

Press release

The future of light is digital: Zumtobel teams up with pureLiFi to step into the wireless enterprise network market

Zumtobel, one of the European market leaders for professional lighting and associated services, is striving for the use of their innovative LED solutions to empower the latest in wireless technologies called LiFi.

Dornbirn, 21. February 2019 – The newest trial, conducted in partnership with pureLiFi, uses LED lights to send large amounts of data while appearing as normal LED light to the human eye. The LiFi trial reflects a series of moves by Zumtobel to evolve lighting beyond its core function of pure illumination and solve challenges for high-speed secure wireless connectivity.

As part of the trial, Zumtobel has installed pureLiFi's system, alongside its LED lights. The system enables a data transmission via an LED luminaire at high-speeds through small adjustments in the LED's brightness. The result is a high-speed Internet connection that is more secure, reliable, and able to deliver bandwidth far beyond the capabilities of conventional wireless communications like Wi-Fi.

LiFi is more secure and virtually interference free compared to other wireless solutions. The technology will enable them to leverage vast frequency spectrum resources of visible light. Zumtobel aims to evaluate the market demand for this ground-breaking technology over the coming months. Therefore, Zumtobel will leverage LiFi to create value for lead adopters from industries such as medical, defence, industrial and manufacturing.

"LiFi enabled by Zumtobel allows to step into the next era of wireless communications. Compared to standard radio technology or cellular such as Wi-Fi, LiFi can transmit at multiple gigabits, is more reliable, virtually interference free and uniquely more secure," says Zumtobel Group CEO Alfred Felder and added, *"we believe that in an increasingly interconnected digital world LiFi will play a decisive role in moving our industry into the era of digital light."*

Alistair Banham, pureLiFi CEO, says, *"Zumtobel is one of the European market leaders for professional lighting and associated services. Currently, 80 percent of mobile wireless communications globally happens indoors. By offering connectivity alongside their innovative LED lighting technology, Zumtobel has the potential to become a leading supplier of high bandwidth data communication."*

pureLiFi will be exhibiting Zumtobel LED technology alongside their next generation LiFi solutions at Mobile World Congress, the world's largest exhibition for the mobile industry. The exhibition will

include a showcase of gigabit ready LiFi components in exciting commercial form factors, demonstrating LiFi is ready for commercial adoption.

Captions:

(Photo Credits: Zumtobel)



Bild 1: With its innovative LED lighting solutions, Zumtobel steps into the latest LiFi wireless technology.



Bild 2: LiFi is more secure and virtually interference free compared to other wireless solutions.

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About Zumtobel Group

The Zumtobel Group is an international lighting group and a leading supplier of innovative lighting solutions, lighting components and associated services. With its core brands, Zumtobel, Thorn and Tridonic, the Group offers its customers around the world a comprehensive portfolio of products and services. The Group is listed on the Vienna Stock Exchange (ATX Prime) and on the balance sheet date (30 April 2018) employed a workforce of 6,224 employees. In the 2017/18 financial year, the Group posted revenues of EUR 1,196.5 million. The Zumtobel Group is based in Dornbirn in the Vorarlberg region of Austria. For further information, please visit www.zumtobelgroup.com

About Zumtobel

Led by a unique design approach, Zumtobel has been developing the light of tomorrow for more than 50 years. The Austrian lighting specialist strives consistently to improve the quality of life through light by providing the right light for every situation at any time of day or night. Zumtobel is a brand of Zumtobel Group AG with its headquarters in Dornbirn, Vorarlberg (Austria). www.zumtobel.com

About pureLiFi

pureLiFi is a Light communication company that was founded by Prof. Harald Haas and Dr Mostafa Afgani in 2012 as a spin out of the University of Edinburgh to create OEM components, including LiFi drivers and receivers.

pureLiFi is a world leading LiFi company which formed in response to the exponential growth in global demand for wireless bandwidth. pureLiFi has grown its international customer base around the world with international partnerships in place with organizations such as Cisco, Wipro and O2 Telefonica.

More information about LiFi capabilities and Gigabit LiFi can be found on the pureLiFi website.

Photography and other media can be found here: <http://bit.ly/Gigabit-LiFi>