



WELCOME

PHILIPS

¹ dynalite 

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Conference Agenda

10:30am	Session 1
	Welcome and Introductions
	Dimension Program – Success Stories, Training, Newsletter, Sales Trends, Product & Website Update, Marketing
12:30pm	Lunch
1:15pm	Session 2
	Breakout Sessions – New Products, Innovation, Philips HUE, Technical
3:00pm	Afternoon Break
	Panel Discussion – Feedback, Q&A
4.45pm	Wrap Up and Close – then time to unwind @ the Wharf Hotel

Philips Dynalite Success Stories



SMARTHOMeworks
Design + Management + Supply + Works

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dynamite 



Fast facts:

- Designed by one of Australia's most prolific interior designers
- Antumbra White panels were selected as a specific requirement by the interior designer above all other options
- With over 2km of network cable over 3 floors, accurate design was paramount to ensure integrity of the network
- 47 Antumbra panels complement the fully automated Penthouse
- Listed in 2016 as one of Australia's most expensive Penthouse Apartments



MAINPOWER
electrics

PHILIPS
dynalite



Fast facts:

- Converted from conventional lighting control to a Dynalite system due to the expansive estate
- Key element for conversion was the ability to control remotely in external area's
- Antumbra Aluminium panels selected by the client – and a first by Mainpower
- Full blind, louvre, awning control was a specific requirement by the client
- Ensuring network integrity throughout the estate over multiple board locations





Fast facts:

- Numerous building awards including HIA-CSR Home of the Year and the MBA Contract home of the year \$10M and over
- Underground parking for 20 cars, a 15 seat theatre and a competition certified 2 lane bowling alley
- Over 1000 lighting fixtures controlled via 550 channels
- 91 DR2P Panels & 42 motion sensors form the eyes and ears of the network
- Delivery of a fully automated but manageable home was the key requirement for the client





VESH
ELECTRICAL SERVICES



Fast facts:

- Client requirement was a complete stand alone Dynalite system. Envision Touch used for all control aspects
- Specific custom design ensured the project was delivered with full automation, but uncomplicated
- Timed events enable varying functionality based on light levels without the need to push a button
- 104 motorised blinds, curtains & louvres on scheduled based functionality to assist with heating/cooling and protection of furnishings
- DR2P Panels & sensors provide the client with a complete occupancy control solution

Case Studies

Residential

Pole House
Fairhaven, Australia



Al-Yamamah University Apartments
Riyadh, Saudi Arabia



Coast Apartments
Sydney, Australia



Drift Apartments
Sydney, Australia



Eliza Apartments
Sydney, Australia



Ensor Mews
London, UK



Finchley House
London, UK



George Apartments
Sydney, Australia





The George apartments

– intuitive automated smart home control systems

The George are award-winning apartments comprising ten luxuriously appointed boutique homes.

The apartments leverage the strengths of Philips Dynalite's smart home technology, adding cutting-edge functionality behind a stylish and intuitive interface.

Located in Sydney's lower north shore suburb of Mosman, The George features advanced smart home systems commissioned by system integrator, Intelligent Control Systems – a member of the Philips Dynalite Dimension dealer network.

The George residents enjoy advanced automated functionality with an uncomplicated user interface.

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Client requirements

Targeted at a mature demographic market, The George apartments needed to feature smart home control systems capable of delivering a wide array of functionality – to maximize user comfort and convenience – while remaining simple to use. These systems also needed to be flexible enough to meet the specific individual needs of a broad base of residents and to be adaptable enough to match their changing requirements over time.

Functionality and simplicity

The perceived market for the apartments was for 'empty-nesters' or mature homeowners looking to

downsize, but not wishing to compromise on a comfortable and convenient standard of living. This market typically does not overly value a multitude of gadgets in their home, but instead appreciates a lighting control and automation system that performs well and – without being too limiting and most of all, is simple to operate.

The system needed to be able to accommodate different moods to enhance the ambience of various areas; it also had to highlight a number of architectural features – both within the apartments and in the external terraces and gardens.

The Philips Dynalite solution

Developing a modular template

While each apartment is different, Philips Dynalite was able to develop a modular template for each suite. Lighting pathways and scenes were pre-planned. This model could then be replicated for each apartment, with slight adjustments made as necessary to accommodate different layouts. Working in this way dramatically reduced both the design, installation costs and commissioning.

Creating ambience with preset scenes

The lighting control solution incorporated a combination of dimming and switching in all areas, which are programmed as preset scenes to create a series of pathways and lighting moods. In the kitchens, for instance, there are five circuits of lighting, incorporating high-level concealed strip lighting, pendants, downlights, bench-lights and lights set into the

joinery. These can be activated simply at the press of a single button to deliver a pleasing ambience, without the need to manually adjust several different light levels.

Automated control adds to luxury experience

The lighting systems are controlled by a number of Philips Dynalite controllers. A typical apartment uses three leading-edge controllers for dimming, four relay controllers for switching and a multipurpose controller to achieve a combination of dimming and switching. In addition to switched lighting circuits, relay controllers are also used to control heated towel rails and exhaust fans in the bathroom, motorised blinds in the bedroom and living areas, and motorised awnings on the terraces. A timer clock in the system enables automatic activation of selected features, such as the heated towel rails and external lighting.



Philips Dynalite Training - Jen Waltmon

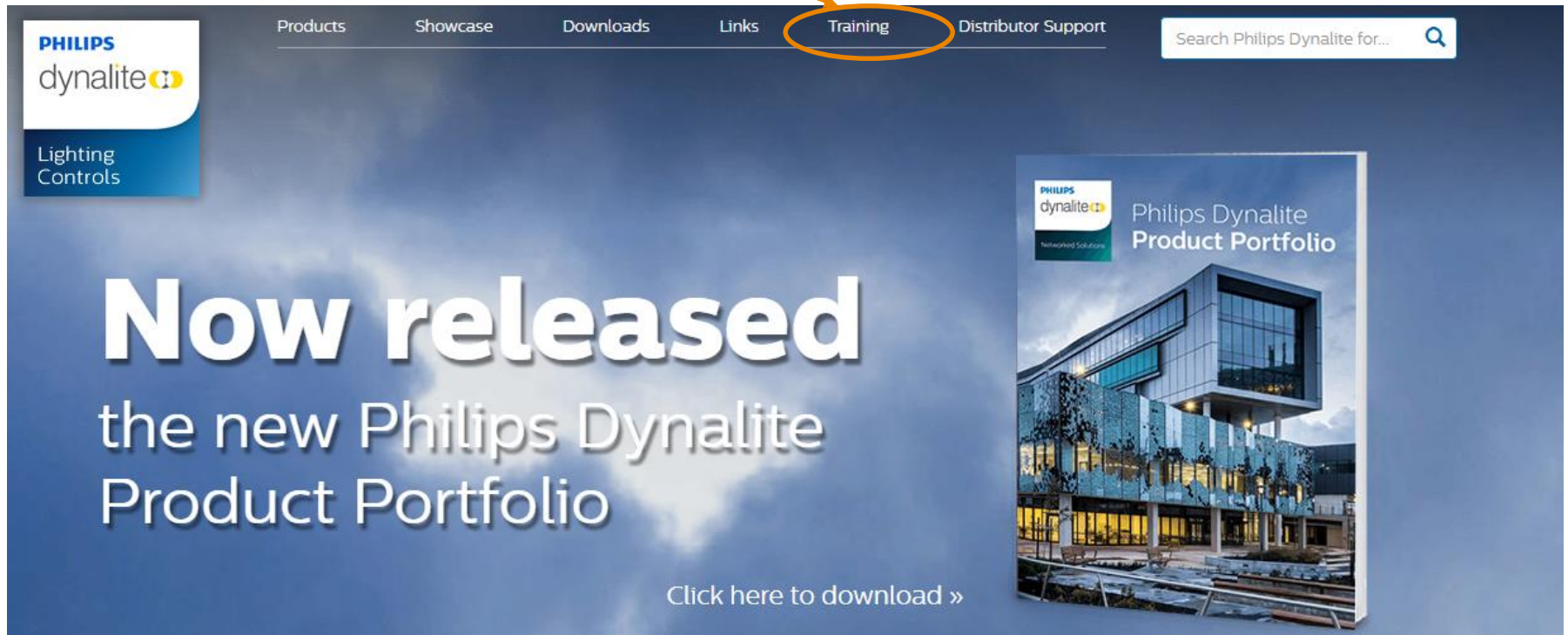
Exams

Out with Exambuilder, In with **VenU**

- Exambuilder now shutdown
- Exams transferred, and now accessible on VenU
- Previous exam results next to be transferred (historical data)
- Expiry date notifications to email will become available
- Training attendance to be transferred by Q3
- If you require exam results/certificates ASAP, contact Jen Waltmon at:
Jen.Waltmon@lighting.com

Training/Exams

New “Training” link



The screenshot shows the Philips Dynalite website. The navigation bar at the top includes links for Products, Showcase, Downloads, Links, Training (highlighted with an orange circle and an arrow from the text 'New “Training” link'), and Distributor Support. A search bar on the right contains the text 'Search Philips Dynalite for...'. The main content area features a large banner with the text 'Now released the new Philips Dynalite Product Portfolio' and a button that says 'Click here to download »'. On the right side of the banner is a thumbnail image of the 'Philips Dynalite Product Portfolio' book cover, which shows a modern building at night.

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Lighting
Controls

Products Showcase Downloads Links **Training** Distributor Support

Search Philips Dynalite for...

Now released
the new Philips Dynalite
Product Portfolio

Click here to download »

PHILIPS
dynalite
Networked Solutions

Philips Dynalite
Product Portfolio

Training/Exams



Exam Registration

Never registered for VenU Exam access?

[VAPs/Non-VAPs Registration Form »](#)

Already have VenU access?

If you are a current VAP, please use the following link to log into the Partner Portal.

[VAPs with VenU Access »](#)

If you are a non-VAP, please use the following link to log in directly to VenU.

