

# Smart Lighting Market Opportunities: Smart Bulbs and the Rise of Local Lighting Intelligence

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## Abstracts

In the past 18 months, the smart lighting business has taken important new directions, creating opportunities at every level of the lighting value chain. As NanoMarkets has predicted for several years now, smart lighting vendors now see their value proposition as having more to do with mood lighting than lighting efficiency. In addition, smart lighting is now conceived of as part of the Internet-of-Things (IoT) and not as just another lighting management system.

In this report, NanoMarkets reevaluates where the money will be made in smart lighting in the next years and examines the product market strategies of all the leading vendors active in this space. These have changed somewhat as some of the established lighting players have come to market with next-generation smart lighting products and new firms have entered the market, some even funding their efforts with Kickstarter campaigns.

This illustrates how the “tone” of the smart lighting business has changed recently. Originally, smart lighting systems were sold as the most recent incarnation of traditional lighting management systems, but now they have become a “cool” electronic product, much like the iPhone. One of the questions this report therefore asks and answers is whether this shift will create new markets for smart lighting or whether it might actually put off some industrial and commercial lighting users.

In addition to analyzing the products and markets for the new smart lighting, this report also includes a granular eight-year forecast for smart lighting with breakouts by type of lighting (residential, commercial, industrial and other) and market geography. These forecasts are presented in both volume and value terms.

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