

# HUMAN CENTRIC LIGHTING BASED PRODUCT AND SERVICE DEVELOPMENT

Alberto Sozza (Luce in Veneto)

Bruxelles, 13 oct 2016

# BUSINESS EXPERIMENT «HYGIENIZING LAMP»

# HLAMP: the actors

Business Development Experiment: **H-LAMP**

CONSORTIUM:

- 



**FAIRWIND SRL**  
(Ponte di Piave,TV,Italy)

- 



**ARTELIGHT SRL**  
(Scandolara,TV,Italy)

# HLAMP: The milestones

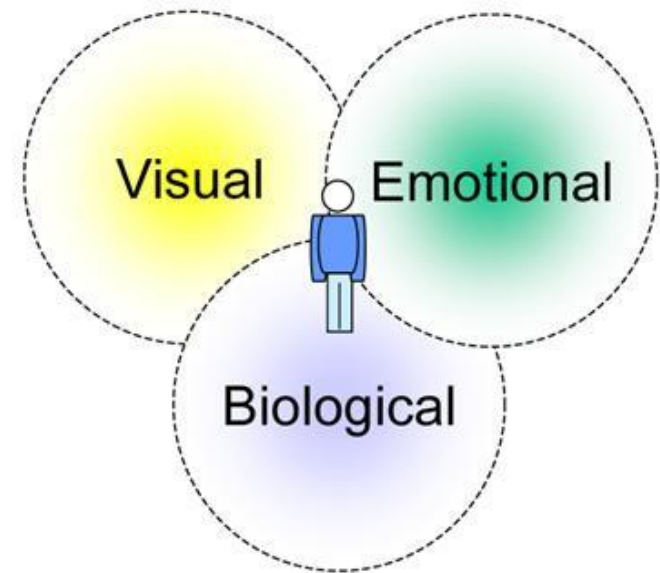
PHASES	ACTIVITIES
<i>BUSINESS IDEA</i>	<b>30.04.2014</b> - Meeting in Bassano for Business Experiments (first brainstorming)
<i>BUSINESS MODEL</i> <ul style="list-style-type: none"> <li>• Consortium</li> <li>• Complementary partners</li> <li>• Product</li> </ul>	<b>15.07.2014</b> - Meeting at Villa Cà Marcello (Luce in Veneto HQ) to present the business ideas to potential partners
	<b>31.12.2014</b> - Consortium between 2 companies
	<b>12.06.2015</b> – Patent deposit
	<b>2015-2016</b> – Training courses on technology and business model (European Social Funds)
	<b>2015 – 2016</b> – Cooperation with the Industrial Engineering Department of Padua University + Molecular Medicine Department of Padua University
	<b>09.2015</b> - First prototypes ready

# HLAMP: The milestones

PHASES	ACTIVITIES
<i>MARKET ANALYSIS</i>	<b>11.2015</b> –Market Analysis (European Regional Development Fund): value proposition; customer segmentation; customer relationship)
	<b>2016</b> - Meetings with potential customers
<i>FINANCIAL MODEL</i>	<b>2016</b> - Focus on 3 different models and prices

# HLAMP: the problem

## Human centric lighting paradigm



- **Visual** – sunlight
- **Emotional** – shapes and colour light (aesthetic)
- **Biological** – IR and UV light and dynamic visible light