[Non-VAPs with VenU Access »](#)

Exams on VenU

The screenshot displays the Philips Lighting University VenU interface. At the top, the Philips logo and 'Lighting University' text are visible. Below this is a navigation bar with links for Home, My Profile, Calendar, Support, Admin, and Logout. A user profile section shows 'Jen Waltmon' and 'VAP Program » Home'. A secondary navigation bar highlights 'Catalog' and 'My Courses'. The main content area is titled 'eLearning Courses' and lists several course categories: GreenParking / GreenWarehouse, Lighting Basics - Welcome to Lighting Tech-Knowledge-y, Product Training, and Assessments. The 'Assessments' category is expanded, revealing a list of exams: Installers Exam, System Builder Level 1 - English, System Builder Level 2 - English, and System Design - English. Red circles highlight the 'Catalog' link and the 'Assessments' section.

PHILIPS
Lighting University

Home My Profile Calendar Support Admin Logout

Jen Waltmon VAP Program » Home

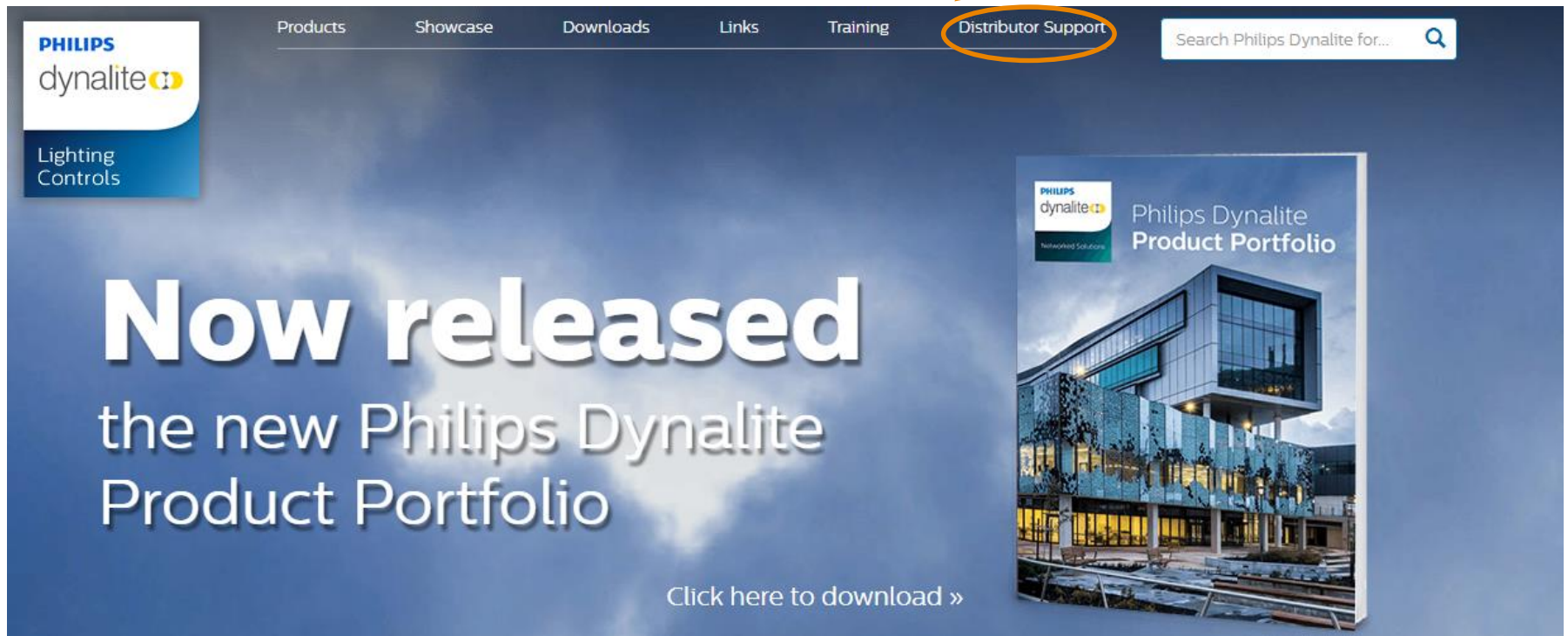
Catalog My Courses

eLearning Courses

- + GreenParking / GreenWarehouse
- + Lighting Basics - Welcome to Lighting Tech-Knowledge-y. A basic knowledge base to understand the science of lighting. Course chapters should be taken in order.
- + Product Training
- Assessments
 - ☐ Installers Exam
 - ☐ System Builder Level 1 - English
 - ☐ System Builder Level 2 - English
 - ☐ System Design - English

Support

Distributor Support



The screenshot shows the Philips Dynalite website. The navigation menu at the top includes 'Products', 'Showcase', 'Downloads', 'Links', 'Training', and 'Distributor Support'. The 'Distributor Support' link is circled in orange, and an orange arrow points from the 'Distributor Support' text above to this link. On the left, there is a logo for 'PHILIPS dynalite' with 'Lighting Controls' below it. The main content area features a large blue background with white text that reads 'Now released the new Philips Dynalite Product Portfolio'. Below this text is a link that says 'Click here to download »'. On the right side, there is a thumbnail image of a 'Philips Dynalite Product Portfolio' brochure, which shows a modern building at night.

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Lighting
Controls

Products Showcase Downloads Links Training **Distributor Support**

Search Philips Dynalite for...

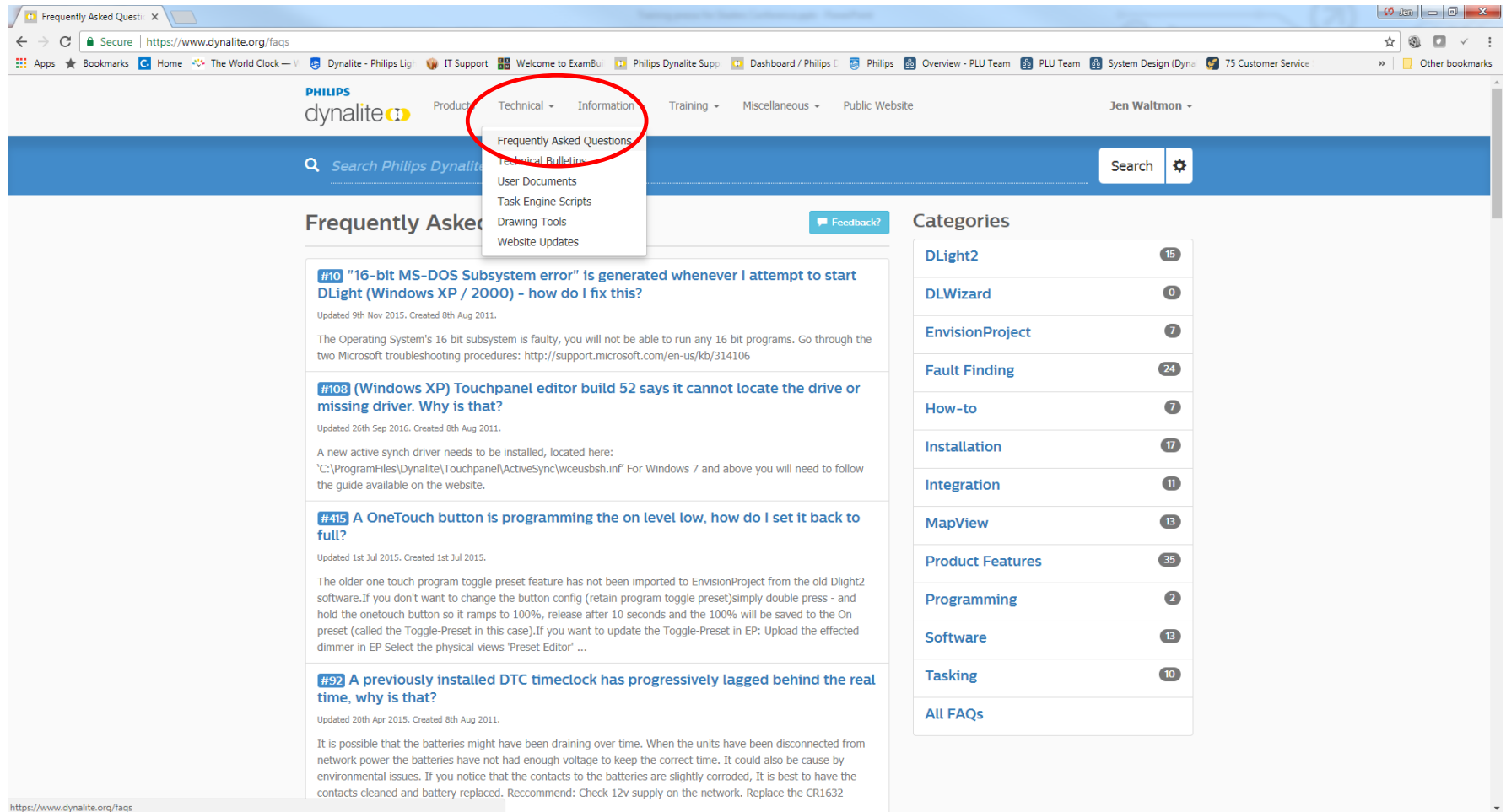
Now released
the new Philips Dynalite
Product Portfolio

Click here to download »

PHILIPS
dynalite
Networked Solutions

Philips Dynalite
Product Portfolio

Support



PHILIPS dynalite Product Technical Information Training Miscellaneous Public Website Jen Waltmon

Search Philips Dynalite Search

Frequently Asked Questions

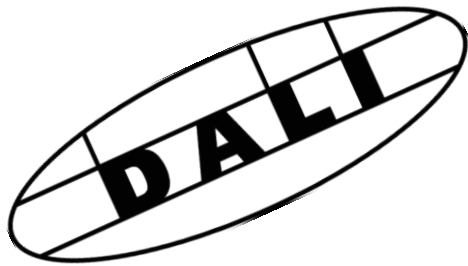
[Feedback?](#)

