

# 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.



illumination

A Halma company



## 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

