LumiFi

The Role and Importance of Light Scenes
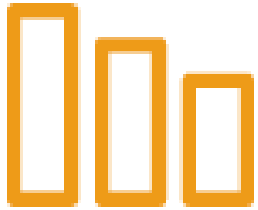
LumiFi's Intuitive Platform

Easily select professionally-curated pre-set moods
with just the touch of a button or swipe on your smartphone.

LumiFi's intuitive software offers lighting scenes that are designed
to create an emotional connection through spatial and scientific consideration

A'DESIGN AWARD
WINNER 2015
GOLD

KBCP Google Ventures, NEST
THOUGHTFUL THINGS FUND Finalist
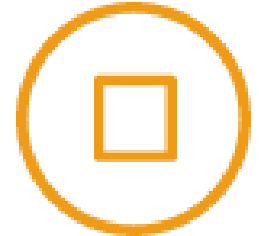
The Importance of LumiFi's Light Scenes

Spatial and Scientific Consideration

LumiFi is the only lighting solution that has considered how lighting and color can affect biological functions and trigger physiological and emotional responses. LumiFi starts by analyzing the wattage, lumen output, beam spreads, and color temperature of bulbs for each individual fixture in a specific space. Taking all that into consideration, LumiFi's patent-pending algorithm then assigns different lighting attributes to each fixture to create a cohesive and meaningful lighting experience.

User-Friendly Platform

LumiFi makes the lighting experience easier in three ways:

1. The LumiFi team curates the lighting scene for each space, taking the time-consuming, and often confusing process out of an unspecialized user's hands.
2. The LumiFi app is the most user-friendly and intuitive lighting app on the market. The pre-set lighting moods are easy to understand and apply to a situation, and the simple swiping process makes it easy to customize each pre-set mood.
3. The LumiFi software can link to bulbs and hardware spanning multiple manufacturers, allowing users to choose the bulbs and price-range that best fits their needs.

Biological and Behavioral Considerations

LumiFi's team understands the effect that lighting and color have on the human body, and apply that knowledge to their lighting scenes. For example, when curating the Rest mood, LumiFi avoids exposure to blue light since it decreases the production of melatonin in the body and therefore makes it difficult to sleep.

Award-Winning Professional Expertise

LumiFi has a team of award-winning lighting designers who understand all facets of architectural lighting. Founder and CEO, Beatrice Witzgall, has worked on over 120 lighting design projects globally alongside renowned architects including Frank Gehry and Steven Holl. Witzgall and the LumiFi team seamlessly translate their lighting design expertise into an easy-to-use application, making professionally-curated lighting design accessible to everyone.

LumiFi's Professionally-Curated Moods
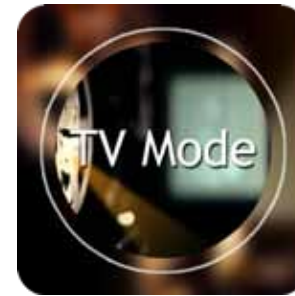
Easily Choose and Select

Energize
- Power of the sun creates a work environment
- Luminescence of noontime is the most productive time of the day
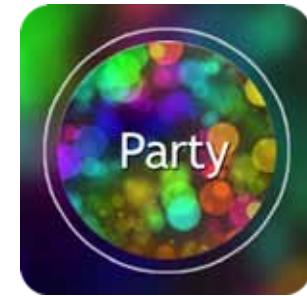
Rest
- Golden amber combines with deep dark blues
- Indirect lighting allows for resting ambiance

Relax
- Flat, direct light balances your mood
- Soft ambience of indirect light helps your body unwind

TV Mode
- Neutral whites and a hint of amber prevent eye fatigue

Party
- Hot reds and purples set the tone
- Blues and greens encourage all-nighters

Lounge
- Warmer colors and medium brightness induce a peaceful vibe
- Warm whites allow indirect ambient lighting for socializing

Romance
- Candlelit golds mix with deep blues
- No downlights to avoid ghostly shadows
- overall very dim

Focus
- Direct light of the office for maximum productivity
- Cool indirect glow of a library for highest functionality

Socialize
- Warmer colors and medium brightness create emphasis on indirect and ambient lighting
- Accent lights highlight socializing areas

Sexy
- Deep, romantic, cathouse reds mixed with unexpected whites
- Overall dim mood with fiery contrasts
- mysterious

The Different Types of Light Scenes Configurations

Monochromatic Light Scenes `one color`

All light in a space is treated the same, with no differentiation between color temperature and brightness for each fixture.