- #10 "16-bit MS-DOS Subsystem error" is generated whenever I attempt to start DLight (Windows XP / 2000) - how do I fix this?**
Updated 9th Nov 2015. Created 8th Aug 2011.
The Operating System's 16 bit subsystem is faulty, you will not be able to run any 16 bit programs. Go through the two Microsoft troubleshooting procedures: <http://support.microsoft.com/en-us/kb/314106>
- #108 (Windows XP) Touchpanel editor build 52 says it cannot locate the drive or missing driver. Why is that?**
Updated 26th Sep 2016. Created 8th Aug 2011.
A new active synch driver needs to be installed, located here:
`C:\ProgramFiles\Dynalite\Touchpanel\ActiveSync\wceusbsh.inf` For Windows 7 and above you will need to follow the guide available on the website.
- #415 A OneTouch button is programming the on level low, how do I set it back to full?**
Updated 1st Jul 2015. Created 1st Jul 2015.
The older one touch program toggle preset feature has not been imported to EnvisionProject from the old DLight2 software. If you don't want to change the button config (retain program toggle preset) simply double press - and hold the onetouch button so it ramps to 100%, release after 10 seconds and the 100% will be saved to the On preset (called the Toggle-Preset in this case). If you want to update the Toggle-Preset in EP: Upload the effected dimmer in EP Select the physical views 'Preset Editor' ...
- #92 A previously installed DTC timeclock has progressively lagged behind the real time, why is that?**
Updated 20th Apr 2015. Created 8th Aug 2011.
It is possible that the batteries might have been draining over time. When the units have been disconnected from network power the batteries have not had enough voltage to keep the correct time. It could also be cause by environmental issues. If you notice that the contacts to the batteries are slightly corroded, It is best to have the contacts cleaned and battery replaced. Recommend: Check 12v supply on the network. Replace the CR1632

Categories

DLight2	15
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Tasking	10
All FAQs	

System Builder 3



Integration



Advanced Tasking

```
177 A105:
178
179
180
181 LDA ~3
182 CMP #0x00
183 BRZ Exhibition_1_A105
184 CMP #0x01
185 BRZ Exhibition_2_A105
186 CMP #0x02
187 BRZ Bently_A105
188 CMP #0x03
189 BRZ Video_Wall_A105
190 CMP #0x0a
191 BRZ Bar_HDMI_A105
192 CMP #0x0b
193 BRZ Bar_VGA_A105
194 CMP #0x0c
195 BRZ Office_A105
196 NULL
197
198
199
200
201 Exhibition_1_A105:
202 Send2("SET SELECT ZONE 5 1",0x0d)
203 NULL
204
205 Exhibition_2_A105:
206 Send2("SET SELECT ZONE 5 2",0x0d)
207 NULL
208
209 Bently_A105:
210 Send2("SET SELECT ZONE 5 3",0x0d)
211 NULL
212
213 Video_Wall_A105:
214 Send2("SET SELECT ZONE 5 4",0x0d)
215 NULL
```

// Load the Preset in the Accumulator

//Output 5 input 1

//Output 5 input 2

//Output 5 input 3

//Output 5 input 4

Philips Dynalite Newsletter

****Relaunch****

Latest News

From the Channel Manager

Personal message from the CM, with updates on the network, where Dimension is headed, changes, improvements, additions.

Summary of what the CM will be sharing in the current edition.



Product Updates



DDBC120-DALI – MultiMaster DALI Driver Controller

Enabling a full DALI universe including tunable white drivers, DALI sensors and user interfaces

The Philips Dynalite DDBC120-DALI delivers cost-effective control of DALI drivers through provision of a full universe of 64 DALI drivers. The device communicates seamlessly with Philips Dynalite DALI sensors and user interfaces

Software Updates



System Manager and System Builder

We have a new Philips Dynalite System Manager(1.12.17) and Philips Dynalite System Builder(3.12.17) available for download.

- New and improved set-up templates
- Faster commissioning times
- Complex functionality made simple

Showcase



Project Highlights

Noted project highlights from the National Dimension Network. Also local and global Dynalite commercial projects, promoting the market segments being reached.

- Key features of each project
- Project challenges and solutions

Recently Added FAQs



How do I commission a DDBM101 module in 0-10v mode with the DDMC802?

Review the DDMC802 installation manual available on the portal website.

As the DDMC802 is completely customisable, its output terminals are not labeled to suit low voltage modules, and are marked with N for neutral and CHx for the channel number.

Technical Tip



Did you know that using #CONST (constants) in your tasks can make it easier to reuse your code?

#CONST can be used to replace any numeric value in your task. This means that it could be a numb that you are comparing to or counting from, an area, preset, channel, opcode, join, a ~memory address or could even be a task number

Feedback



Question for this issue

What forms of integration are you using in your projects?

- a) Ethernet
- b) RS232
- c) IR
- d) Other

****Voting button will be created with an automated response****

Word from Mascot



Message from the team

Update from Mascot on initiative and innovation. Including but not limited to: work being carried out on industry standards.

Philips Dynalite Sales Trends

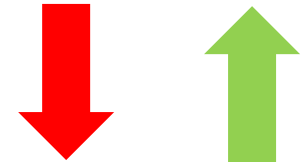
Antumbra Button **5 times** the sale of Display
and **15 times** of Touch
Panels

Trailing Edge Sales
30% up on Leading
Edge

Antumbra Sales **4x**
2013 volume

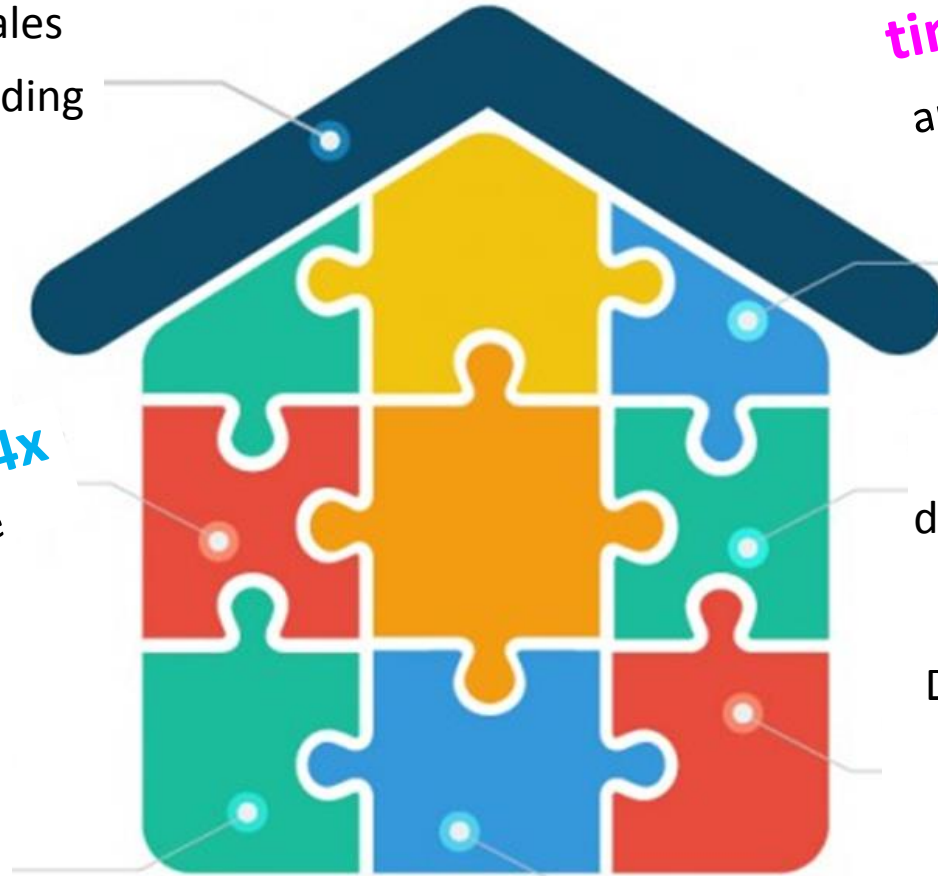
Relay Switching –
down **30%** on 2016

DDTC001 v PDEG



DDLE801 **40%**
increase in sales
from inception

Trending **DOWN**
on DR2P Sales



Philips Dynalite

Product and Website Update

- Daniel Walker

Communications Websites and documentation

• **Dani Walker**
2017
Global Product Manager

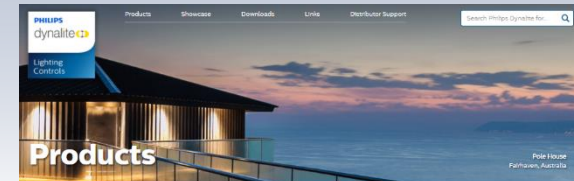
Public websites

PHILIPS

On the front foot

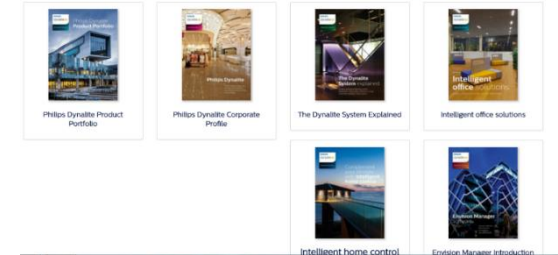
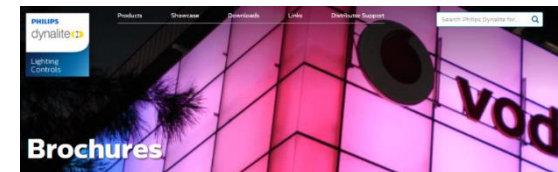
Website update

- www.dynalite.org
- Product information currently available:
 - Datasheet
 - Installation manual
 - Single line
 - Dimension
 - DoC
- Coming up:
 - BIM
 - AutoCAD



Philips Dynalite – the intelligent choice

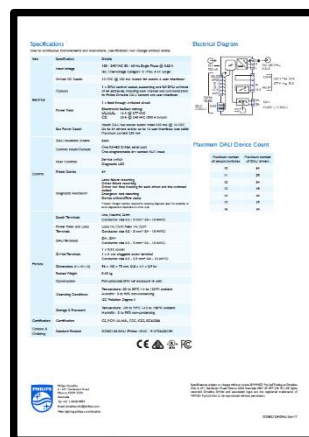
When you choose Philips Dynalite, you are selecting the world's finest lighting control system. Tried and tested in more than 30,000 projects, we have implemented some of the largest and most extensive control networks around the globe. The same robust technology can be used in any application, on any scale.