# HLAMP: the problem

## Airborn Diseases

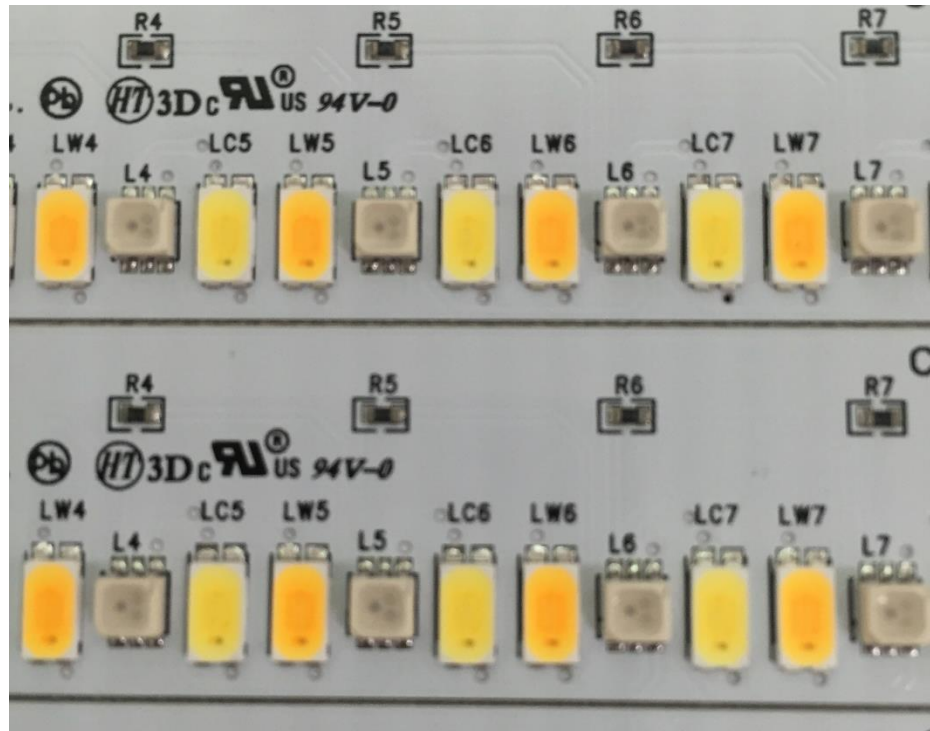
- tuberculosis
- whooping cough
- chickenpox
- measles
- pneumonia
- colds (all types)
- flu (all types)
- sars
- meningite
- legionellae





# HLAMP: the technology

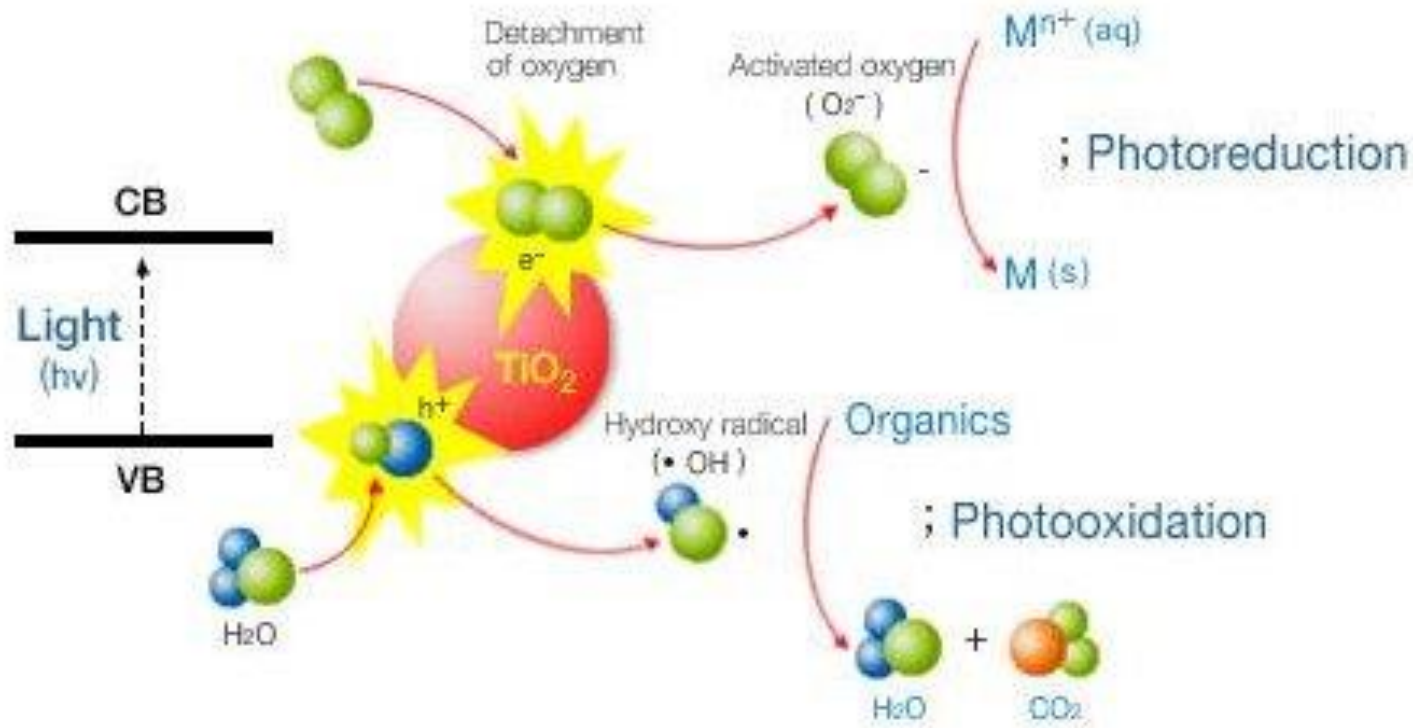
**5-channels LED light engine:** the advanced use of 5-channels LED light engine allows the creation of a perfect human-centric light





