

## **Philips Lighting South Africa Signs Up As Platinum Sponsor Of Africa LED Expo**

### ***For immediate release***

Philips Lighting South Africa (Pty) Ltd has been announced as Platinum Sponsor of the Africa LED Expo for the next two years. The Africa LED expo is a focused exhibition for professionals to see the latest developments and innovations in the LED lighting industry. The expo will take place from 13-15 September 2017 in Hall 1 at the Gallagher Convention Centre, Johannesburg.

Philips Lighting will showcase its advanced colour kinetics lighting system, which enables the same luminaire to provide high-quality intelligent colour and white light, as well as its cost effective Telemanagement lighting system, Amplight. Also on display will be SportsStar LED, which is an innovative, LED-based luminaire that meets the challenges of both area as well as sports lighting. Visitors can head to the prominent Philips stand in hall 2 (C49). Philips has been revolutionising lighting for over 125 years. They pioneered the world changing development of electric light and LED, and are now leading the way in intelligent lighting systems.

'Our lighting innovations empowers our customers to provide safe, power-efficient residential lighting that helps beautify cities, delivers great lighting experiences at entertainment destinations, as well as the right level of lighting to keep employees as productive as possible,' said Reggie Nxumalo, General Manager of Philips Lighting, Southern Africa. 'At this year's Africa LED Expo, visitors will be able to experience our latest innovations and discover how these will unlock value for their businesses and enrich their lives.'

'We are excited to have a leading brand such as Philips Lighting as our Platinum Sponsor for the next two years. The Africa LED expo has been gaining traction in the industry and is the leading showcase for LED lighting solutions on this continent,' said Africa LED Expo organiser Dyelan Copeland.

The expo will be co-located with Africa Print, FESPA Africa and Sign Africa, with its own dedicated area as there is a distinct synergy with the application of the respective products such as printed wall coverings, printed window graphics, way finding signage, Plexiglas, Perspex and other composite materials used with signage and building design.

Exhibitors will have an opportunity to share knowledge and products so that best practices can be communicated to stakeholders.

The event will focus on: architectural lighting; decorative lighting; commercial lighting, entertainment/gaming lighting and industrial lighting. Visitors to the expo will include: architects; lighting designers; commercial property owners; electrical engineers; ad agencies; the hospitality industry; casino/gaming industry and illumination professionals.

For more information, and to register online, visit: [www.africaledexpo.com](http://www.africaledexpo.com).