

# Full interconnectivity – what really makes sense and what does the future hold?

## Interview with Olaf Schindler, CEO at VREEDA

**VREEDA aims to create added value from the data and access to interconnected devices in the form of digital services for its customers. How exactly does that work?**

Olaf Schindler: Data is generated via so-called Smart Plugs. These are devices that you plug into power outlets and then plug devices such as your dishwasher into them. In this case, we receive information not only on the fact that the dishwasher is running, but on how many tabs it is using, which allows us to stock up on new ones in time. Furthermore, we could also measure the energy efficiency of the connected devices and compare them to different brands. But this is just the beginning.

This existing data is saved in various places. We want to gather this scattered data and use it to develop services for consumers. But not just any old services; ones that appeal to consumers' individual interests and requirements. To do this we operate a digital platform where manufacturers can connect various devices, and service providers can develop and offer digital services. Customers can select what they need and what they'll use from this selection of offers.

More and more devices are connected to each other – from lamps to coffee machines, dishwashers and much more. For example, using smart lamps can help prevent a break-in by making it look as if someone is at home while you're away. This even includes deceptively real-looking television simulation and not only at prime-time hours. Currently, we believe that the topic of lighting has the most potential.

**So that means a combination of offers from various manufacturers?**

Olaf Schindler: Yes, exactly. This gives end consumers the

biggest advantage. Only by combining the data of various manufacturers can you give the end consumer a data breadth and scaling from which a multitude of services can be generated.

In contrast to the use of alternative platforms such as Amazon Alexa, we work based on a cooperative ecosystem in which everyone wins. The various manufacturers can be linked in our VREEDA cloud. This allows us to achieve compatibility between manufacturers, and solution and service providers and use all the existing data independently of the manufacturer.

**Please can you give us an example?**

Olaf Schindler: When you consider lighting in the context of interconnectedness and the types of digital services you can make use of; well, it's going to be revolutionary within the next five to seven years. The opportunities are practically endless. One application that has already been implemented is swarm control in the LUCTRA VITAWORK floor lamp. Via our app – or better put, our technology – it is possible to divide multiple lamps distributed throughout a building into groups and thus specifically illuminate certain areas.

For the future we have even more pioneering ideas planned. For example, everyone who comes to work by bike could be warned about bad weather in advance via a quick red-light blink of their desk lamps. Via direct interfaces, the ambient lighting could adjust itself automatically for video calls, simply by accessing the calendar. This allows the lighting to have a direct influence on our well-being, health and productivity.

Less practical yet extremely sentimental is our football service, which illuminates your entire living room in your team's colours

when they score! This is a good example of how we can turn data into signals.

**What do you think presents the greatest challenge?**

Olaf Schindler: There's quite a few of them. Firstly, it is fundamentally important to create an overview of the types of data already available. Otherwise, you dive in head first building apps and creating offers, but that's ridiculous; if you don't have to design any extra technology you can save a lot of time and money.

If every company just does their own thing and creates their own IT, we'll end up going nowhere. The end consumer doesn't want three apps; they want something that is compatible with everything else. The data from three to four parties must be consolidated to create easy-to-use, purposeful services. Only then does the consumer gain real added value.

Unfortunately, many local manufacturers are stuck in the old business model: the customer buys and is then out of the picture. However, by making use of data, they could be cultivating a long-term relationship with the customer. Take maintenance services, for example. Non-European providers are a step ahead of us in this respect.

**And what is the great advantage?**

Olaf Schindler: As a rule, we value quality over quantity. For example, a lighting solution with clever group management can provide more security. No more dark corridors and walkways. By avoiding disconcerting pools of light, we can definitively give the user a better sense of well-being.

Or think about sustainability. If only the necessary lights are on, and as I can specifically control this, there is a significant energy saving potential.

And last but not least, it will probably take a few years before we really realize how unsustainable we have been with our very private and sensitive data, especially here in Europe. Long-term data that is generated when using smart devices is precisely what provides very sensitive and deep insights into everyday life and the user. This is a huge advantage that we should be able to provide for the customer and in the customer's interest.

**How do you think you can ensure this?**

Not thinking technologically, but thinking from the customer

and user perspective is the right approach here. To do this, we simply have to talk to the customer, carry out specific customer interviews and collect data about the customer journey.

Companies such as Apple, Google and Amazon are an excellent example of this.

**There are now quite a few providers on the market. What do you think is the competitive advantage?**

Lighting for health, and well-being at the workplace combined with other offers – this is the true added value and provides more than the innumerable sensors that everyone wants to install. We have a tendency to want to install too many sensors. Whoever manages to bring the existing data from lots of isolated companies together on one platform and use it sensibly has a serious advantage. This is where the coming value creation is generated: in the 'cross-industry' ecosystem.

And it must remain user friendly. If you need to get help from a specialist to use an application, you'll soon lose interest.

The interview was held by Martina Heiland, PR Manager, LUCTRA



Olaf Schindler  
CEO VREEDA

**About LUCTRA®:**

LUCTRA® is the brand for good working light in the office or at home. For this purpose, the table, floor and mobile lamps included in the range provide light which not only illuminates, but also makes people happy, more efficient and simultaneously less tired. This works, because it transmits the right impulses for every situation.

To this end, the professional, biologically effective LED lamp system utilizes the latest scientific findings about the effect of light on human beings. It follows the principle of Human Centric Lighting, for short HCL, by focusing on human beings with their personal lighting needs for healthier and more efficient working and living. LUCTRA® light can almost perfectly simulate natural daylight and thus supports the user's personal inner clock.

LUCTRA® has already received numerous renowned design prizes such as the German Design Award and was brought to market in 2015 by the long-established company DURABLE Hunke & Jochheim GmbH & Co. KG. This company has been dedicated to professional work for more than a century: to its organisation, its processes and its equipment. DURABLE currently employs 700 workers worldwide and has its Head Office in Iserlohn/Germany. All LUCTRA® lamps are assembled manually by the expert staff of the LUCTRA® production plant in Kamen (North Rhine-Westphalia, Germany).

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