



**MIDDLE EAST
ELECTRICITY**
ENERGISING THE INDUSTRY

5 - 7 MARCH 2019
DUBAI WORLD TRADE CENTRE, UAE

LIGHTING

IoT Lighting Conference

Tuesday 5 March 2019

12:00 *Opening Remarks*

12:15 **Lighting as an IoT highway: The opportunities and challenges**

The most exciting thing about MENA governments' recently mandated LED usage isn't the bulbs, but the data collection and transfer possible after these energy efficient bulbs are installed.

As low voltage semi-conductors, LEDs can incorporate a wide range of data-collecting sensors. Ubiquitous to public and private spaces, lights will provide a key IoT infrastructure, both indoors and out.

So far, there are smart lights that can sense environmental changes, connect with other IoT devices, respond to voice commands, provide internet access (called Li-Fi), monitor energy usage, and raise alarms – including calling the police. Data collected can be sent to the cloud to be analysed for additional purposes.

Where are the best initial applications for the Middle East, and what are the limits to this technology?

13:30 **Li-Fi versus Wi-Fi: Who will own your internet connection, and does it matter?**

Light Fidelity (Li-Fi) is an emerging way to connect to the internet via lights. Considered more secure than Wi-Fi because the signal only penetrates where a given light does, Li-Fi could be offered by firms offering Lighting as a Service (LaaS). Where does that leave traditional internet providers such as your local telecom company?

Dubai Design District (D3) is already set up for Li-Fi, though it isn't active yet. What is required to prepare for Li-Fi? Are there other benefits to connecting through the bulbs, and how fast can we expect to see this offered regionally?

14:15 *Break*

15:00 **Mergers & Acquisitions: What will the lighting industry look like in five years?**

The emergence of IoT lighting is driving industry mergers, acquisitions and market exits. That's positioning IT firms and lighting firms as either partners, rivals or both. Long-time bulb dealers are selling their bulb making divisions to focus on new revenue streams, as Philips Lighting did in 2018 when it rebranded as Signify, a LaaS business. General Electric (GE) exited the lighting market. In the last 12 months, Siemens re-entered it with several IoT-firm acquisitions such as Enlighted, a digital lighting control system.

Are there more changes to come, and what will this mean for bulb makers, distributors, and for lighting business models?

15:45 Identifying enabling technologies for the IoT lighting industry

It will take more than nice bulbs and a few sensors for this market to mature. How will these services become sellable? Mobile apps, for one. Examples include Google-owned Nest Protect, a light-based smoke detector; Siemens-owned Comfy which allows office workers to adjust lighting and building systems; and Wink, which connects all smart home systems including lighting. What are the next solution providers necessary to make the most of LEDs?

16:30 Energy saving: Forever changing a building's, a community's energy footprint

Even at their simplest, the latest LED lighting systems are revolutionary in the amount of energy they can save municipalities, businesses and homeowners. When sensors are added, costs increase, but so do the savings. Consumers will soon come to expect these savings, but how much? Here is a look at the savings that are possible in different scenarios, and an update on where the LED technology is taking us with energy saving.

17:15 *End*

To speak on this programme, please contact jaan.vanvalkenburgh@informa.com

To sponsor or exhibit, please contact daria.ziolkowska@informa.com