

# PLAYMALL

lighting solutions for retail **in one**

smart  
lighting  
engineering **SLE**

# RETAIL PSYCHOLOGY

Light can influence our emotions, cognition and spatial perception, as well as having a strong influence on our mood.

We are living in an age of rapid scientific and technological development, the effects of which are seen all around us in every aspect of our lives. Hot topics include environmental and social responsibility, the digitisation of our world and the constant desire for new and more rewarding experiences. These trends inform every development in the lighting industry, from the drive to create more effective and efficient products and solutions to the use of the latest technologies in ways that stimulate, engage and entertain us and improve our health and wellbeing.



In few areas are the implementations of both global and lighting trends more apparent than in retail. Retail is a societal and cultural tour de force and uptake of the latest trends is a natural and necessary progression. Retailers who fail to do so are in danger of being left behind very quickly as the stream of development continually gains pace. Never before has it been so important for retailers to understand the effects of every element of the retail environment on customer perception, identification with brand, merchandise and values, and emotional connection and engagement with their physical environment. A fundamental aspect of this environment is defined by lighting. Gone are the days when the provision of sufficient light is enough. In fact, the creation of entertaining, stimulating and dynamic spaces, displays and effects forms a cornerstone for retail success.



PLAYMALL

To this end, we developed the Playmall concept: a mobile miniature shopping mall consisting of several varied retail environments. Within this one small, intuitively controlled exhibit, all the lighting possibilities offered by the latest technologies are illustrated to great effect. Now anyone can discover by direct personal experience how smart lighting can transform retail.



Read further and take a brief glimpse into the many ways lighting can be used to make supermarkets, stores and malls more attractive, emotive and exciting, and so more profitable.

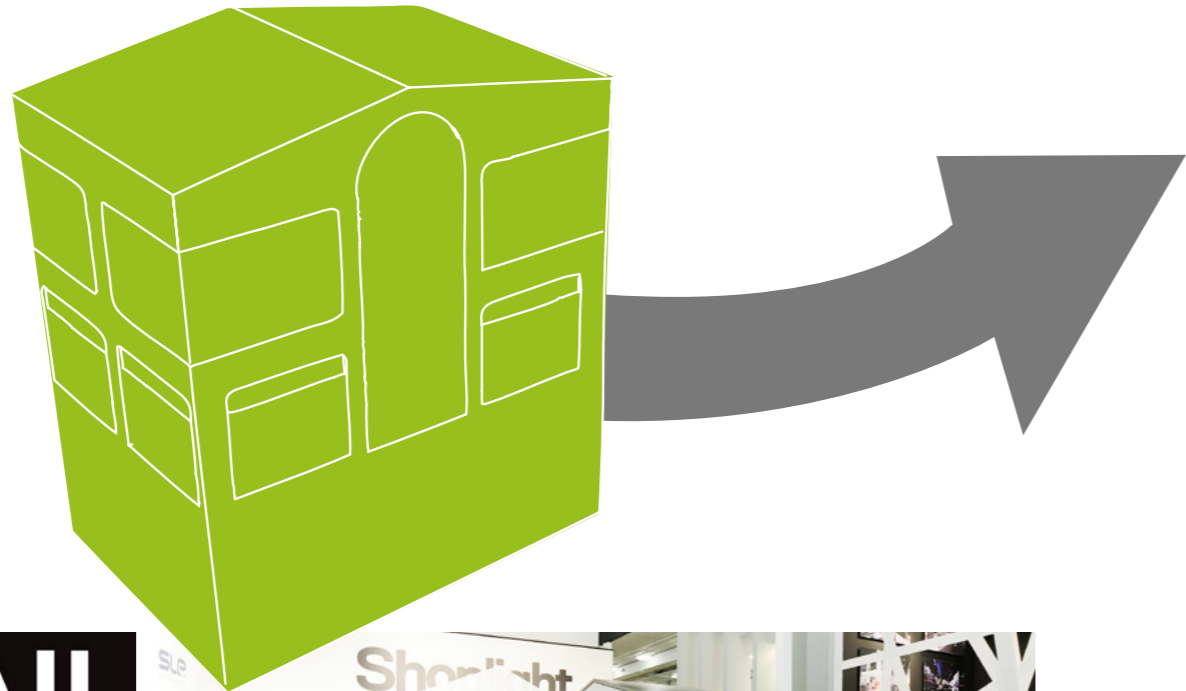
smart  
lighting  
engineering **SLP**

# MOCK-UP PLAYMALL

The Playmall is a mobile interactive exhibit that is as fun as it is informative. Designed to give users the opportunity to control the lighting in a wide range of example retail environments, it condenses the interaction of global, technological, retail and lighting trends into one easy-to-understand and fully accessible display. The Playmall can be used anywhere by our partners as a cost-conscious and highly effective sales and educational tool by which lighting specialists can illustrate and explain the many lighting possibilities available to retailers and the great advantages they bring.