PHILIPS

Moving to an on-line world

PHILIPS



PHILIPS
dynalite®
Signal Drivers



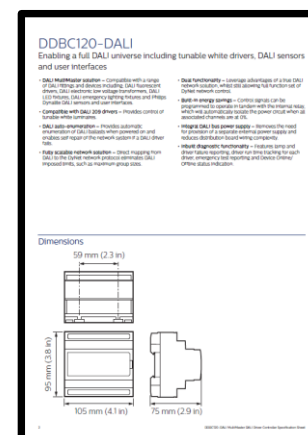
DDBC120-DALI

DDBC120-DALI

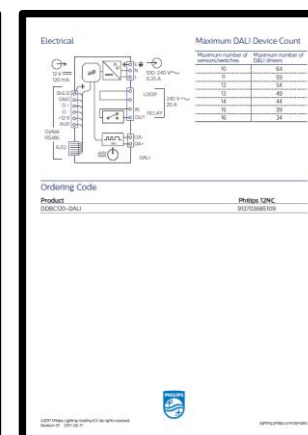
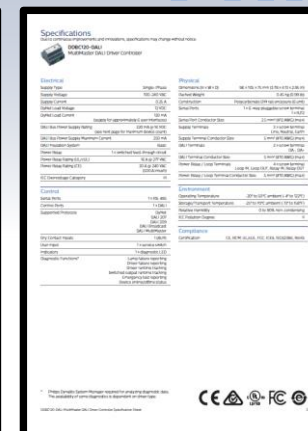
MultiMaster DALI Driver Controller

Enabling a full DALI universe including tunable white drivers, DALI sensors and user interfaces

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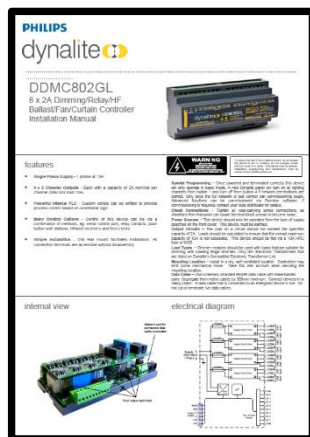
New



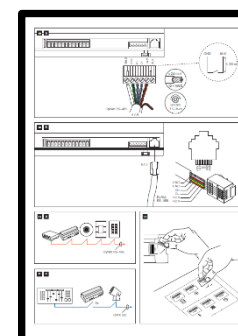
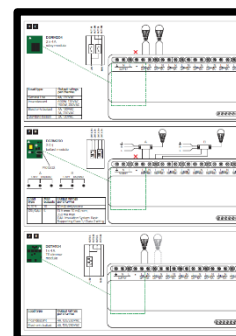
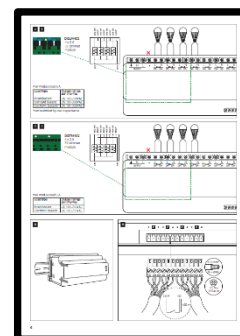
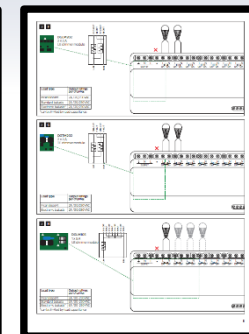
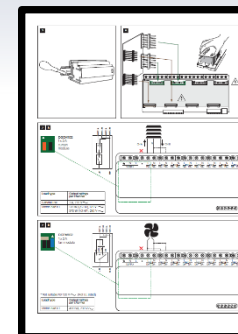
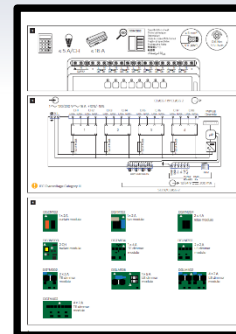
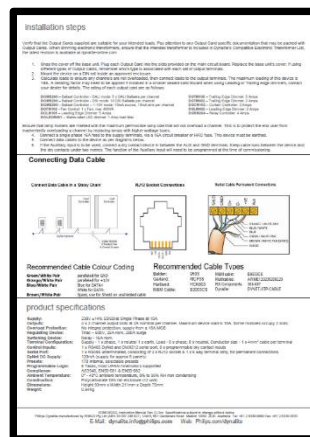
Installation format

Longer and now in color

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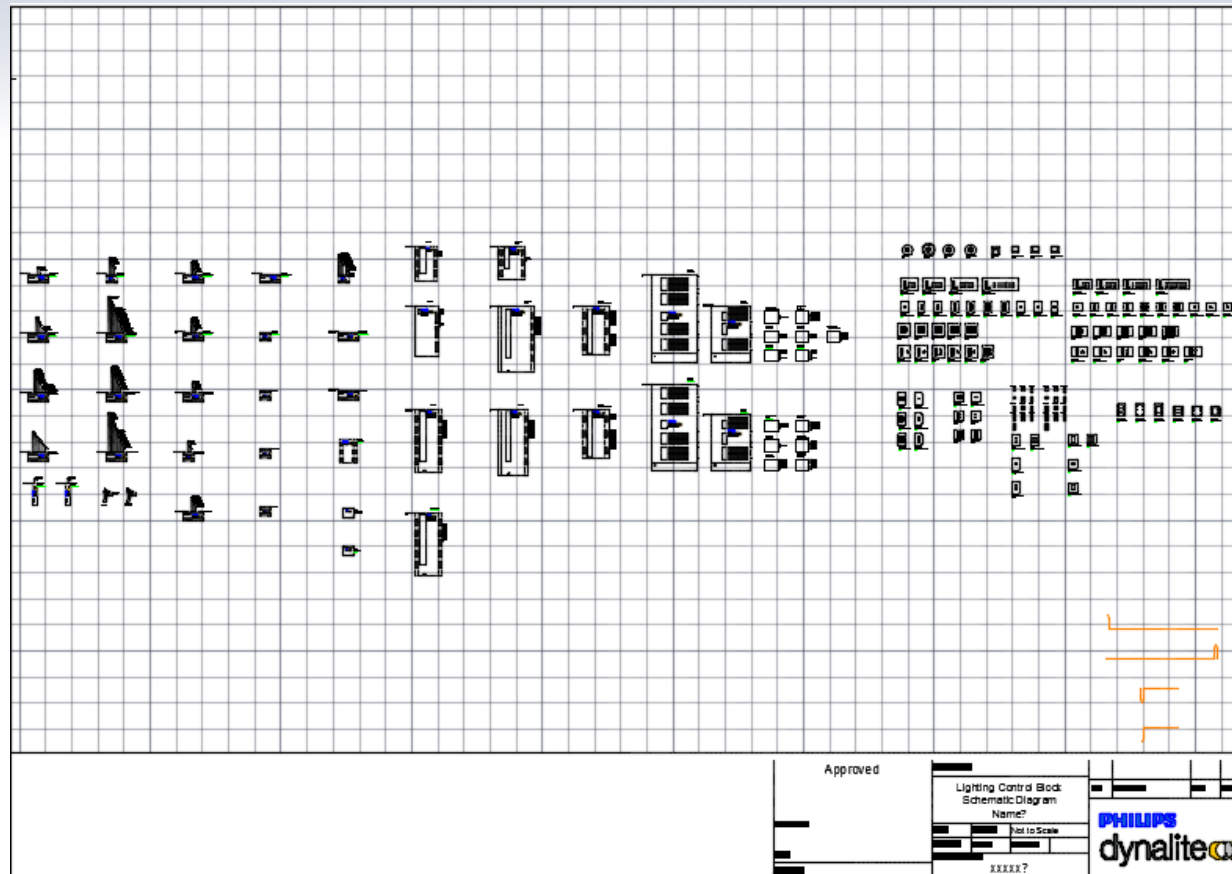


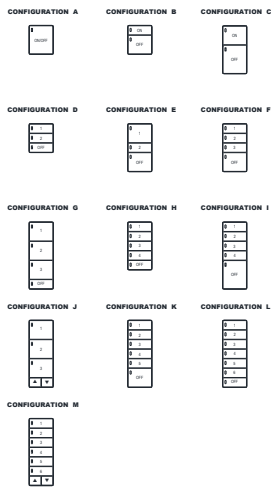
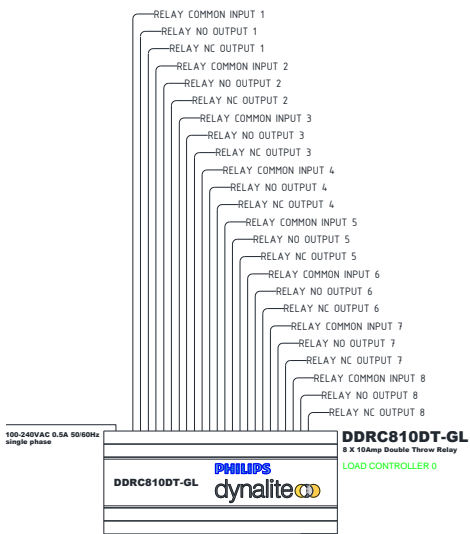
Old



New

PHILIPS





DR2PA
DOUBLE COLUMN REVOLUTION PANEL
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0



DR2PA
DOUBLE COLUMN REVOLUTION PANEL
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0



DR2PA
DOUBLE COLUMN REVOLUTION PANEL
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0



DR2PA
DOUBLE COLUMN REVOLUTION PANEL
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0



PABPA-XX-X
Automatic no switching in - 0A/0B
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0



PATPA-XX-X
Automatic no switching in - 0A/0B
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0