# HLAMP: the technology

**UV-LED on Titania:** The catalytic reaction breaks down the molecules of pollutant molecules into innocuous carbon dioxide and water, purifying the air.



# HLAMP: the product

## FIRST MODEL: Ceiling H-LAMP

### Customers:

- Dental clinics
- Hospitals
- Offices
- Rest houses
- Schools
- Waiting room
- Industries



# HLAMP: the product

## SECOND MODEL: Pendant H-LAMP

Customers:

- Home
- Schools
- Hotels and entertainment



**PATENT PENDING**

# HLAMP: the product

## THIRD MODEL: Floor H-LAMP

Customers:

- Waiting rooms
- Hotels and entertainment
- Offices
- Restaurants



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# BUSINESS EXPERIMENT «LIGHTING SURFACE»

# LTG SURFACE: the actors

Business Development Experiment LIGHTING SURFACE

CONSORTIUM:



**HELIV GROUP SRL**

(Venezia, Italy)

**HIKARI**

**HIKARI SRL**

(Pescantina, VR, Italy)



**METALCO SPA**

(Resana, TV, Italy)

# LTG SURFACE : The milestones

PHASES	ACTIVITIES
<i>BUSINESS IDEA</i>	<b>30.04.2014</b> - Meeting in Bassano for Business Experiments (first brainstorming)
<i>BUSINESS MODEL</i> <ul style="list-style-type: none"> <li>• Consortium</li> <li>• Complementary partners</li> <li>• Product</li> </ul>	<b>15.07.2014</b> - Meeting at Villa Cà Marcello (Luce in Veneto HQ) to present the business ideas to potential partners
	<b>31.12.2014</b> - Consortium between 3 companies
	<b>25.02.2015</b> - Meeting at Metalco with all the partners and Bassano municipality to decide the partnership with Bassano



# LTG SURFACE : The milestones

PHASES	ACTIVITIES
<i>MARKET ANALISYS</i>	<b>12.2015</b> –(Regional Funds) Activities with consultants to analyze market segmentation and creation of a specific catalogue based on this technology
	<b>26.09.2015</b> - Installation of the first prototype in Bassano city
	<b>20.05.2016</b> - Installation of the second prototype in Bassano city
<i>FINANCIAL MODEL</i>	<b>2016</b> – Design activities to create a set of products for the implementation of the catalogue and cost analysis

