

# Welcome to connected and creative lighting

**Magma Work had one goal: to combine creativity, simplicity, cost savings, sustainability and productivity. All within a single co-working space.**

**“Interact Pro brings the opportunity of smart lighting and efficient management of resources. The installation was very fast and now the overall consumption with the new luminaries is just the same as one single lamp we used to have”**

Carlos Tabasco, Founding partner Magma.

## Customer challenge

The creative company Magma in Seville, Spain values innovation, sustainability and creativity. After 2 years in their co-working building, they realized that their workspace provided great opportunity for improvement. Firstly, the energy consumption was too high and needed to be reduced. Just as importantly, flexibility for workers is at the centre of Magma's business; so, they needed a lighting solution to match. They wanted to have full control over their lighting levels, being able to adjust them according to the time of day or type of activity. This would allow workers to maximize on comfort and productivity. While enhancing the lighting installation, Magma was keen to avoid disruption to its busy workers. With over 150 light points being replaced, this was no easy task, so installation needed to be smooth and quick.

## Solution

Interact Pro software together with Philips Master LED Interact Ready tubes played an important role in transforming Magma into more than just a co-working space.

In just four hours – and without the need for extra cabling – the installation was complete. Offering advantages from day one, it introduced flexible lighting to Magma's workers, while also providing improved energy-efficiency and reducing costs.

## Interact-Total control

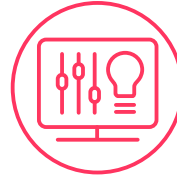
Using the Interact Pro app, workers at Magma can now adjust the light levels in different work areas quickly and efficiently based on pre-programmed functions. You can for example choose the night setting if you prefer softer lighting or you can select the super-

bright light setting if you want to concentrate. The light setting directly influences how you feel and work. "It's fun for people, it's handy and I think it also provides an added value to be able to work in a place like this", says Clarisa Guerra, Chief Marketing Officer.



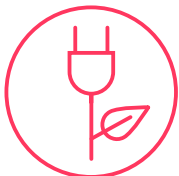
### Gaining on productivity

Using the Interact Pro dashboard and an app, it's now possible to control and receive data from LED light points connected to the Interact Pro system.



### Management insight

The Interact Pro dashboard provides management with insights into their energy consumption and provides opportunity to manage and improve their business.



### Energy savings

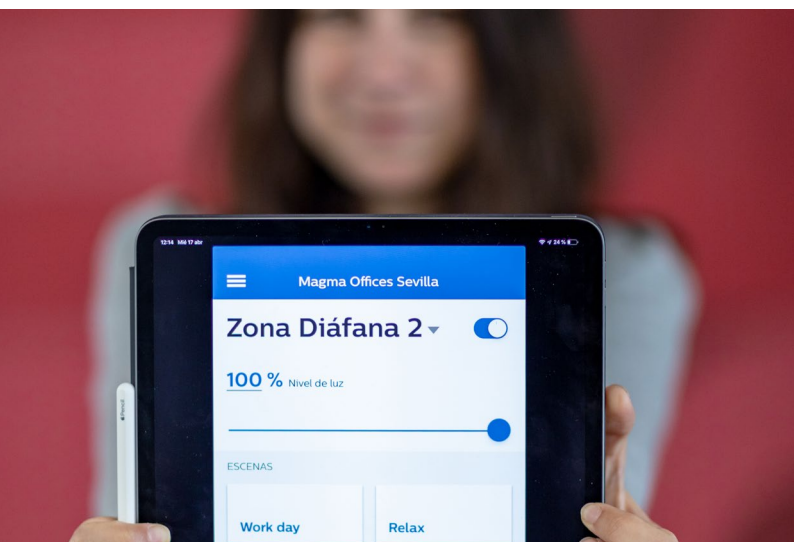
LED lighting can reduce energy consumption by up to 70%, with Interact Pro having the ability to increase the savings even further thanks to automation of lighting. No more forgotten lights.



### Fast and easy installation

And all of this was possible without a complex installation or upheaval to workers. More than 150 Magma light points were replaced with Philips Master LED

Interact Ready tubes and connected using the intuitive Interact Pro app. Using the app via a mobile phone, the installer programmed lighting functions in advance; from turning off lights overnight, to increasing the light intensity of space to suit the work task.



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