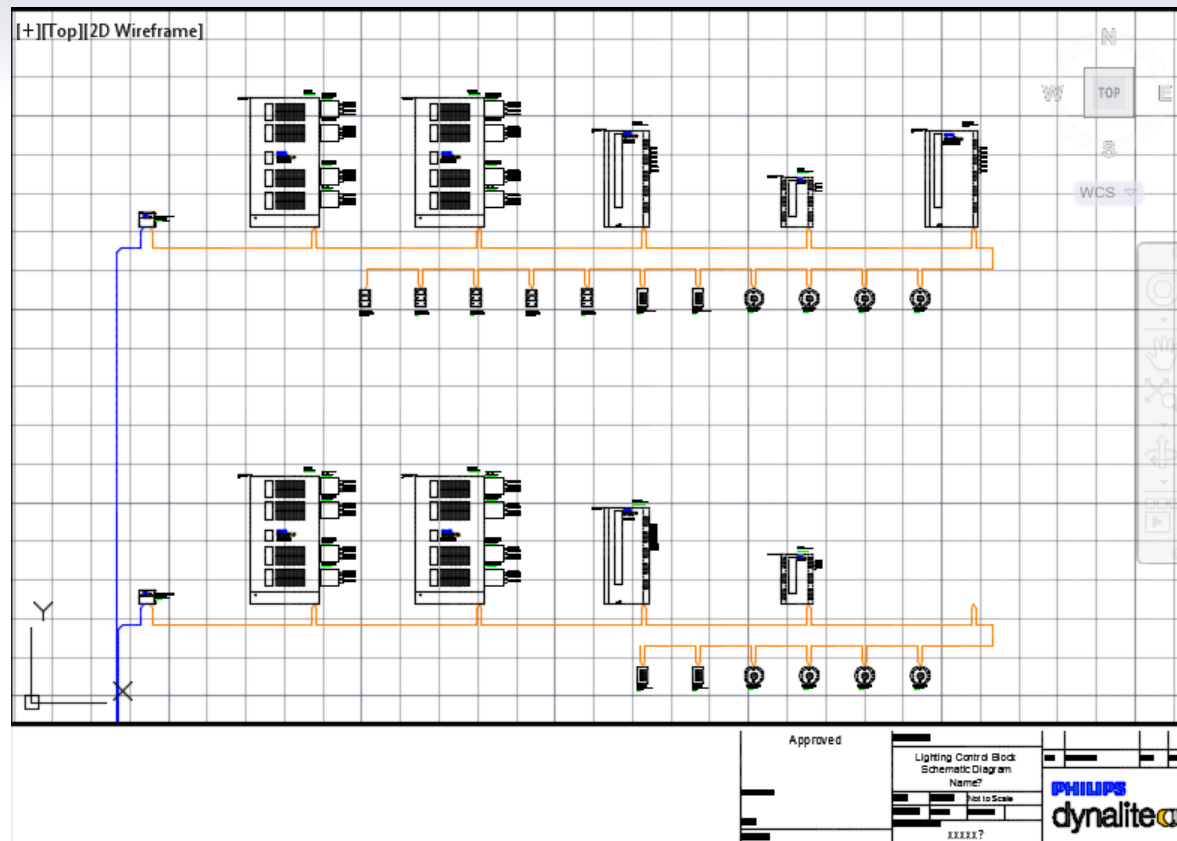


PADPA-XX-X
Automatic no switching in - 0A/0B
Reversible in 3 gang mounting bank box (See also PHILIPS)
Status 0

AutoCAD

Full system examples

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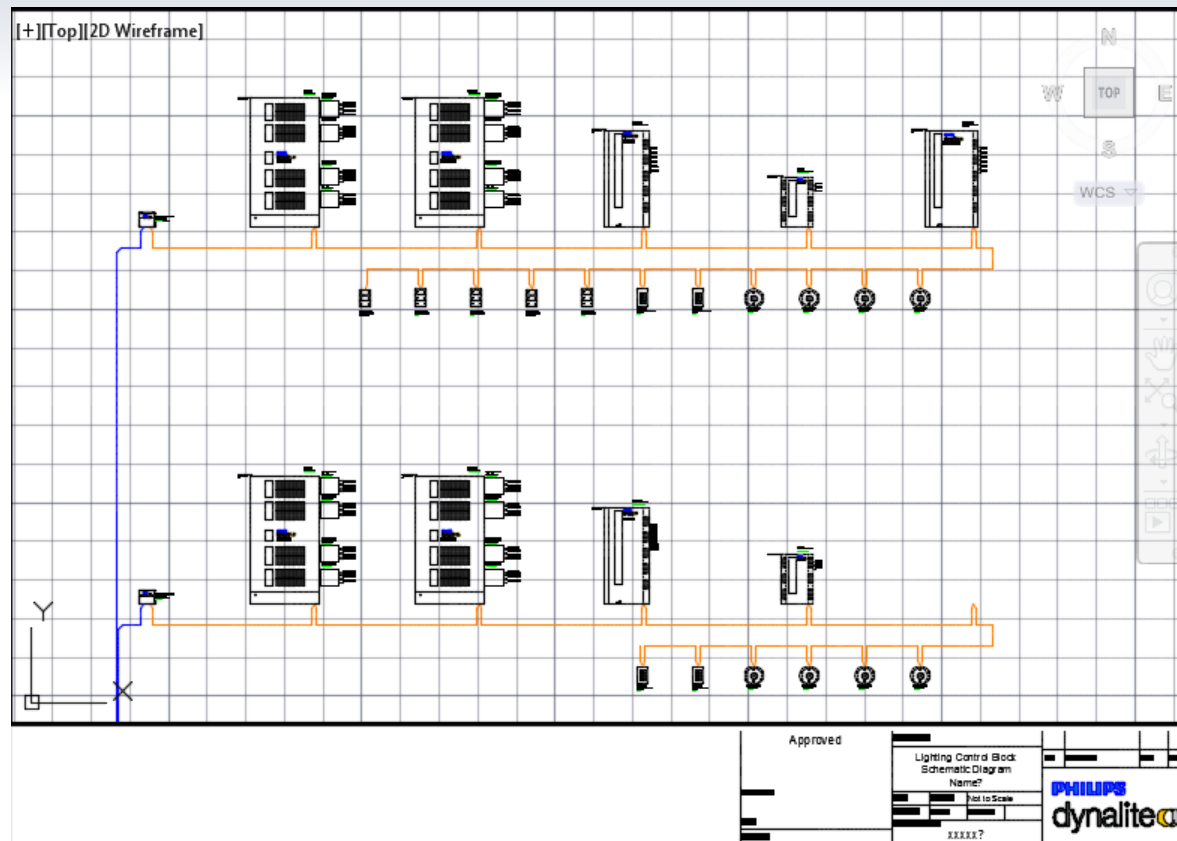


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AutoCAD

Full system examples

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Antumbra options

Web site update with more labeling options

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Text justification options



Text and Icon on a single button.



Button title label



Upload your own icons



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Antumbra options

Display templates

PHILIPS



*Labeling on
buttons*



Hotel layouts



Tunable white

PHILIPS

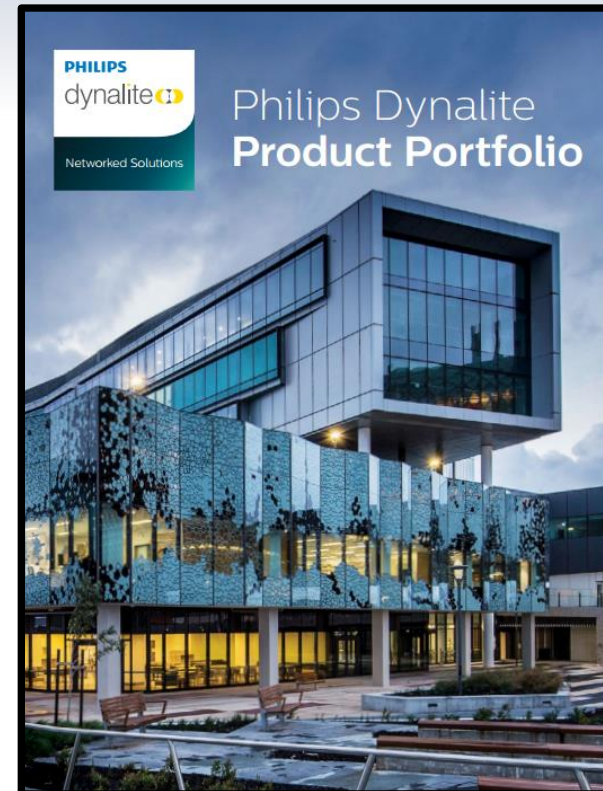
Product catalogue update

On the front foot

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Updated Product catalog

- Combination of CE & UL product range
- Available on the public web site



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Engineering specification update

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On the front foot

Updated Engineering Spec

- Targeting known KNX weak points
- Detailing shortcomings of cheaper network system
- Promoting responsible engineering
- Identifying systems that use standalone UI
- Detailing issues of single points of failure
- Giving examples and justification for following the specification
- Available on the public web site



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Philips Dynalite Marketing Update - Simon O'Donnelly

Residential Integrator Partners Meeting

Simon O'Donnelly

ANZ Marketing Head

• August 28, 2017

Contents:

