply	1x CR2450 battery
Battery Lifetime	Minimum 3 years
No. of Push Buttons	3
No. of Functions	2 per button = 6 individually programmable functions (short tap & long press)
Dimensions (l/w/h)	80 x 40 x 14 mm
Mounting	Wallmount via 1 screws
Protection class	IP20
Weight	43 g
EAN10 white	4058075816473
EAN10 black	4058075051935
EAN10 silver	4058075051959
EAN10 blue	4058075051973

Functions

- Switch on & Dim-up
- Color change & Switch to WarmWhite
- Switch off & Dim-down



Available in

- White 
- Black 
- Silver 
- Blue 

Product characteristics

- Wall mount switch and remote control in one device to control LIGHTIFY without a smart phone
- Simple wall mount for quick release and remote use
- 6 freely programmable functions via 3 buttons that react differently on short tap and long press

Benefits & Features

- No smartphone needed to control LIGHTIFY lamps & luminaires
- Smart ready via TouchLink: direct, gateway-free operation with ≤10 lights
- Internet-free use once configured via the app with Gateway and Internet access
- Fully customizable buttons to meet multiple user needs

Applications

- Residential Lighting and smart home
- Control LIGHTIFY where no Internet is available after prior setup (Internet required)

Works with

- Lightify
- More tbd



Product Information Sheet

MOTION SENSOR

SMART+



Most important technical data

Sensor type	PIR (passive infrared)
Detection range	Up to 4.5 m
Detection angle	100°
Power supply	1x CR-2 battery (included and replaceable)
Battery lifetime	Up to 2 years
Protocol	ZigBee Home Automation
Transmission range	Up to 40 m
Dimensions (LxWxH)	45 x 43 x 25 mm
Protection class	IP20
Weight	35 g
EAN 10	4058075036208

Product characteristics

- Wireless smart PIR motion sensor
- ZigBee technology equipped, uses mesh network to extend range
- Battery driven, ca. 2 years battery lifetime

Benefits & Features

- Easy and flexible to install due to self-adhesive pad and fully wireless function
- Extremely small: can be almost hidden
- Individually configurable via app to personalize sensor to specific needs
- Compatible with growing number of smart home systems

Applications

- Toggle automatically lights, groups & scenes based on detected motion as well as other devices using a Lightify Plug
- Indoor use, e.g. corridor, living room, etc.

Works with

- Lightify
- more tbd



Product information SMART⁺

Overview Luminaires



GW-based

GW-free

Available today



Coming next to cover additional use cases (pictures preliminary)

NEW



Products

1. Indoor Flex + Extension
2. Outdoor Flex
3. GardenPole RGBW + Extension
4. GardenPole Mini RGBW + Extension
5. Panel 600x600 RGBW
6. Ceiling luminaire (round) TW

Benefits & Features

- Smart, wireless controllable luminaires for home applications
- Easy to install
- Follow the C-LUM designs and high runners
- 1:1 Replacement for traditional LUMINAIRES with smart upgrade and additional features like
 - RGBW or TW
 - Perfect dimming

Product Information Sheet

Flex 3P Multicolor

SMART+



Most important technical data

Luminous flux	600 lm
Power consumption	10 W
Voltage	220 – 240 V
Luminous efficacy	60 lm/W
Colors	RGBW
Beam angle	120°
CRI	85
Dimensions (LxWxH)	180 x 12 x 3 mm (3x lighting strips)
Protection class	IP20
Lifetime (L70/B50)	20.000 h
Weight	75g (3x lighting strips) 330g (total product)
EAN 10	4058075036123

Product characteristics

- Wireless smart lighting function
- 3x **separable** 60cm RGBW strips
- RGB color control
- Tunable White from 2.700 to 6.500 K
- Dimmable at each color temperature and color
- Cable extension inside



Benefits & Features

- Flexible and self-adhesive
- Separable strips with possibility of extension
- Extendable up to 6 meters

Applications

- Residential
- Hospitality

Works with

- Lightify – Magenta – Smart Things
- All ZigBee based systems

Warning

- The strips are not to be used with the old LIGHTIFY FLEX RGBW control box EAN4052899926110