# LTG SURFACE : the problem

## Human centric lighting



- **Innovative** and fun use of HC Light in public spaces
- Increased **readability** of information content during the dark hours
- **Emotional** shapes and colour effects

# LTG SURFACE : the problem

## Municipality beautification

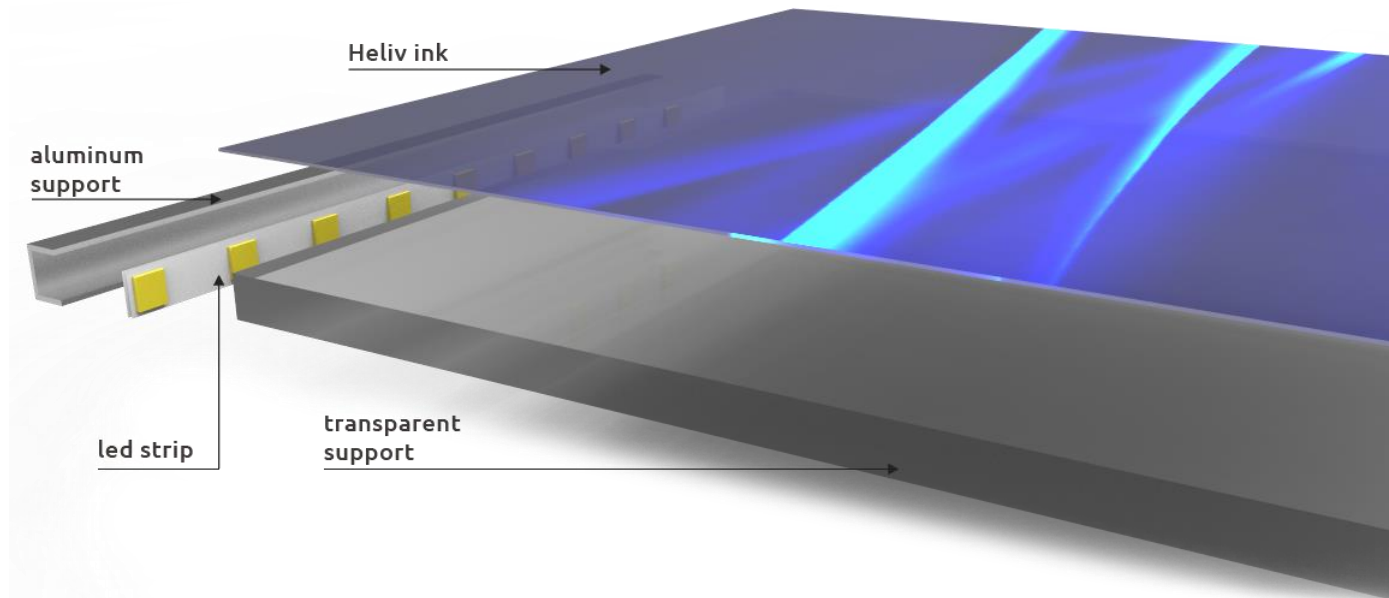


- **Beautification** for the urban spaces
- Usefull to create a new enviroment for **Citizens**



# LTG SURFACE : the technology

**LIT Technology:** Heliv LIT is a revolutionary solution, innovatively based on the latest scientific findings in nanotechnology, allowing transparent surfaces to be rendered luminous - as mono or multi-coloured light when activated by LED sources - and reversibly transparent in the OFF state.