Professionally-Curated Preconfigured Scenes `informed`

Location, type, and illumination levels of each individual light fixture are taken into consideration while the lighting scene is composed with different values of brightness and color. These values are established based on expertise and scientific research. This patent-pending algorithm takes configuration and out of the user's hands and brings award-winning lighting design into the space.

Random Color Themes `random`

All lights in a space are given a random color assignment, with little to no consideration of hue and fixture placement. Often an unrelated photo of a scene or object is used as a color reference.

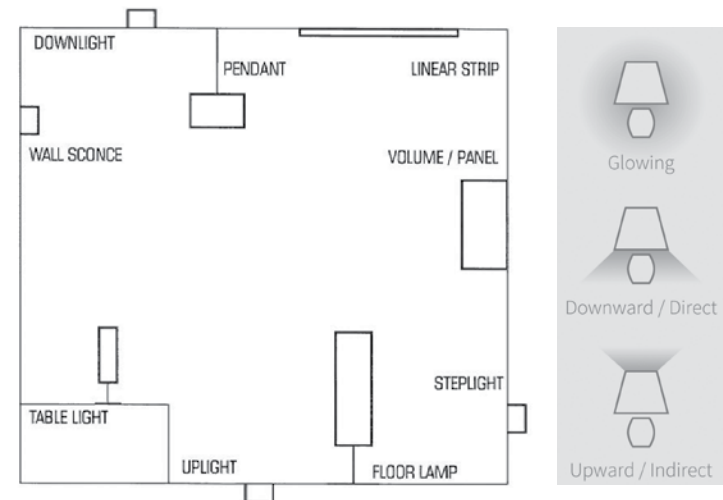## New User-Composed Scenes `from nothing`

Each individual fixture is taken into consideration and the light value for each fixture is composed in the context of the entire space. This is a time-consuming process that requires expertise.

LumiFi

Comparison of Leading Apps' Home Screen

"Most of us aren't lighting design pros. The current state of affairs cannot hold […] hoping Apple, Google or someone else will solve this problem with software."

Geoffrey A Fowler, **THE WALL STREET JOURNAL**, Sept, 2014

LUMIFI	PHILIPS HUE	OSRAM LIGHTIFY	BELKIN WEMO	TCP	ILUMI
EXPERIENCE	EXPERIENCE	NEEDS	NEEDS	NEEDS	NEEDS

The Evolution of Lighting & the Value of Light Scenes

NEEDS	EXPERIENCE	HEALTH
Designed for basic functional purpose.	Designed for an emotional connection	Designed with scientific and biological aspects
Utility, Visibility, Safety. Energy + Cost Savings	Feeling and Comfort; Creating Moods + Atmosphere Convenience	Influence biological functions e.g. circadian rhythms

LumiFi Light Scene Examples

Award-Winning Superyacht VIP Suite

GET READY

LOUNGE

LATE NIGHT

High-end Hotel Guest Room

GET READY

LOUNGE

LumiFi Light Scene Examples

Hotel Lobby
FASHION 26 HOTEL IN CHELSEA, NYC

DAYTIME   EVENT   LATE NIGHT   LOUNGE

FASHION 26
WYNDHAM HOTEL
lighting design by
3D
LIGHTING CONSULTANT

Exterior Lighting Concept for a Superyacht
2009 RENDERING OF PROPOSED EXTERIOR LIGHTING CONCEPT FOR 145M TOPAZ

SUNSET   LATE NIGHT