



'Our focus is on design & innovation'

Wipro Lighting recently launched a range of lights that use Internet of Lighting (IOL) and Power of Ethernet (POE) for different conditional use. **Ambarin Chougale** speaks to **Anuj Dhir**, Vice President, Wipro to learn about their new ideas and concepts of lighting solutions and their recent collaboration.

How has Wipro lighting's journey been so far?

Wipro has been in the lighting industry for the last 25 years. We started lighting in 1993. Our journey has always been focused on design and innovation. From day one, when we launched our business, we focused on the value that we can deliver to our customers which have not been delivered by anyone in this field before. We first started with feedback and engagement with the customers, then we got onto technology and products. So throughout the last 25 years, we have been one of the pioneers in bringing new things to the customer. We are leaders in pharmaceutical lighting applications, office indoor lighting, etc. We initiated the brightness management concept in lighting. People used to look at lighting for offices in one particular manner i.e. the light should come down for direct lighting. We were the first one to question that why are we looking at the quantity of light and not at the quality of lights in office? It's not only how much light one wants but also what kind of light they want. Are the

employees happy with lights they have? So we came up with indirect lighting. So our journey has always been focused on design & innovation. We recently showcased our new innovation where beyond product design, we have even focused on technology.

What are Wipro's latest innovations?

We recently showcased our range of Smart and Connected lighting solutions for indoor & outdoor applications with a live demonstration of latest technology benefits using an Interactive Wall. The state-of-the-art indoor lighting solutions include the international RED DOT award-winning VergeLED, newly launched OpusLED, downlighters & sensors. The company also demonstrated its best-in-class performance based industrial lighting solutions for enhanced productivity and safety.

How did you come with the idea of the Internet of Lighting?

There are two things which happened: 1. The lighting industry has changed over the last few years after LEDs have come

in. With the LEDs coming in, it gives you more flexibility in product design. 2. Using new technologies - It is a light diode, electronic gadget, we can do a lot of things with this. IOT is something which is very popular these days. It's being used in many fields.

With LEDs coming in and our focus being on design and innovation, we were searching for ways to deliver something new to our customers, which was beyond setting up light fixtures. This is when the idea of merging light with technology struck us. To provide lighting and beyond lighting. So that's where the concept came out and we had multiple solutions to offer the customers at a common platform.

What was your research that went behind IOL?

We did a lot of research because there are different solutions and different technologies. Every technology has a different research. POE has a different research while that of human-centric is a different research, Human-centric

lighting can work on POE, can work without POE. All the research points out that the future needs wellness. Like green building was a global focus a few years back, now the priority has shifted to employees. Now that one is taking care of the environment, what about the people using the building. That is where wellness comes into the picture. Lighting plays an important part in wellness along with indoor air quality and other measures.

What audience are you targeting?

We are talking to architects, project managers, consultants and builders in the commercial sector, corporates, these are our target areas. For outdoor and smart cities, the city bodies and civic authorities, councils are some of the organisation we are targeting.

We work very closely with the architects and designers and also learn from them. Since they are the minds behind all the designs and their requirement is what we want to cater.

What are the different types of lighting that Wipro has come up with in IOL and POE?

With IOL, we intend to make smart buildings, smart homes, smart city and the urban landscape. It's a smart solution where we are giving flexibility, ease of control, data of consumption energy and technology, hence it is not only lighting. We are also helping them to use lighting infrastructure to accommodate other relatable infrastructures. The base can be lighting with which other solutions can be connected. For example, we can use the same lighting infrastructure to add air quality sensors to it. So it is using the same infrastructure not only as electrical power but also the data communication system. One can even connect CCTV cameras to the same infrastructure. So the base network becomes the lighting and then different technologies are added to it. As a safety feature, one can connect parking solutions, traffic control solutions, security solutions, motion sensors and power saving by switching them off when not in use and ease of control for all of these. Similarly for buildings, if someone is setting up an

office, what can they do for employee's wellness. So our focus is on Human-centric lighting where one can sync their lighting with natural daylight and monitor it with respect to colour and intensity of light. We can deliver this on the platform of Power of Ethernet. The best part of this is that they do away with wires and switches. If one has a light product and a networking cable and I have a software, the software drives the entire hardware and there is no electrical component but a software component involved.

We are also doing façade lighting with changing colours and controlling of façade lights, we are providing landscape lighting solutions where we are merging sound and light together. It's about designing something different. We have been doing simple bollard lightings for many years, so when we were using



technology for so many aspects, we thought of integrating sound with lights. A campus, park, resort or an urban area, where light music is to be played, one needs to have lighting which has power and other another system required is sound. We merged the two. It's not very big on technology but its an innovation.

One of the products that we recently launched is VergeLED as said before. The concept of this light is very different. The light sits on all corners of the tile and the tile sits in the centre. The other light we launched is OpusLED where one has direct and indirect lighting and you can switch to whichever is the requirement.

We also have a hospital light named as 'Solice' which gives a flexibility to a doctor to physically adjust it with respect to the amount of light required. So these are the new types of lighting solutions we are providing.

Please tell us about your recent collaboration with Cisco and pureLi-Fi.

We are the first Indian Lighting company to partner with Cisco and pureLi-Fi, Scotland. No other company has partnered with LiFi. We have our collaboration with them for India and South-east Asia. We have collaborated with Cisco for Power over Ethernet (PoE) based lighting solutions and are also offering Human Centric Lighting solutions for new age workspaces. These collaborations enhance user experience and deliver the desired outcome for customers - be it energy saving or improving workspace productivity and enhanced employee well-being. We have tied up with pureLi-Fi, Scotland to deliver high speed & secure data transmission through LED luminaires.

What are the significant changes in the lighting design and how are you addressing and what are your future plans?

The way offices are being designed has changed. The interior design approach has changed. People are open to trying new designs. For instance, offices are designed with open ceiling. With open ceilings, the lighting design has to change. You can't use the same kind of lighting solution used for false ceilings. There are cove lighting, coloured lighting, there is no constraint in the size and the shape of the product. Lighting is catching on as a critical element in an office design. The quality of light, ambience, colour and temperature differs with open and collaborative office plans. Lighting has evolved tremendously over the years and is catching attention from designers and the end users, who are looking into new and different lighting solutions rather than a typical office. We are trying to cater to these by being in touch with the design minds and understanding their requirements and devise newer solutions for the same. ▲

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