Each example environment shows fully functional and controllable lighting concepts designed according to the principles of retail psychology. Users can easily interact with each example via iPad using a simple and intuitive user interface and so learn more about light, the wide range of vibrant options modern technologies afford us, and about how control systems work.

- SUPERMARKET
- SHOP WINDOW
- BOUTIQUE
- FITTING ROOM
- AUDIO ELECTRONICS
- JEWELERIES
- FASHION
- SHOWROOM
- ATRIUM
- PUBLIC AREAS
- RECEPTION



**RETAIL  
DESIGN  
EXPO**  
10-11 MARCH 2015  
OLYMPIA LONDON



# INTERACTIVE ENVIRONMENTS

Explore different types of retail applications, from supermarkets to car dealerships, and discover what will happen to your perception of each environment when the lighting is changed, including colour temperature and beam angles.



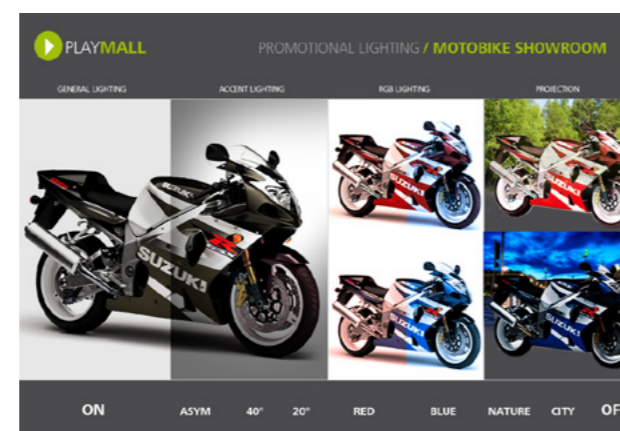
## SUPERMARKET ECONOMIC LIGHT DISTRIBUTION

Light source efficacy is only one part of a complex energy saving equation. The use of inappropriate and ineffective lighting fixtures negates the positive effects of an efficient light source; therefore it is vital to ensure that effective lighting fixtures are also part of the plan. For this reason, it is important to pay attention to system efficacies, which refer to the effectiveness of a lighting fixture itself: how well it can direct the light whilst reducing losses on the surfaces of the optical system to a minimum.



## MOTORBIKE SHOWROOM PROMOTIONAL LIGHTING

Our world is not merely black and white and cannot be experienced to its fullest extent based on changes in brightness and the play of light and shadow. Colour is a fundamental element of our visual lives, informing, influencing and defining everything we experience by sight. By using coloured LED lighting in the retail environment, we can exploit every possible aspect of light available to us and reap the rewards both as sensory-driven customers and as retailers.