Product Information Sheet

Flex Extension 2P Multicolor



Most important technical data

Luminous flux	380 lm
Power consumption	7,3 W
Voltage	220 – 240 V
Luminous efficacy	52 lm/W
Colors	RGBW
Beam angle	120°
CRI	85
Dimensions (LxWxH)	60 x 12 x 3 mm (each strip)
Protection class	IP20
Lifetime (L70/B50)	20.000 h
Weight	25g (each strip) 60g (total product)
EAN 10	4058075036253

Product characteristics

- Wireless smart lighting function
- 2 x 60cm RGBW strips, **as extension to the LIGHTIFY Flex RGBW 3P**
- RGB color control
- Tunable White from 2.700 to 6.500 K
- Dimmable at each color temperature and color
- 2x Connectors inside for additional mounting freedom



Benefits & Features

- Flexible and self-adhesive

Applications

- Residential
- Hospitality

Works with

- Lightify – Magenta – Smart Things
- All ZigBee based systems



Warning

- The extensions are not to be used with the old LIGHTIFY FLEX RGBW - EAN4052899926110

Product Information Sheet

Outdoor Flex Multicolor

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Most important technical data

Luminous flux	1000 lm
Power consumption	24W
Voltage	220 – 240 V
Luminous efficacy	41 lm/W
Colors	RGBW
Beam angle	120
CRI	>80
Dimensions (LxWxH)	L4880xW14XH4.5mm (Lightstrip)
Protection class	IP44 Power Supply IP65 Lightstrip & Controller
Lifetime (L70/B50)	20.000 h
Weight	550g
EAN 10	4058075036185



Product characteristics

- Wireless smart lighting function
- 5 meters fully flexible and bendable LED light strip
- RGB color control
- For Indoor and Outdoor applications
- Tunable White from 2.700 to 6.500 K
- Dimmable at each color temperature and color

Benefits & Features

- Flexible
- Outdoor safe

Applications

- Residential
- Hospitality

Works with

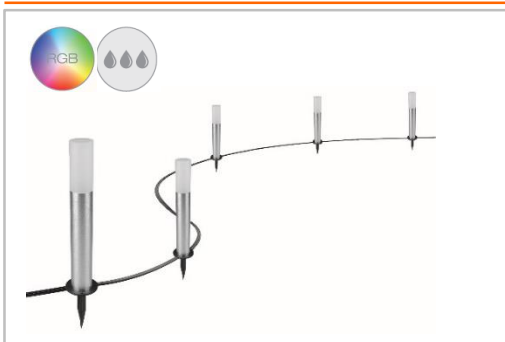
- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



Product Information Sheet

Gardenpole Multicolor

SMART+



Feature	Value
Poles	5 poles included. Extendable with up to 6 poles (2 extension sets)
Standard	ZigBee 2.0 ZLL
Luminous flux	> 80lm/ pole (420lm in total)
Power consumption	8,7W
Voltage	220-240V
Lm efficiency	48 lm/W
Colors	RGBW
CRI	80 (@2700K)
Dimensions of pole	38mm diameter, 365mm length
Protection class	IP65 (lum. & controller) IP44 (power supply)
Lifetime	20.000 hrs
EAN 10	4058075036147

Benefits & Features

- Flexible and expandable indirect illumination
- Very bendable, separable in segments and extendable
- Extensive color control: Up to 16 million colors, tunable white and dimming
- Easy to handle: The strip is self-adhesive
- Up to 11 m length possible

Applications

- Ambient lighting
- Garden
- Balcony

Works with

- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



Preliminary Product Information Sheet

Gardenpole Multicolor Extension Set

SMART+



Feature	Value
Poles	3 poles included. Only as extension for the Basic Set!
Standard	ZigBee 2.0 ZLL
Luminous flux	> 80lm/ pole (300lm in total)
Power consumption	4,2W (15VDC direct input)
Voltage	220-240V
Lm efficiency	48 lm/W
Colors	RGBW
CRI	80 (@2700K)
Dimensions of pole	38mm diameter, 365mm length
Protection class	IP65
Lifetime	20.000 hrs
EAN 10	4058075036161

Benefits & Features

- Flexible and expandable indirect illumination
- Very bendable, separable in segments and extendable
- Extensive color control: Up to 16 million colors, tunable white and dimming
- Easy to handle: The strip is self-adhesive
- Up to 11 m length possible

