

# Lichtwart

Save energy with dynamically controlled Giant Poster lighting

## Green Media benefit for advertising clients



### Performance plus sustainability

True to our motto „Big impact. Small footprint.“, brands can reach their target groups with our green media offering while minimising their ecological footprint at the same time.



### Offsetting media emissions

We reduce the ecological footprint of our Giant Posters by using resource-saving materials and energy-efficient lighting. We offset the remaining emissions through a Gold Standard<sup>1</sup> solar energy and regreening project.



### Verified climate benefit

Our offset emissions can be transparently verified<sup>2</sup>. This makes us a responsible and reliable green media partner and supports advertising clients with sustainability reporting.



## Lichtwart



Winner in the category “Smart Building Efficiency” (learn more)



“Impact Measurement“ approved by Telekom (Lichtwart technology partner) and TÜV

## Lichtwart – intelligently controlled, sustainably operated.

Lichtwart is an environmentally friendly, intelligent lighting technology that automatically ensures that our Giant Posters are always illuminated in the best possible way while protecting the environment. In addition, we can control, monitor and optimise the lighting of the Giant Posters digitally and remotely. The Lichtwart module forms the heart of the installation. It connects sensors, lighting, and the cloud platform into a centrally controlled system.

The smart lighting control is already in use at selected sites in Berlin, Hamburg, Düsseldorf, Cologne and Munich, where sensors automatically adjust the brightness of advertising spaces to the ambient light. For example, the lighting is gradually dimmed as it gets darker, rather than simply being switched on or off abruptly. This ensures that large-format OOH campaigns are always optimally lit – no overexposure, no glare.

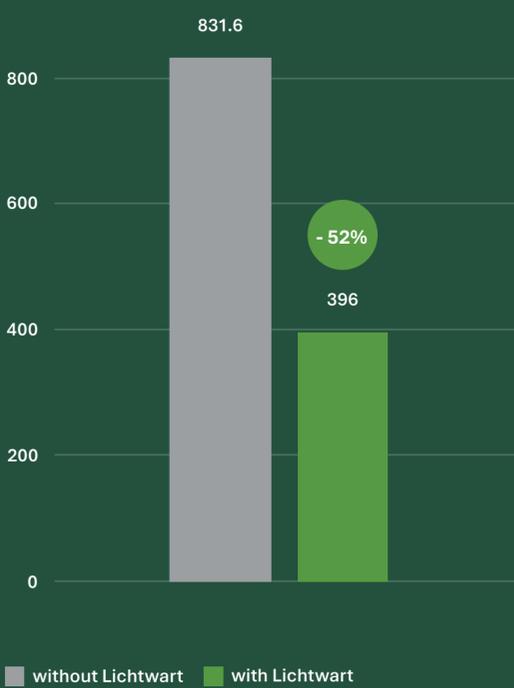
This reduces harmful light emissions, protects residents and causes less disruption to the natural rhythms of nocturnal insects. At the same time, the system saves electricity and thus reduces CO<sub>2</sub>e emissions.

Control is handled via the browser, whether on desktop, tablet, or smartphone. Lighting data can be accessed or adjusted at any time, without the need for a technician on site. If a spotlight at a location should nevertheless fail, the system automatically reports this within minutes to the nearest technician.

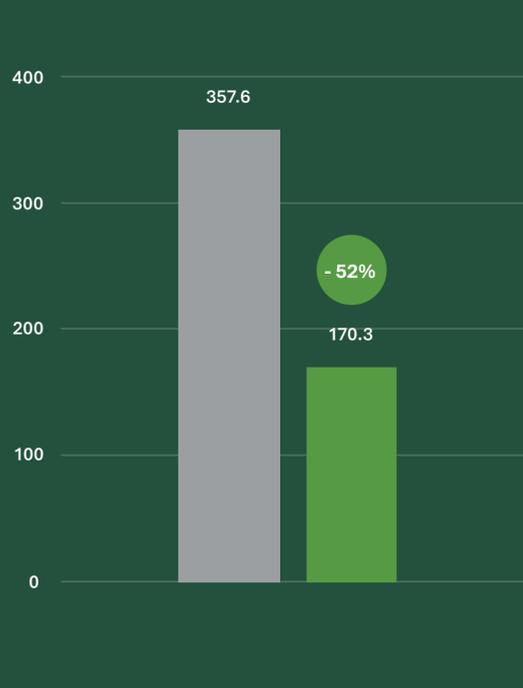
## Electricity consumption & CO<sub>2</sub>e emissions with and without Lichtwart system<sup>3</sup>

Example site: Munich, Maximilianstrasse 12  
Measurement period: 09/2024 - 01/2025 (5 months)

### Electricity consumption in kWh



### CO<sub>2</sub>e emissions in kg



## Acting sustainably. In line with the SDGs.

With its cloud-based service platform for sustainable lighting management and energy monitoring, Lichtwart actively contributes to 4 of the 17 UN Sustainable Development Goals. The SDGs promote sustainable development in the environment, society and the economy by 2030. They serve blowUP media as a strategic framework for ecological responsibility, social impact and innovation along the entire value chain.

### SUSTAINABLE DEVELOPMENT GOALS



<sup>1</sup> The Gold Standard, was developed by the World Wide Fund for Nature (WWF) together with other organisations and is considered one of the strictest and most recognised certification systems in the world. It ensures that carbon offsetting projects are measurable, additional, permanent and socially and ecologically sustainable.

<sup>2</sup> Since 2007, natureOffice has been helping companies to record their greenhouse gas emissions transparently and to implement effective environmental measures – using tested methods and certified standards.

<sup>3</sup> A site with a Lichtwart system was compared to a site without a Lichtwart system, using 165 W LED spotlights and a conventional timer switch. CO<sub>2</sub>e emissions depend on the electricity mix. Data for greenhouse gas emissions in the German electricity mix from the Federal Environment Agency.