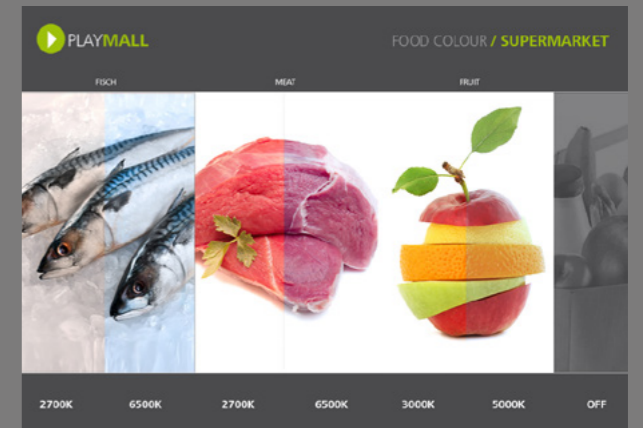


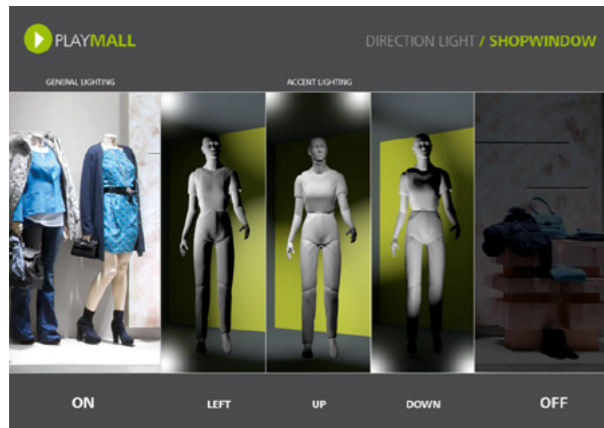
iPad control with SLE Graphical User Interface



## SUPERMARKET FOOD COLOUR

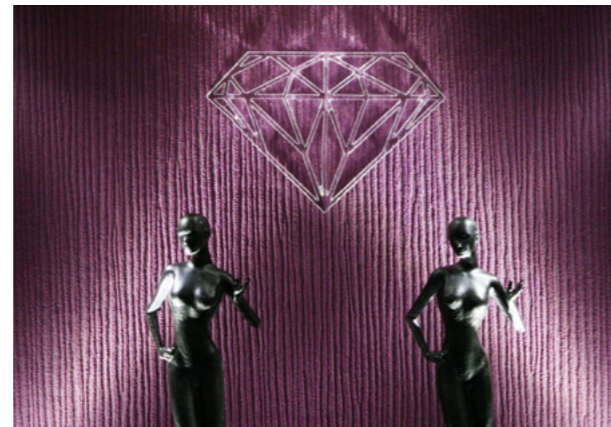
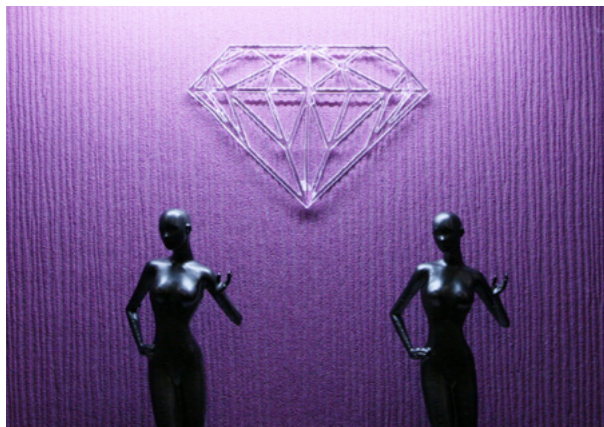
Fresh foods are highly sensitive and need to look at their best, so excellent colour rendition and low levels of IR and UV radiation are crucial. In many supermarkets, the food section takes centre stage by displaying fresh, healthy and appetising produce to focus the customer's mind on the task of buying food. As a result, it is one of the most important areas in the supermarket, one where important customer impressions are made about the quality of all available merchandise and the overall standard of the store. This is as applicable to small-brand stores as it is to big-brand stores, and as pertinent to discount supermarkets as it is to luxury ones.





