



# Connected lighting and Interact Landmark software create a signature landmark

The Bay Bridge connected lighting installation has transformed the San Francisco Bay area forever. The largest white-light LED lighting sculpture in the world is now a permanent part of the city's skyline.

**“Thanks to advanced LED connected lighting and Interact Landmark, we are able to install an energy-efficient work of art that makes the Bay Bridge a true beacon of the San Francisco Bay Area.”**

Saeed Shahrizai, Zoon Engineering, Bay Bridge MEP Integrator

## Initial success

In 2011, the non-profit arts organization ILLUMINATE, along with the California Department of Transportation (Caltrans) and world-renowned light artist Leo Villareal, collaborated to create a stunning living display of light on the San Francisco-Oakland Bay Bridge in celebration of its 75th anniversary.

The Bay Lights, unveiled in March 2013 and originally intended as a short-term installation, quickly became a local and global “must see” attraction. Before it even went live, it was dubbed by *Hemispheres* magazine as “the number one thing to see in the world during 2013.”

## Making it permanent

With such a broad social and economic impact, there was no question that The Bay Lights should become a permanent feature in the San Francisco skyline. Bridge officials agreed to maintain the lights on an ongoing basis if ILLUMINATE could raise the funds necessary to keep the artwork as a permanent installation.

ILLUMINATE kicked off a crowdfunding campaign to raise the funds, and was able to meet the goal along with donations from larger donors. In March 2015, the Bay Lights went dark for 11 months while the previous system was removed and replaced.

## Interact – Making it happen

The new system—utilizing 25,000 nodes of Philips eW Flex Compact—was specifically engineered to withstand harsh weather environments like that of the San Francisco Bay area. The permanent installation also utilizes Interact Landmark lighting management software to remotely control and monitor the cloud-

based connected lighting system, helping to minimize downtime and allowing for more efficient management of the iconic landmark. The Interact Landmark software delivers a range of benefits including remote diagnostics, real-time performance reporting, data analytics, and lighting control.



### Economic impact

The living sculpture became a source of pride for the community. It revitalized the waterfront and its economy, with local bars and restaurants reporting a 30% increase in business. A group of analysts from firms such as McKinsey, Deloitte, Google, Facebook and city agencies unanimously agree that The Bay Lights boosts the regional economy by more than US\$100m annually.



### Social impact

When the new Bay Lights installation was unveiled on January 30, 2016, ILLUMINATE officially gifted the artwork to the people of California. People can support ILLUMINATE's efforts by dedicating one of the 25,000 light nodes on the bridge through the non-profit's Shine it Forward program.



### Lighting asset management

Easy commissioning plus remote monitoring of lighting performance, energy consumption, and fault detection. Know exactly what's happening where and take action through a real-time, data-enabled view of your entire system. With cameras, you can visually verify light show performance via a cloud-based dashboard.



### Scene management

Attract attention and create memorable experiences with dynamic LED connected lighting and programmable light shows. Align to time of day, season, festivals, or special events. Easy-to-use software lets you program and synchronize shows remotely over a cloud-based software dashboard or app on a mobile device.

## Project details

- 50 million people saw the original installation, 100,000+ YouTube views
  - World's largest white-light LED video display
- Design and light show content by world-renowned light artist Leo Villareal
  - Over US\$100m annual impact on the regional economy

 Find out how Interact can transform your business

[www.interact-lighting.com/landmark](http://www.interact-lighting.com/landmark)

**interact**

© 2018 Signify Holding. All rights reserved. The information provided herein is subject to change, without notice. Signify does not give any representation or warranty as to the accuracy or completeness of the information included herein and shall not be liable for any action in reliance thereon. The information presented in this document is not intended as any commercial offer and does not form part of any quotation or contract, unless otherwise agreed by Signify.

All trademarks are owned by Signify Holding or their respective owners.