
Press release

Schneider Electric and Lucibel partner up with the creation of SLMS

Schneider Electric and Lucibel announce the signature of a Memorandum of Understanding for the creation of a joint-venture company: SLMS (Schneider Lucibel Managed Services). This common structure is dedicated to the commercialisation of LiFi based innovative point-of-sales emotional marketing solutions.

Rueil-Malmaison (France), 26 March 2015 – Schneider Electric, global specialist in energy management and automation, and Lucibel, French LED lighting specialist, announce the signature of a Memorandum of Understanding for the creation of a joint-venture company: SLMS (Schneider Lucibel Managed Services).

To develop « open innovation »

Lucibel is a French cleantech that develops, manufactures and sells lighting solutions and services based on the LED technology. These solutions are innovation centric and take advantage of the major potential of the LED technology, notably for smart lighting applications and new uses such as indoor localisation (with VLC - Visible Light Communication) and internet access through light (LiFi – Light Fidelity).

In the last few years, Schneider Electric integrated the digital and internet of things markets to its development policy with global solutions dedicated to various end-markets (industry, Data Centers, office buildings). The Group also launched numerous initiatives in favor of innovation: support to entrepreneurial projects and co-enterprises, partnerships with start-ups and innovative structures, focus on booming markets.

Both groups wish to associate their shared vision of « open innovation » in a dedicated new entity: SMLS. Putting together the reactivity of an innovative SME with a major international group, this joint-venture will develop and propose original and high value solutions for retail industry clients. It will put together digital innovations, high end LED lighting and sensors/controllers in close collaboration with French actors of the IT and industrial segments.

An operator of managed services dedicated to emotional marketing

SLMS is an operator of managed services for emotional marketing (4Es: Emotion, Exclusivity, Experience, and Engagement). Its “Store Operations” offer allows for customization of various sales space scenarios to engage clients in a personalised environment with pushed targeted information and a multi-sensorial approach. The service is to be proposed to international sports, automotive and home equipment brands as well as to real estate actors for the creation of easily pop-up sales spaces.

Store Operations will be marketed as a packaged offer with monthly subscription. Commercialisation is to be launched shortly with the objective of first running retail installations by June 2015. Solutions are to be proposed by SLMS directly, with the support of Cordel (Lucibel) and EcoExpert (Schneider Electric) for installation and maintenance.

SLMS is to be owned by Schneider Electric and Lucibel equally. The management of the structure, based in Rueil-Malmaison is to be the mission of Joris Gaudion (Schneider Electric) as President and by Edouard Lebrun (Lucibel) as Managing Director. The joint-venture will benefit from the full support of Schneider Electric France and Lucibel. Scope of intervention is to cover all of Western Europe.

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“Lucibel and Schneider Electric share a common vision of « open innovation ». This promising and ambitious project is in line with Schneider Electric’s global strategy as it is a concrete example of our Group’s will to develop entrepreneurial projects within a future focused ecosystem. The association of know-how and of the high end technologies developed by our respective R&D laboratories will bring innovative proposals to high end retail actors, with a pure FrenchTech spirit.” stated Luc Rémont, President of Schneider Electric France

“To partner with Schneider Electric through the SLMS joint venture is the next natural step of our partnership launched in 2012, dedicated to various commercial, industrial and technologic initiatives. It now takes a new dimension with the launch of Store Operations, a high potential business that already generated strong interest, notably at the 2015 Microsoft Tech Days. After having conquered the lighting industry, LED technology, with the LiFi, takes on the retail industry and reinvents the approach of point-of-sale client relation. Predominant actor of the LED revolution, Lucibel is to be a pioneer in the major revolution that is the transfer of digital information through light. ” Frédéric Granotier, President and founder of Lucibel.

About Schneider Electric

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in Utilities & Infrastructure, Industries & Machines Manufacturers, Non-residential Building, Data Centers & Networks and in Residential. Focused on making energy safe, reliable, efficient, productive and green, the Group's 170,000 employees achieved revenues of 25 billion euros in 2014, through an active commitment to help individuals and organizations make the most of their energy.

www.schneider-electric.com

About Lucibel

Lucibel is a French innovative company, designer of new-generation lighting products and of solutions based on the LED technology marketed in over 30 countries.

Lucibel is listed on Alternext Paris / Mnémo: ALUCI / Code ISIN: FR0011884378.

Lucibel is eligible for French equity savings plans (PEA), SME equity savings plans (PEA-PME) and innovation investment funds (FCPI)

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