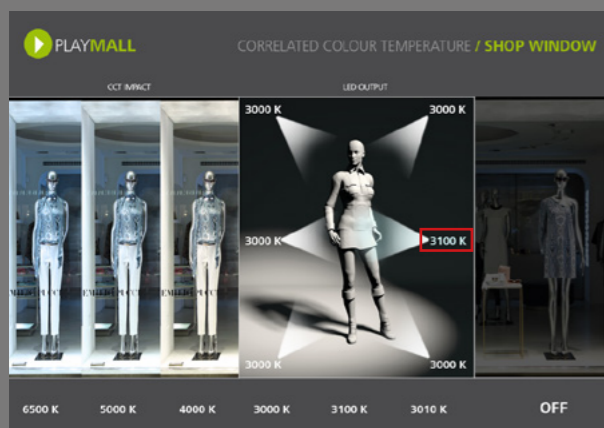
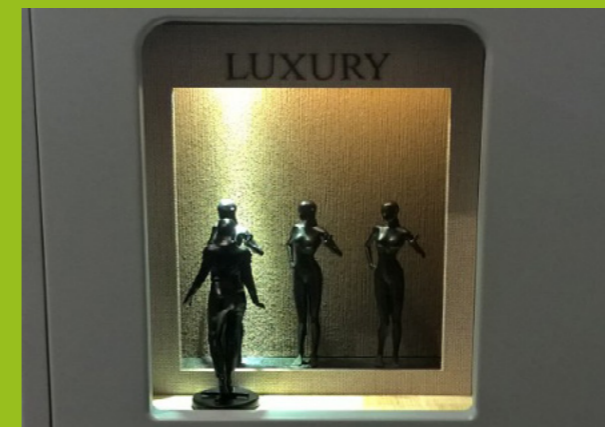
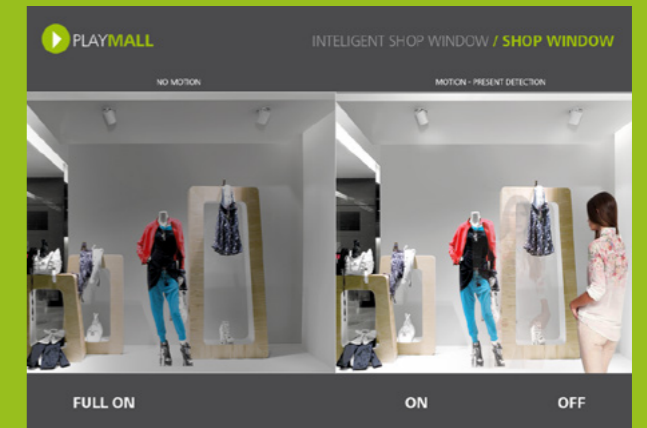
## SHOP WINDOW LIGHT DIRECTION

Monotonous light creates a monotonous space, which has a negative impact on customer perception and mood, decreasing activity, engagement with the environment and purchasing behaviour. In modern lighting design, accent lighting is key. It plays a central role in the creation of visual comfort, wellbeing and interest.



## SHOP WINDOW INTELLIGENT SHOP WINDOW

The most commonly used control tool, presence detectors can provide great user comfort and savings potential of up to 50 % in certain types of space. It is possible to use them independently or as part of a complex control system according to need. Presence sensors function based on the detection of movement within the scanned area, and turns the lighting on, off or to a preset level accordingly. A new trend in retail lighting is to use presence detectors to trigger flashes of light and colour as potential customers pass a shop window, drawing their attention and luring them inside the store, a feature most beneficial when people are unaware of its intention.



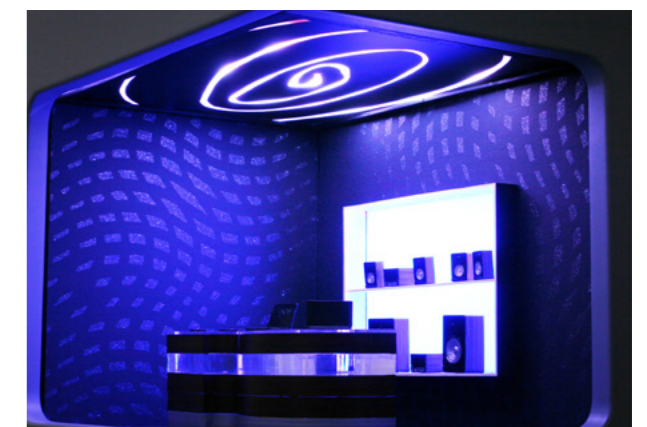
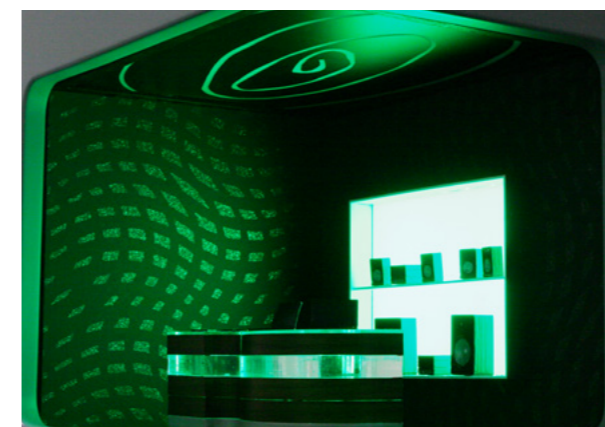
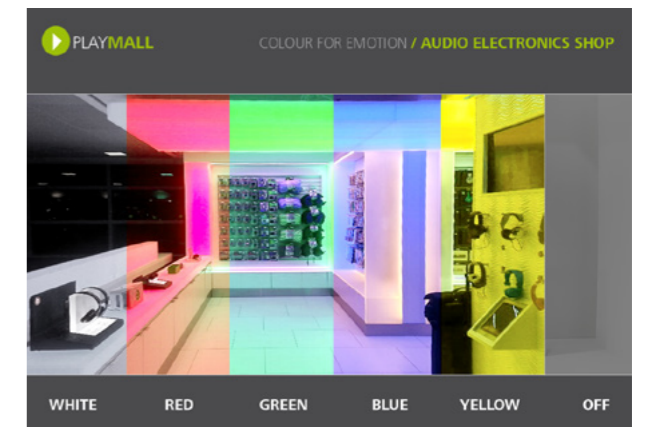
## SHOP WINDOW CORRELATED COLOUR TEMPERATURE