# LTG SURFACE : the technology

**LIT Technology: OFF State**



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# LTG SURFACE : the technology

**LIT Technology: ON State**



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# LTG SURFACE : the products

## FIRST PRODUCT: Lighting Surface ICARO

### Customers:

- Municipalities
- Retails
- Restaurants



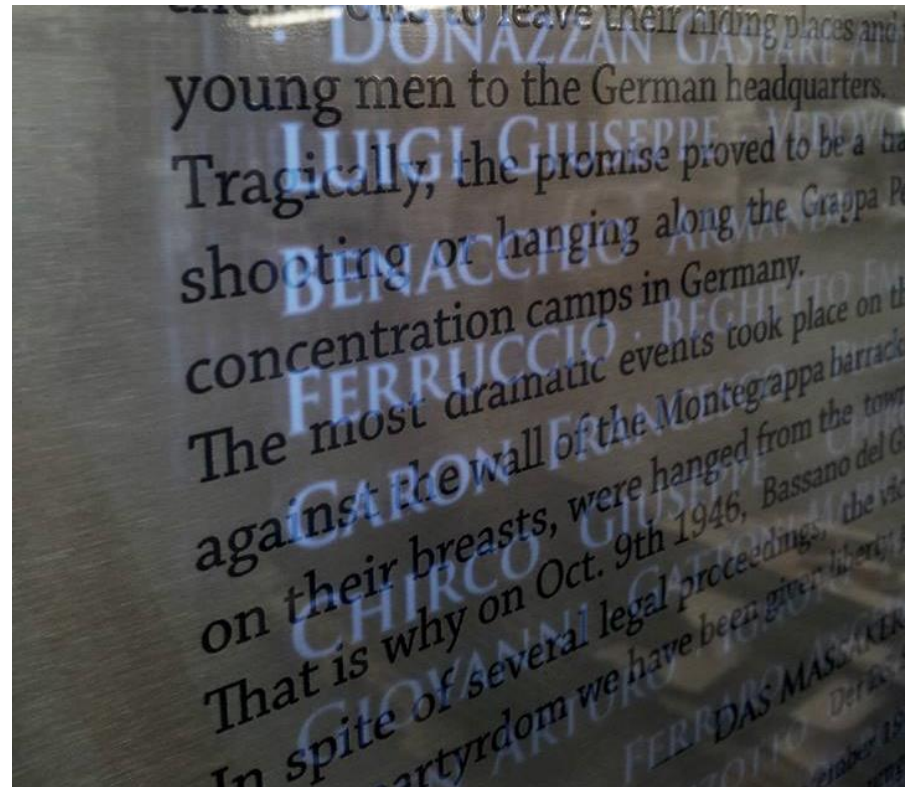


# LTG SURFACE : the products

## FIRST PRODUCT: ICARO (technology detail)

Customers:

- Municipalities
- Retailers
- Restaurants



# LTG SURFACE : the products

## SECOND PRODUCT: Museum plaque

Customers:

- Municipalities
- Museums
- Historical building

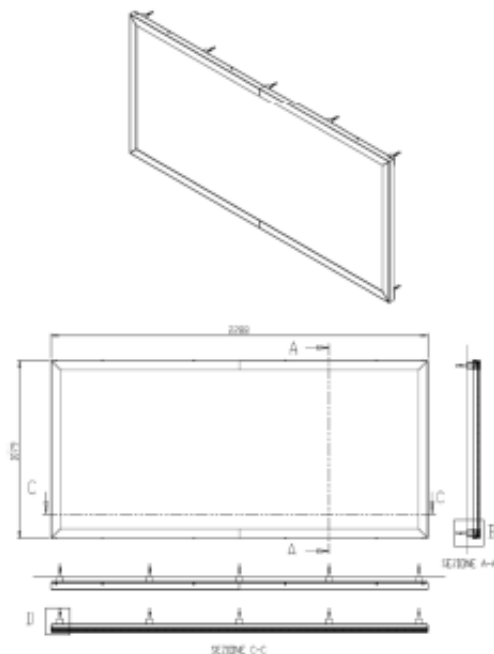


# LTG SURFACE : the products

## SECOND PRODUCT: Museum plaque

Customers:

- Municipalities
- Museums
- Historical building



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# THANKS FOR YOUR ATTENTION

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