Australian Housing Market

New – Builds

Renovation – DIY

Lighting Market – home

Automation trends

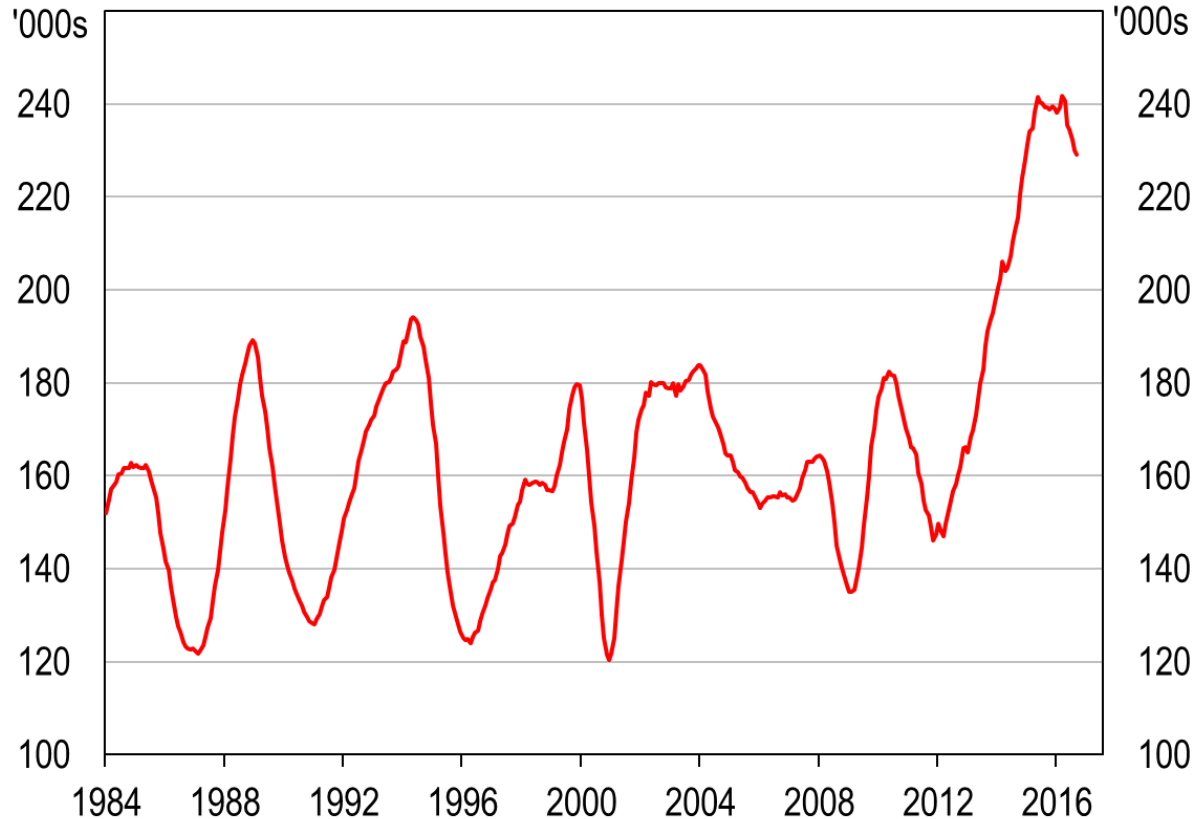
Buyer intention, what next

**Maslow's
hierarchy of
needs**



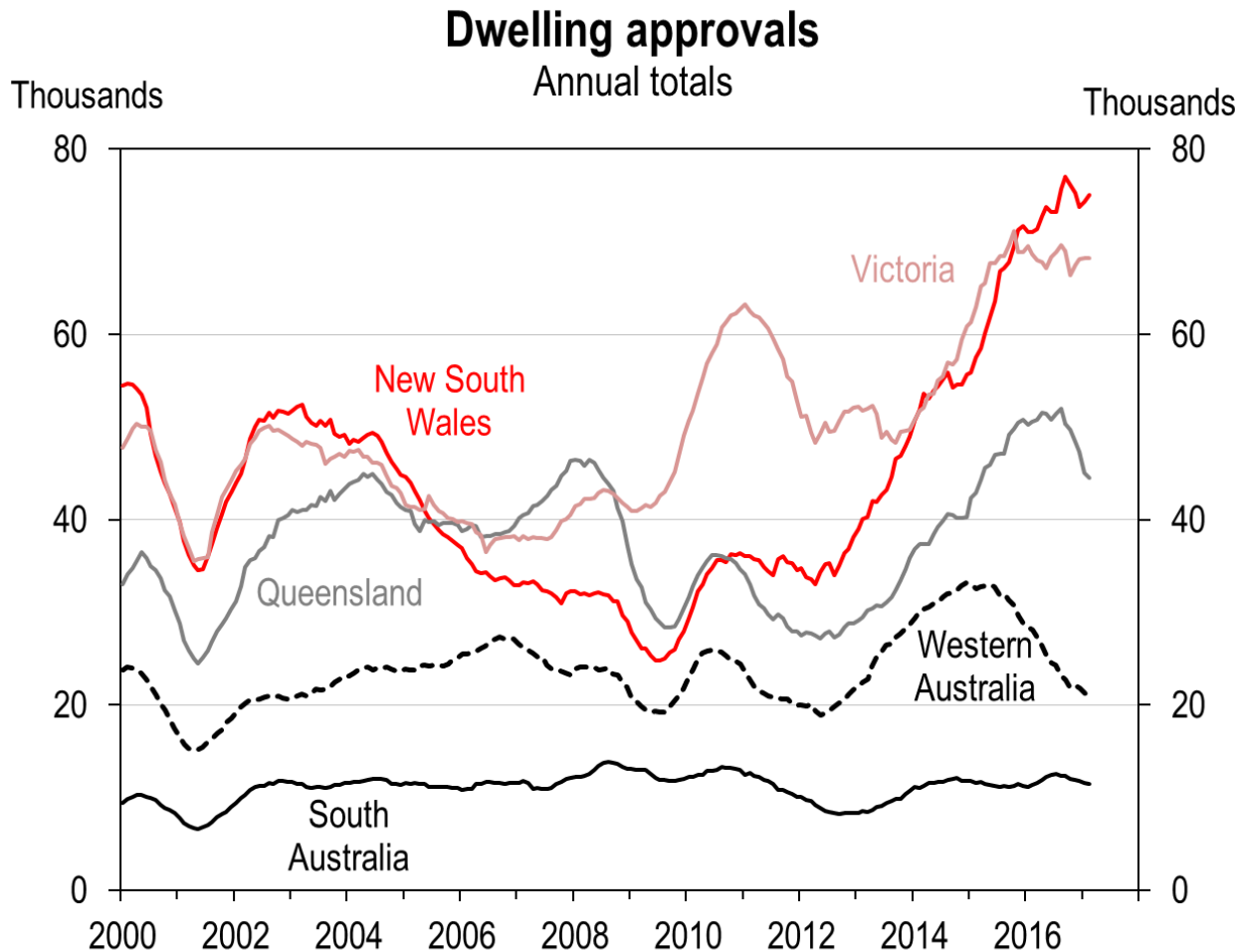
What is happening in the new build Market?

Residential Building Approvals
Number of buildings, rolling 12 month sum



Building approvals are likely to be past the peak

What is happening in the new build Market?

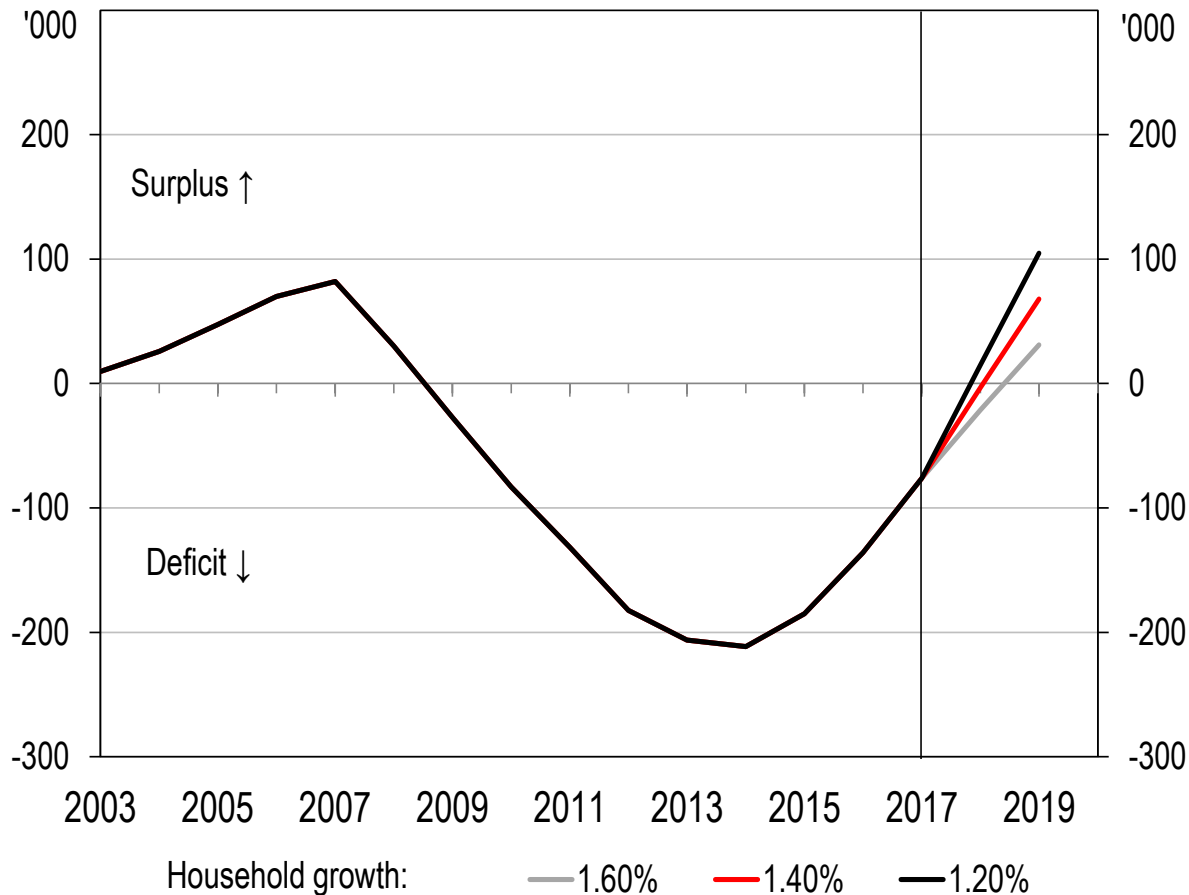


Residential building boom has reduced the undersupply

What is happening in the new build Market?