Dynamic lighting is the term used to describe lighting where the properties change over time according to lighting scenes. This can include changes in brightness, colour and colour temperature. Dynamic lighting is highly effective in drawing the attention of customers and stimulating their imagination, hence encouraging purchasing behaviour..



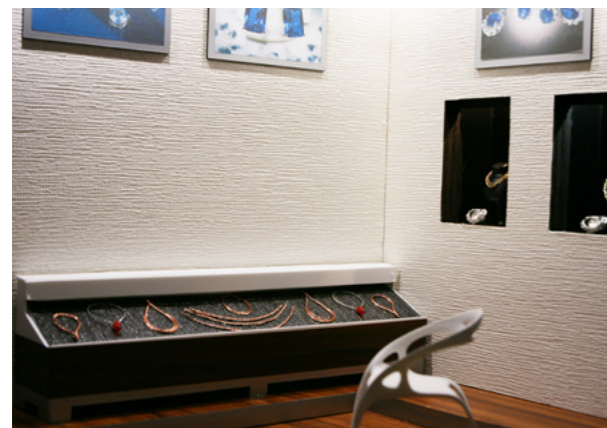
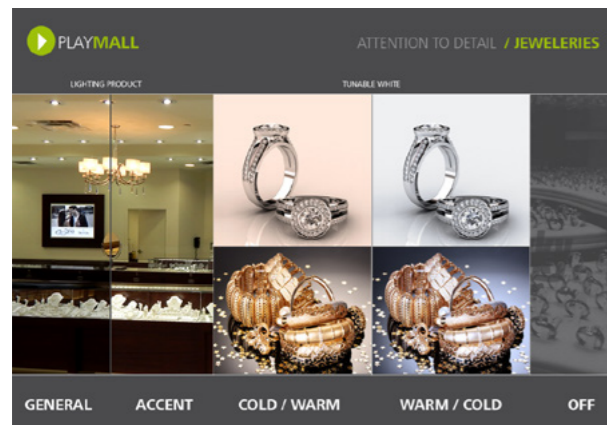
## AUDIO ELECTRONICS SHOP COLOUR FOR EMOTION

Ambient lighting is achieved by using hidden lighting fixtures, for example in a cove, giving the effect of the ceiling or wall glowing from within. Such lighting visually expands a space, providing an airy and soft atmosphere. It is a highly effective way to promote visual and psychological wellbeing and encourage customers to spend time in a space. RGB colour mixing combined with ambient lighting is greatly influential on customer emotional engagement with store merchandise.



## JEWELLERS ATTENTION TO DETAIL

For such items as jewellery, watches, spectacles and gifts, the success of a store is very much dependent on the wow factor as these special items are an expression of a customer's personality. The shop window must attract, but it is the way in which items are displayed on the sales floor that must dazzle by demonstrating the exclusivity and value of the products offered. The choice of colour temperature is key in the illumination of exclusive items, with each material type having its own 'best light'.