Applications

- Ambient lighting
- Garden
- Balcony

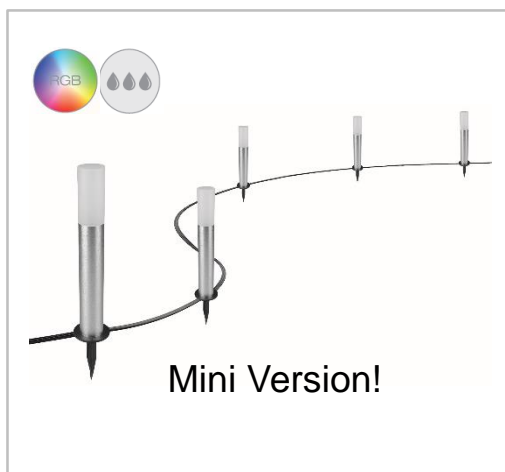
Works with

- Lightify
- Magenta
- SmartThings
- All ZigBee based systems



Preliminary Product Information Sheet

Gardenpole MINI Multicolor


SMART⁺

Feature	Value
Poles	5 poles included. Extendable with up to 6 poles (2 extension sets)
Standard	ZigBee 2.0 ZLL
Luminous flux	48lm/ pole (240lm in total)
Power consumption	4 W
Voltage	220-240V
Lm efficiency	60 lm/W
Colors	RGBW
CRI	80 (@2700K)
Dimensions of pole	23 mm diameter, 120 mm length
Protection class	IP65 (lum. & controller) IP44 (power supply)
Lifetime	20.000 hrs
EAN 10	4058075047853

Benefits & Features

- Flexible and expandable indirect illumination
- Very bendable, separable in segments and extendable
- Extensive color control: Up to 16 million colors, tunable white and dimming
- Easy to handle: The strip is self-adhesive
- Up to 10 m length possible

Applications

- Ambient lighting
- Garden
- Balcony

Works with

- Lightify
- More tbd
- All ZigBee based systems



Preliminary Product Information Sheet

Gardenpole MINI Multicolor Extension Set


SMART⁺

Feature	Value
Poles	3 poles included. Only as extension for the Basic Set!
Standard	ZigBee 2.0 ZLL
Luminous flux	43 lm/pole (130lm in total)
Power consumption	3 W (15VDC direct input)
Voltage	220-240V
Lm efficiency	43 lm/W
Colors	RGBW
CRI	80 (@2700K)
Dimensions of pole	23 mm diameter, 120 mm length
Protection class	IP65
Lifetime	20.000 hrs
EAN 10	4058075047860

Benefits & Features

- Flexible and expandable indirect illumination
- Very bendable, separable in segments and extendable
- Extensive color control: Up to 16 million colors, tunable white and dimming
- Easy to handle: The strip is self-adhesive
- Up to 10 m length possible

Applications

- Ambient lighting
- Garden
- Balcony

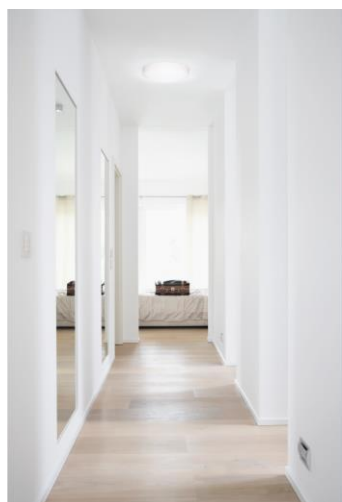
Works with

- Lightify
- More tbd
- All ZigBee based systems



Preliminary Product Information Sheet

Ceiling TW

SMART⁺

Technical data

Luminous flux	1400 lm
Power consumption	23W
Voltage	220-240 V
Color	2700 – 6500K
CRI	80
Dimensions (DxH)	330 x 40
Protection class	IP 20
Lifetime (L70/B50)	30.000
EAN 10	4058075816794

Benefits & Features

- Elegant and minimalistic design
- Easy installation with fast connection
- Human-centric lighting possible

Applications

- Indoor
- Corridors
- Stairways
- Foyers

Works with

- Lightify
- More tbd
- All ZigBee based systems



thanks!

