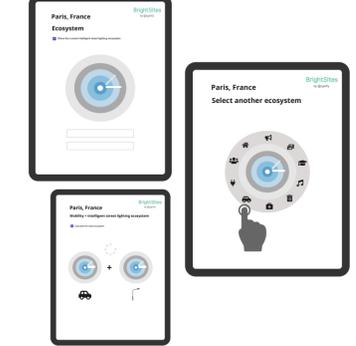


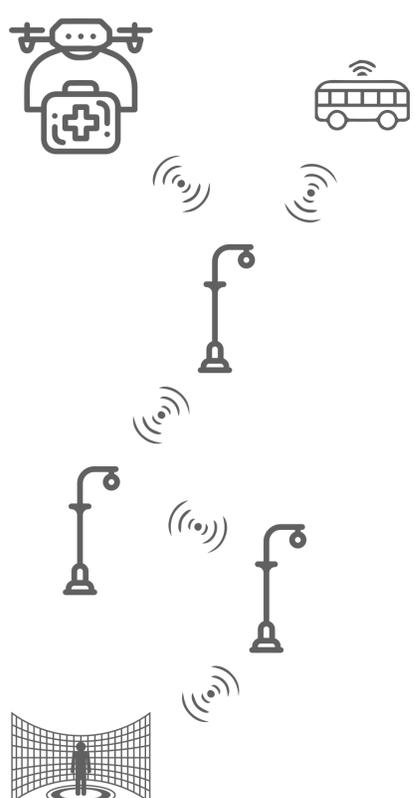
Design Roadmapping: A Wireless Connectivity System via the Lighting Grid

From a European municipal decision-maker perspective

	Horizon 1: 2021 - 2025 Out of sight, out of mind	Horizon 2: 2026 Beyond illumination	Horizon 3: 2030 Enlightening
	BrightSites as the bridge	BrightSites as the IoT menu	BrightSites as the neural network
Fundamental psychological needs of municipalities	<ul style="list-style-type: none"> Beauty Security Community Impact Morality 		Constant
Municipality values	Improving citizens' overall quality of life by making cities inclusive, safe, resilient and sustainable Safety, Security & Happiness for all citizens Sustainability Inclusivity, access to connectivity for all Constant		
	Horizon specific Help us with the best 5G small cells concealment strategy above the ground and the least disturbance under the ground Aesthetics, avoiding urban clutter	Horizon specific Help us to reduce polarization inside society by aesthetically concealing telecom equipment and IoT devices Aesthetics, avoiding urban clutter, getting rid of the spying society "image"	Horizon specific Help us to realise the full potential of intelligent street lighting in the digitally connected city Creating shared impact
Value proposition	"BrightSites forms the bridge between cities, telecommunication infrastructure providers and mobile network operators by introducing a tool to foster collaboration and offering a new version of the Gbit luminaire fixture that can host small cells aesthetically."	"BrightSites enables cities to transform the meaning of safety and security by identifying strategic IoT locations and incorporating high-bandwidth technologies of interest aesthetically into the Gbit luminaire."	"BrightSites fosters ecosystem mapping in the intelligent street lighting industry and co-creates luminaire fixtures beyond the limits of the corporate organisation."
Product-service offering	Communication tool for (Gbit) luminaire small cell hosting fixtures 	Communication tool for (Gbit) luminaire IoT hosting fixtures 	Ecosystem mapping tool for intelligent street lighting 
Technology in the digitally connected city	4G	5G	6G
	Artificial intelligence, Machine Learning, Robotic Process Automation		
	Geospatial		
	Sensor		Connected vehicles
	Edge computing		
	Satellite internet constellations		
	Photonics		
	Energy harvesting		

Vision

"We help cities to unlock cutting-edge potential on the lighting grid by jointly turning existing infrastructure into strategic assets."



A bright future ahead!

BrightSites
by @ignify

Sascha Brouwer
Strategic analysis for wireless connectivity via a lighting grid
27/08/2021
Strategic Product Design

Committee Prof. dr. David Keyson
Dr. Euiyoung Kim
Company Signify

