

Panasonic Lighting Americas, Inc.

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FOR IMMEDIATE RELEASE

Panasonic Lighting Americas and Pointr Join Forces to Offer End-to-End Connected Deep Location Lighting Solutions

NASHVILLE, Tenn. (June 10, 2020) – Panasonic Lighting Americas, Inc., recently announced a strategic solution partnership with Pointr, a leader in deep location platforms. The new partnership enables an offering of end-to-end connected lighting solutions, paired with real-time location-based services, to address the convergence of physical spaces with the virtual world.

“We continually strive to translate our vision into quality product solutions that inspire and simplify our customers’ lives, while helping achieve new business outcomes by solving problems,” said Ty Anderson, president of Panasonic Lighting Americas. “Our scalable end-to-end quality lighting solutions, paired with Pointr’s expertise in location-based services, make for a well aligned strategic partnership. We are consistently focused on innovation, and this partnership allows our team to accelerate the digital services transition for customers with a future forward and flexible wireless solution. We are making it easy to put technology to work, bringing location-based services, analytics, marketing, and safety capabilities for your building.”

Demonstrating a commitment to the growing market need for ecosystems that embrace the IoT digitalization of buildings, the collaboration between Panasonic Lighting Americas and Pointr provides stakeholders with an innovative digital ceiling embedded with location-based services. The solution aims to improve efficiency, reduce maintenance and support code compliance while enabling “SMART” wirelessly controlled facilities.

“The partnership with Panasonic Lighting Americas was a natural fit for Pointr, and we look forward to bringing the power of location-based services indoors,” said Ege Akpınar, CEO of Pointr. “As businesses reopen, people now have a smart concierge in their pocket, whether they’re at work, in a shop, at an airport or at a resort. “SMART” LED lighting combined with Deep Location allows us to create safer and more efficient spaces, enabling enhanced user experience while also improving operations in smart offices, retail stores, airports, industrial buildings and hospitals. And this is just the start.”

Each ecosystem includes Bluetooth® wirelessly controlled EVERLINE® LED retrofit fixtures with intelligent beaconing, Dialog® lighting management system control and enabled Indoor Positioning System (IPS). The solution allows the user’s mobile device to receive X, Y and Z coordinates with reliable and accurate Bluetooth technology.

Integrated with a facility's Content Management System (CMS), visitors can interact with the venue in real-time for a personalized customer experience. The system can direct the visitor to any destination within the building - whether to a specific product in the store, meeting room or hospital room.

"Our rich, cutting-edge solutions are designed to easily add functionality and IoT readiness to luminaires, all in one cost-effective package," continued Verheyen. "With our breadth and depth of experience in indoor commercial lighting controls systems, we recognize the need to easily scale up to large commercial spaces. For many of our customers flexibility is key and being able to use the same technology on both small and large systems is a major benefit for compatibility, reliability and commonality within an entire facility."

The intelligent fixture ecosystem utilizes the fixtures in the ceiling to deploy IPS, a location beacon powered by the LED Driver. Additionally, the technology serves as a logistics tool for warehouses by guiding people and machines to goods via the lighting infrastructure, improving efficiency and boosting productivity.

About Pointr

Pointr is a global leader in indoor location. Pointr's software technology provides highly accurate indoor positioning. Machine-learning expertise allows location-based services such as digital mapping, navigation, location tracking, geofencing and powerful location-based analytics. Pointr works with major customers in retail, workplace, aviation and industrial across North America, Europe, Middle East and Asia.

Pointr recently launched WorkSafe, a suite of technology solutions to help businesses safely reopen buildings. WorkSafe provides contact tracing, occupancy and congestion management, safe wayfinding and cleaning monitoring. Find out more at <https://worksafe.pointr.tech/>

About Panasonic Lighting Americas, Inc.

Panasonic Lighting Americas, Inc., provides technical leadership, supply chain security, cost-effective reliability, and innovative lighting solutions under the Universal and Douglas brands. We design, manufacture and commercialize advanced lighting solutions that inspire and empower our customers. For more info or a demo of the Indoor Positioning System, email upgrade@unvlt.com.

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