

Press Release

Expanded digital portfolio – TRILUX acquires majority share in digital pioneer Crossscan

Arnsberg, February 2020 – Witten-based company Crossscan is now part of the TRILUX Group since 07.02.2020. With a majority shareholding in the successful digital pioneer for retail analytics, TRILUX further expands its position as a full-service provider in the field of "beyond lighting" digital services, positioning itself more broadly for the international lighting market. Founded in 2003 and currently with around 75 employees, Crossscan is one of the largest system providers for visitor frequency measurement and analysis in the retail sector. It will continue to operate as an independent company in the future with dual leadership: executive management will be shared by Crossscan company founder Benny Philip Lehmann and Thorsten Cramer, who transfers from TRILUX to Crossscan.

The lighting of the future no longer provides only standard-compliant, customised light. Networked TRILUX lighting solutions establish the perfect plug & play infrastructure for numerous IoT applications. TRILUX already offers customers a broad portfolio of "lighting-related" location-based services, allowing companies to specifically promote their digitisation strategies with minimal complexity. With its acquisition of Crossscan, TRILUX further expands its portfolio of services in the field of digital services beyond lighting. "Many digital projects fail in advance due to the complexity of the material, too many options, too many contact persons and far too many open issues", explained Joachim Geiger, Managing Director of Marketing and Sales at TRILUX. "As a one-stop full-service provider we make things as simple as possible for customers – not only in terms of lighting according to 'Simplify your Light', but also beyond lighting," continued Geiger. In future, TRILUX will offer customers the complete Crossscan service portfolio in the form of digital services with maximum simplicity, from one source and as a single cast.

Group culture meets start-up culture – synergies on both sides

Both sides expect synergies and impulses for growth from the takeover. With 21,000 systems installed in over 49 countries, Crossscan is one of the largest system providers of visitor frequency measurement and analysis in retail. "Our cooperation with TRILUX provides us with access to new customer segments in which the company has hardly been active until now, for example in industry, office and education," said Crossscan founder Benny Philip Lehmann.

Thanks to the mature structures at TRILUX the start-up also has the opportunity to expand internationally at a faster rate. TRILUX on the other hand benefits from the expertise and innovative strength of the digital pioneer in the area of cloud-based retail analytics and sensor development. It can offer its customers, among other things, "Crossscan Peoplecounting", one of the market-leading solutions with a high level of customer benefit. "At the same time, Crossscan brings an element of start-up culture into the TRILUX Group and its agility and innovative spirit will set important new impulses in the company," added Thorsten Cramer. This proves to be a win-win situation for both companies from which the market will also benefit.

About TRILUX

TRILUX SIMPLIFY YOUR LIGHT represents the simplest and most reliable path to customised, energy-efficient and future-proof lighting solutions. In the dynamic and ever increasingly complex lighting market, customers are provided with optimal advice, ideal orientation and perfect light. To ensure this, TRILUX offers a wide portfolio of technologies and services as well as high-performance partners and companies in the TRILUX Group. The lighting specialist combines single components to create custom-designed complete solutions – always perfectly tailored to the customer's requirements and specific applications. In this way, complex and extensive projects can be simply and rapidly implemented from a single supplier. According to the principle of SIMPLIFY YOUR LIGHT, simple planning, installation and ease of use is focused on for customers in addition to quality and efficiency.

The TRILUX Group has six production facilities in Europe and Asia and supports international customers via 30 subsidiaries and a large number of sales partners. The light business division consists of the brands TRILUX SIMPLIFY YOUR LIGHT, Oktalite and Zalux. Associated companies are the ITZ (Innovation and Technology Centre), ICT and the online platform watt24. The TRILUX Akademie has locations in Germany, Austria, the Netherlands, Belgium, Great Britain and France communicating expertise concerning topics, trends and new developments in the lighting sector. The company employs just under 5,000 employees worldwide, with headquarters in Arnsberg in Germany.

For further information, please visit our website at www.trilux.com.

About Crossscan

The Witten-based company Crossscan has consistently developed from a start-up and inventor of the first cloud-based retail analytics platform in 2003 to the present day. The Crossscan Group employs 75 people, operates 21,000 Peoplecounting systems in more than 12,000 stores in over 49 countries and is thus one of the largest system providers for visitor frequency measurement and data analysis in the retail industry. Since 2018, Vitracom GmbH, a spin-off from the Fraunhofer Institute and based in Karlsruhe, has been part of Crossscan, one of the pioneers in the field of sensor development. Vitracom's hardware development expertise complements Crossscan's know-how in the area of internet software development, enabling the company to offer the full supply chain with a high level of individualisation.

More than 800 brands and retail companies place their trust in the Crossscan Connect IoT platform for the data analysis and management of diverse sensor systems such as merchandise protection, RFID and beacons. Crossscan publishes indices for various sectors or geographical areas in the Federal Republic of Germany based on its existing data pool. Research into modern machine learning methods also generates new data and predictive information.

State-of-the-art technologies and innovations are part of the Crossscan DNA and are consistently developed further in its Ekko business division: since 2018 Crossscan has expanded its fields of business with the Ekko brand to include solutions for Industry 4.0. The solutions are used by large retail groups, automotive companies and mid-sized companies and enable the paperless factory, high optimisation potential and error reduction in internal logistics.

For more detailed information please visit www.crossscan.com and www.ekko.de



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