

WAVE FOR: RETAIL & HOSPITALITY

For customers and guests of luxury retail and hospitality environments, they're not just seeking to purchase a product or avail of service, they are investing in a brand experience.

In such environments, optimized lighting can do as much to create memorable experiences as the products you sell, the food you serve, and the threadcount of your sheets.

That's where Wave Illumination can help. The Wave solution is trusted by luxury hotels worldwide and leading retailers to unlock the value of light in their businesses.

Our handheld spectrometer, connected app, and cloud platform ensures complete lighting characterization of your lit environment.



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Wave for Retailers

For high-end retailers, optimization of light can directly impact revenue and sales.

Lighting has a key role to play in influencing customer focus on merchandise, enhancing displays, configuring retail spaces for events and ensuring continuity of your brand experience across all stores, even franchises.

Retailers require the ability to accurately monitor, measure and adjust lighting to desired optimum levels.

That's what the Wave solution precisely empowers retailers to do.

Benefits:

- Maintain a consistent brand experience in all stores
- Achieve better commissioning across new stores and franchises
- Meet lighting standard compliance
- Manage different lighting design for different brands in your portfolio
- Achieve enhanced lighting design that maximizes sales

Applications:

- Monitor and record lighting quality and performance across stores and franchises worldwide
- Adjust lighting schemes for daylight harvesting and energy saving
- Assess compliance with lighting safety standards



Wave for Hospitality

Lighting styles at luxury hotels are carefully selected to align with the overall brand experience promised by the establishment.

Lighting ultimately plays an important role in setting the tone, mood and atmosphere for guests of a hotel.

That's why hotels worldwide are actively investing in ongoing management and measurement of light optimization in their properties.

Leading hoteliers are leaning on Wave to help them achieve and maintain a consistent, premium guest experience.

Benefits:

- Maintain a consistent brand experience in all properties
- Meet lighting standard compliance
- Deliver better lighting to influence guest health and well-being
- Ensure better facilities management, reducing long-term costs

Applications:

- Monitor, measure and analyze lighting levels in multiple properties
- Test and adjust lighting levels to deliver a better guest experience
- Prove compliance with lighting requirements in safety standards



‘From allowing gallery visitors or even potential buyers to better see intricate color schemes within high-value artworks, to illuminating consumer goods in high-end retail stores, to improving growth rates for plants and foodstuffs via smarter lighting, and even to boost office-based productivity, if light sources can be measured, they can be understood and changed for the benefit of the business in question.’

REAL BUSINESS 2019

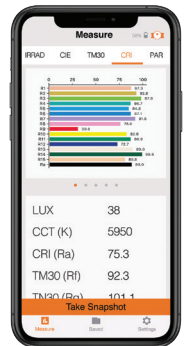
Power of 3



Measure, Display and Report

Working with Wave, you'll have the power to utilize the WaveGo handheld device, the App interface, and cloud platform so that your workflow is streamlined for your specific needs:

- 1 Measure and monitor lighting on the go, ensuring it meets lighting quality standards for your business, your customers and building authorities
- 2 Customize the app to display only the measurements that matter to you
- 3 Talk to us about linking lighting data to your control system or data platform



Services & Support

The Wave Illumination team are passionate about light, which means we're passionate about helping people use the Wave Solution to harness its power. There are a number of additional services and supports available to Wave customers, including:

- Annual calibration
- Global technical support
- Application knowledge and consulting
- Custom app development

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Enhance your brand experience

Lighting plays a significant role in setting the tone, mood and atmosphere for your customers. Be sure to create a seamless experience of superior service that will leave a long-lasting effect.



Retail psychology

Purchasing behaviour is dictated by the retail environment. People are drawn to light, and their emotion and mood can be influenced by the lighting conditions of a retail space.

Assist purchase decisions

Intentionally controlled lighting can lead a customer towards a product, display its true colour, and create the ambiance for a purchasing decision to be made.



Compliance with building standards

The International Well Building Institute aims to improve human health and well-being in buildings through its WELL Building Standard. Wave solutions help businesses meet this specialist criteria and take care of their most valuable asset – their customers.