Cumulative housing surplus/deficit

At current rate of construction over the forecast horizon

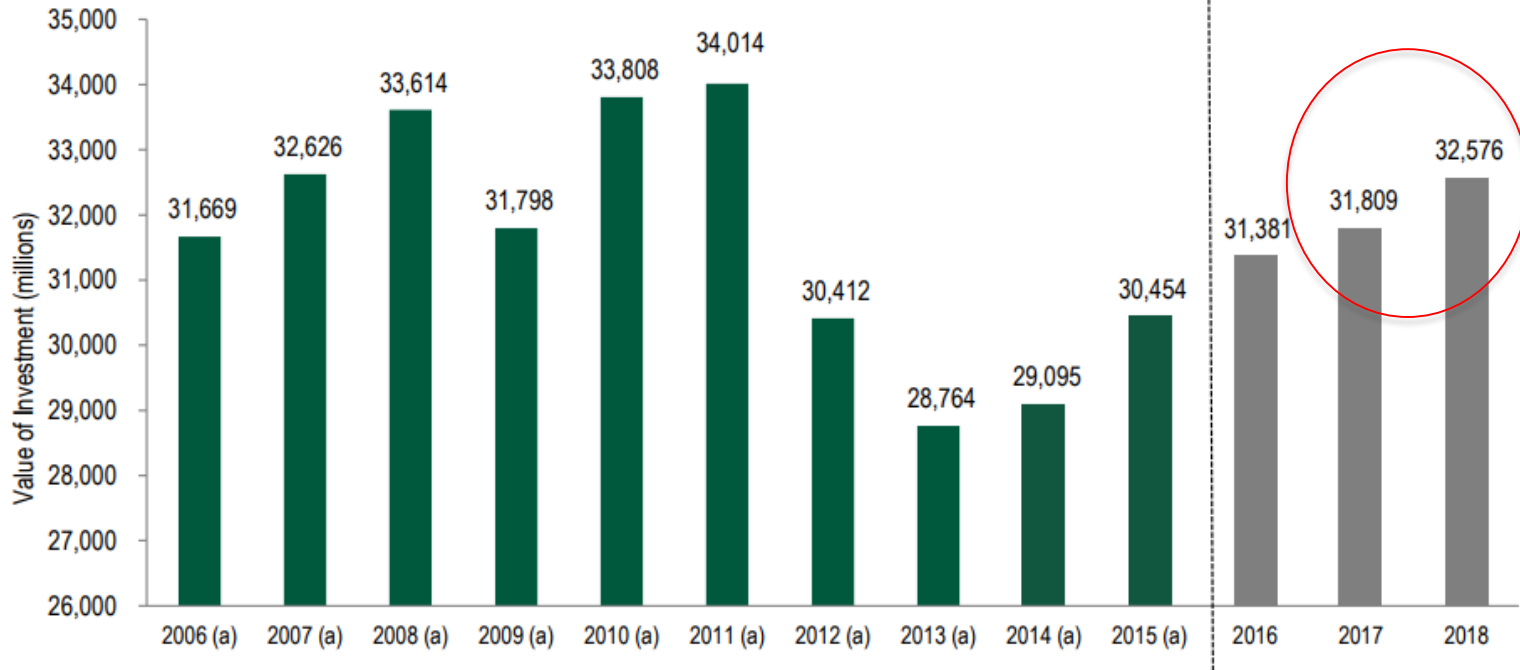


Sydney and Melbourne demand will continue to grow on the back of migration

What is happening in the Renovation Market?

Australia Renovations Forecasts

Source: HIA Economics



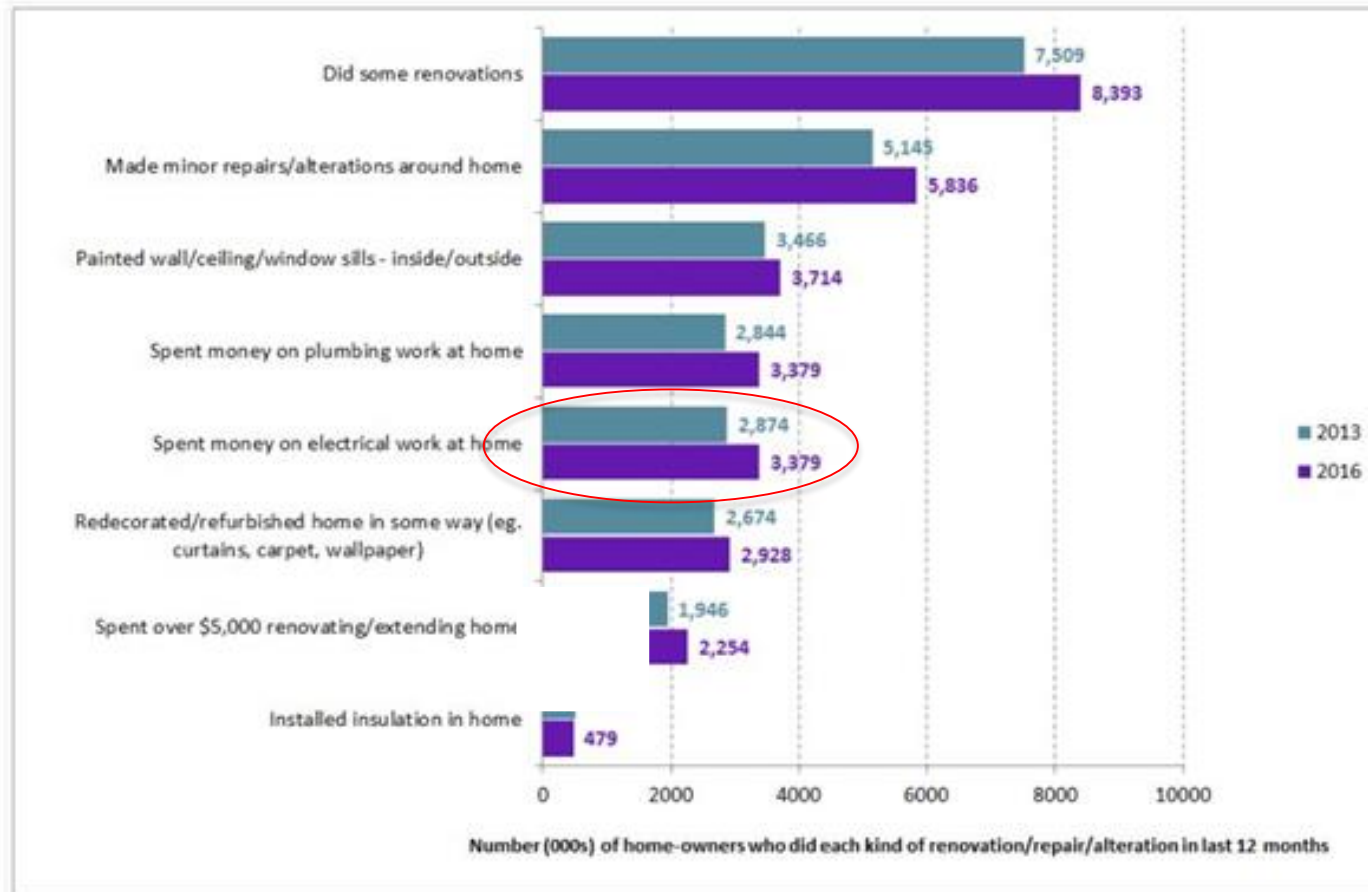
11 Million Built Homes in Australia

\$32B Investment in DIY p/a

Only 5% of people are looking at adding smart home devices when upgrading

What is happening in the Renovation Market?

Home renovations/improvements done by Aussie home-owners: 2013 vs 2016



Source: Roy Morgan Single Source (Australia)

Only 5% of people are looking at adding smart home devices when upgrading

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Intelligent homes are coming...

“The intelligent refrigerator is here. The new Screenfridge will help you with grocery shopping and dinner ideas, keep track of what you have in your fridge, and function as a message centre for the whole family”, reads a press release for the launch of the Screenfridge, **by Electrolux, in March 1999.**

“Samsung releases an entirely new category of refrigeration. The Family Hub Refrigerator is a sophisticated multi-tasker that reconnects families, organises groceries and home tasks, and provides entertainment”, **reads a press release for the Family Hub Refrigerator unveiled at the CES in January 2016.**

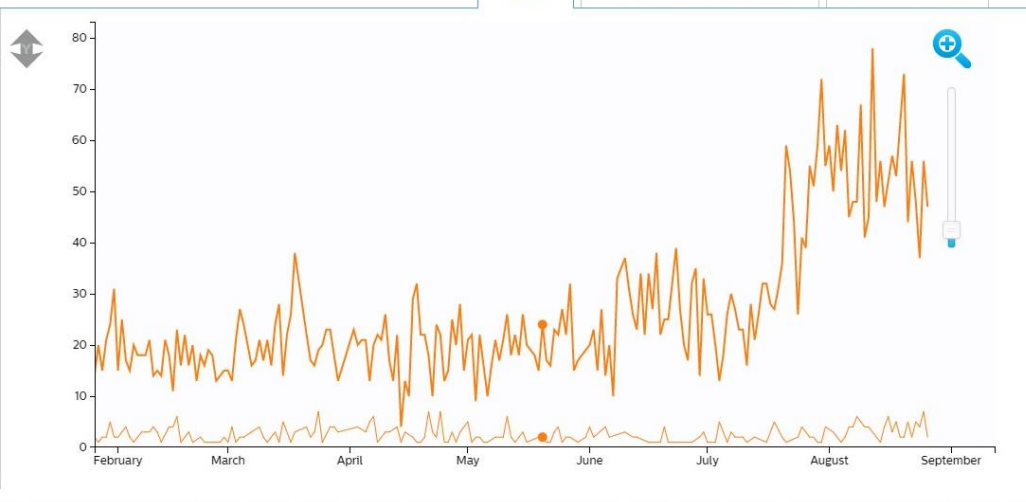
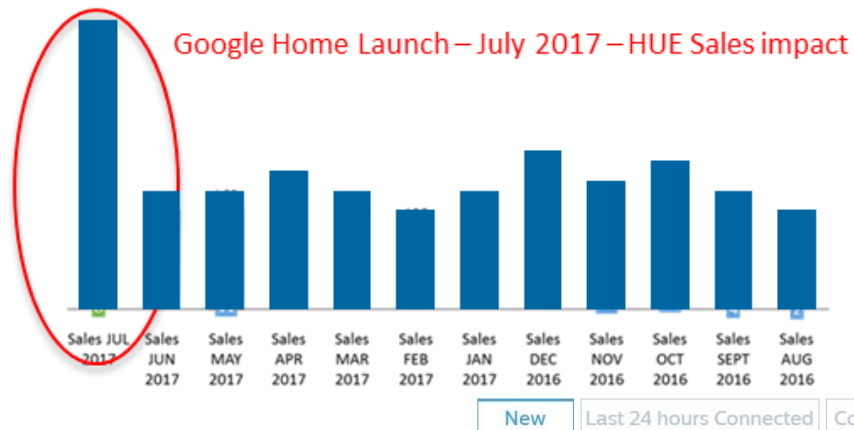
In those 17 years the smartest fridge the majority of us have seen is one in which the light turns on when you open the door, or maybe one that includes an ice machine. The reason we do not yet live in super smart homes is probably different for each device we have chosen not to buy. In the case of smart fridges the ***true reason for the lack uptake probably lies between cost and need.***



Source: Memoori Smart Building Research

Market disruptors have arrived

Google Home forecast **70,000** units in 2017, Driving the adoption of connected devices



Google Home, WiFi smart gadgets launch in Australia



Adam Turner

Show comment



Google's smart benchtop speaker and mesh WiFi network go on sale in Australia on Thursday, staking Google's claim in the simmering smart home war with Amazon and Apple.