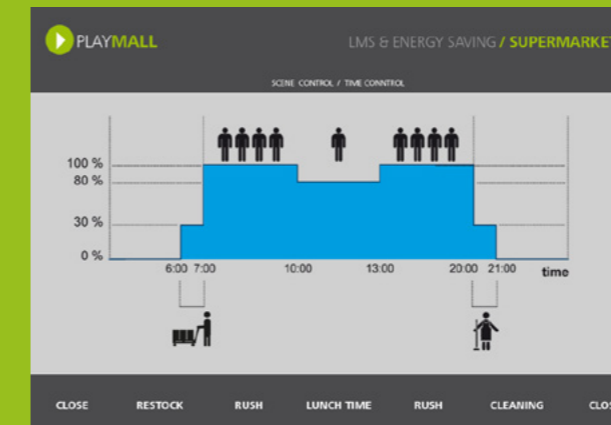
## FASHION ILLUMINATION POSSIBILITIES

Fitting rooms are key spaces within a store as they are where customers make the decision to buy or not. As a result, it is crucial that ideal lighting be provided to ensure customers look at their best when trying products. A vital aspect of fitting room lighting is colour rendition, which ensures the customer gets the truest view of the goods they are trying.



## SUPERMARKET LMS & ENERGY SAVING

One of the most useful methods for saving is complex control and the use of pre-defined 'lighting scenes'. Each scene has its own unique combination of lighting parameters such as brightness, colour temperature, RGB colour and ambient lighting, which can be activated across one luminaire group, several groups at once, or a whole system. Scenes can be selected manually via computer, smart device, touch panel or switch, or implemented automatically based on time and date settings.



## PUBLIC AREAS CORRIDOR FUNCTION

The simplest method of control for such spaces is the switching on and off of lighting. Yet levels of 0 % or 100 % are not always optimal. Furthermore, immediate switching can be visually disturbing and possibly impact on safety, so smooth or incremental changes are recommended. In some areas, it is also important to maintain a safety level of illumination in order to avoid psychological and practical deterrence. A standard safety level is 10 % of full luminous output. To achieve this, sensors can be set in such a way that lighting is dimmed to 10 % when people are not present rather than being switched off completely.



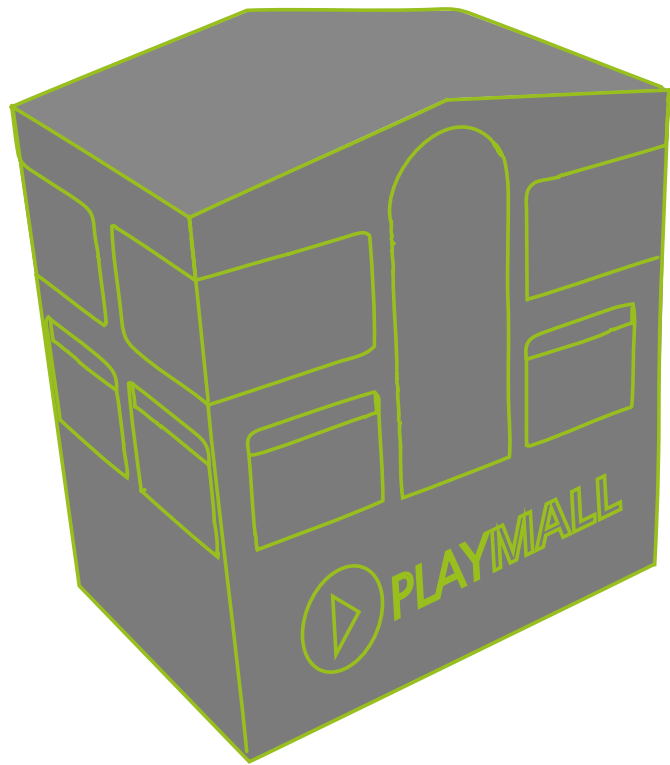
## SHOPPING MALL ATRIUM LIGHTING

Daylight simulation is one particular kind of dynamic lighting where brightness and colour temperature change in such a way as to mimic the natural changes of daylight. Daylight simulation is dependent on the use dimming in combination with TunableWhite, a modern and versatile development in lighting that enables the adjustment of CCTs between warm and cool white.



## RECEPTION CENTRAL CONTROL

In this case remote control does not refer to a handheld radio control device, but rather the control of a complex lighting system via the internet, allowing retailers and users to control and monitor their lighting systems from anywhere in a building, and even anywhere in the world. This type of control is not dependent on the protocol used, but rather on the chosen computer software and its programming.



## lighting solutions for retail

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