

Digital Wellbeing

BrightAgeing



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Lighting beyond illumination

BrightAgeing is offering innovative solutions based on a connected lighting system in order to provide lighting conditions that match the specific needs of (elderly) people and enable them to live independently at home longer.

The BrightAgeing project develops innovative solutions that enable elderly people to live independently at home longer. For this purpose, in 2017 a smart lighting and sensor system has been installed in 20 elderly homes in Helsinki; this pilot provided evidence that the users felt more confident, living alone. In 2018 the project carries out three pilots and is extended to multiple countries and a broader age range. Moreover, housing corporations and an insurance company are involved. The aim of the pilots is to obtain the proof points that are needed to commercialise the system and service, improving well-being while resulting in cost savings and differentiators for stakeholders.

Wireless motion sensors can detect movements and automatically provide the right light at the right moment. Note that poor lighting is one of the main causes for domestic accidents of seniors. Lighting in various white tones supports the biological clock. In one of the pilots BrightAgeing is pioneering with physiological measurements using wearables. Not only can this provide very strong proof points for the effect of the smart lighting, it also can enable BrightAgeing to use bio-feedback for optimising the light settings.



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Competitive Advantages

- Intuitive and unobtrusive technology
- Based on an existing, consumer electronics system
- No "fragility" stigma; increases comfort & well-being of user
- Significant cost savings for caregivers
- Differentiators for housing corporations, insurance companies, etc.
- Easy installation of the system

Target Markets

- Elderly
- Family of elderly
- Home care organisations & caregivers
- Housing corporations
- Insurance companies

Status/ Traction

- Pilot in Finland by Forum Virium Helsinki, Setlementtiasunnot and Philips Hue
- Pilot in the Netherlands by Zilveren Kruis and Philips Hue
- Pilot in Germany by TU Berlin, Saybervizhn and Philips Hue

Road Map

- Testing of solution
- Proof points & insights, from surveys as well as from sensor data
- Exploration of using physiological data
- App development
- Development of service proposition

Connect



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