Selling for \$199, the voice-activated Google Home speaker brings the talkative Google Assistant to life and is available via Google's local online store as well as traditional brick and mortar retailers. The same goes for the Google WiFi hub, which sells for \$199, or \$499 for three, working in unison to fight WiFi blackspots in your home

SHARE



Google's smart benchtop speaker is launching in Australia this week.



Advertisement

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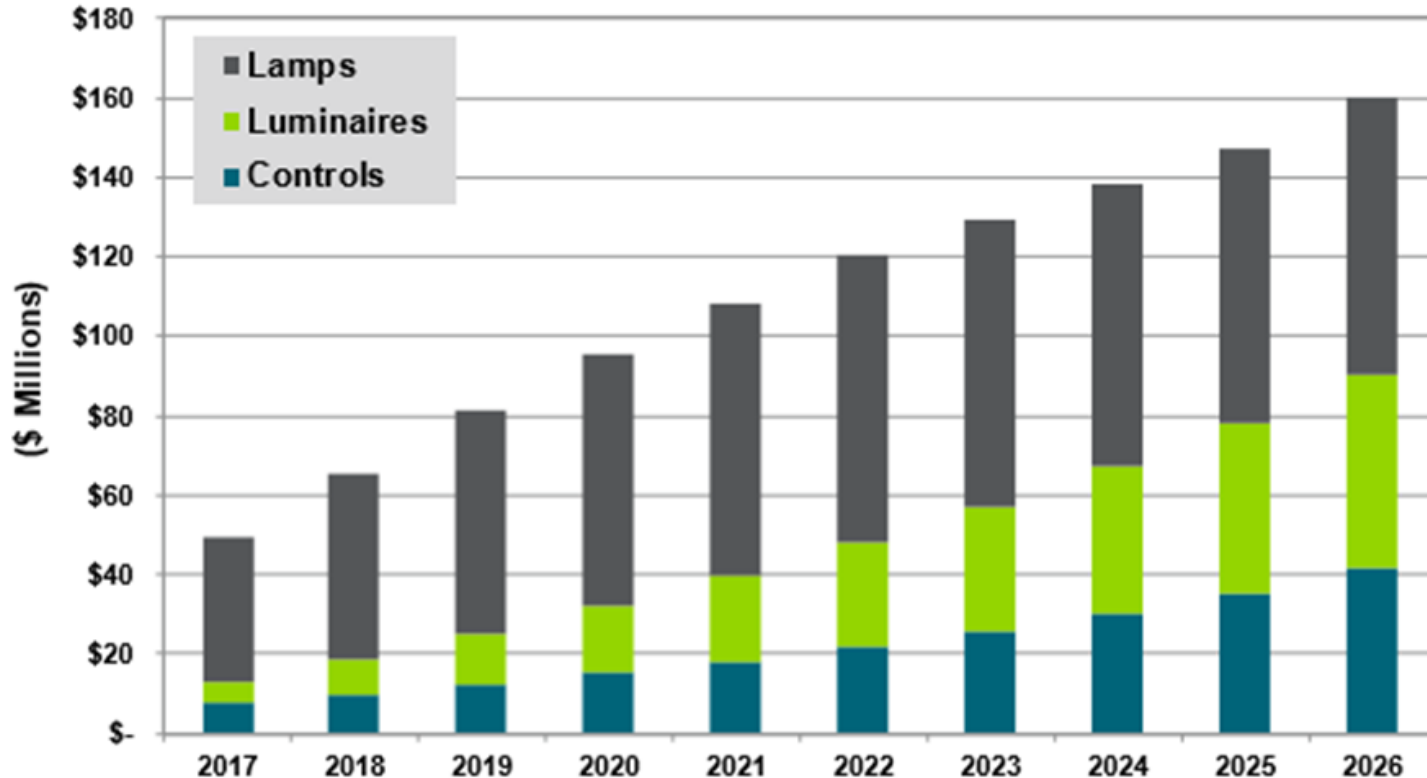
Smart Lighting Market insight

\$1,7 Billion annual sales (ABS)

\$330M Home market size

Connected Lighting < \$6M

Chart 5.4 Annual Residential Connected Lighting Revenue by Type, Asia Pacific: 2017-2026

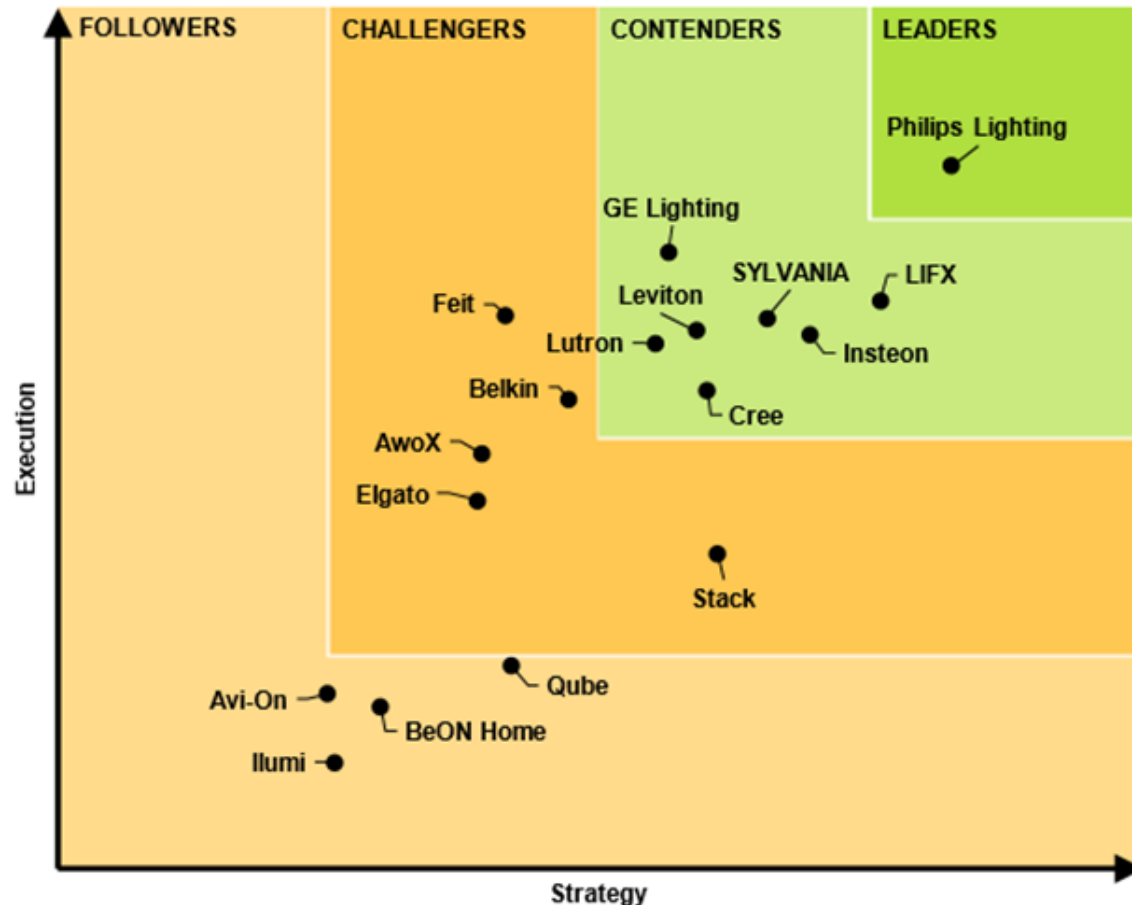


(Source: Navigant Research)

Smart Lighting Market insight

Globally, Philips Lighting tops the Leaderboard

Chart 1.1 The Navigant Research Leaderboard Grid



(Source: Navigant Research)

Smart Lighting Market insight

New Applications and Use Cases

Presenting customers with the right value proposition for connected lighting is a major driver for uptake in this market.

Market Drivers:

Enhanced security:
Greater convenience:
Energy management:
Easier installations:
In-home network extensions:
Improved health, wellness:
Elder care:
Insurance discounts:

Market Inhibitors

Security concerns:
Multiple protocols and interoperability issues:
More expensive devices:
Fear of a loss of privacy:
Unclear value proposition:

Smart Lighting Market conclusion

1. Next phase of growth in the smart home market will be stimulated by the ease of connection through Google, Apple and Amazon in the mass market
2. Philips Dynalite's position in the Australian Market will be amplified through the adoption of Philips Hue.
3. Dynamic home control will accelerate into true smart homes at a faster pace as connected devices prices decrease
4. Smart integrators will be in demand as a result

End of Session 1
Lunch

Session 2

Breakout Stations

Questions
Encouraged

25 Minutes each
station

Rotating

- Hardware – Daniel Walker
- Software – Phil Main
- Philips HUE – Eng Ee
- Technical – Richard Cuthbert

Panel Discussion

- Feedback / Q&A
- Breakout Session Review



Now it's your turn.....

What do we do next??

Wrap Up & Close

Thank you for attending the 2017 Philips Dynalite Dimension Dealer Conference. Please join us at the Wharf Hotel (next door) for some refreshments and a bite to eat.

