

Press

Munich, October 16, 2017

Osram acquires a stake in the retail software specialist beaconsmind

Osram acquires a stake in the Swiss company beaconsmind AG. Via its venture capital unit, [Fluxunit](#), the lighting company has gained a strategic minority interest in the start-up that offers smart software to retailers, enabling a personalized approach to customers. Fluxunit supports and develops both internal and external start-ups. “Beaconsmind is a very good fit with Osram,” said Ulrich Eisele, the Managing Director of Osram’s Fluxunit. “Working together, we can actively shape the future of the stationary store business in this age of online retailing.”

[Osram is already successfully collaborating with the Swiss company.](#) In a partnership initiated about two years ago, Osram's internal start-up Einstone supplies intelligent beacons, while beaconsmind provides the customized software for them. Einstone beacons for site-based services are smart transmitters that can be integrated into light installations. “The sales approach via smartphone is really popular with users and has boosted consumers’ willingness to spend money,” said Max Weiland, the Chief Executive Officer of beaconsmind. “We are really excited to expand our successful partnership with Osram with this investment.” [“We have already demonstrated together that our smart retail solution can generate double-digit gains in stores’ sales,”](#) added Christoph Peitz, the Director of Osram’s global Einstone business.

The foundation of the innovative solution is formed by a personalized approach to customers, detailed analysis and the linking of sales channels at retail stores, fashion brands and shopping centers. With the help of individual brand apps, customers can be informed on site about interesting deals and learn about loyalty programs. Offline, online and mobile data are intelligently joined and provided to the retailer. With this information in hand, the retailer can optimize his or her product portfolio, customer communications and, ultimately, the shopping experience.

PRESS CONTACTS OSRAM

Torsten Wolf

Phone +49 89 6213-2506

E-mail: torsten.wolf@osram.com

Maren Brandt

Phone +49 89 6213-2829

E-mail: m.brandt2@osram.com

PRESS CONTACT BEACONSMIND

Anna Langenbach

Phone +41 44 380 73 73

E-mail: annalangenbach@beaconsmind.com

ABOUT BEACONSMIND

beaconsmind is a software provider based in Zurich, Switzerland. The company helps in-store retailers digitalize their business models. As the first iBeacon full-service provider, the company uses iBeacon technologies and beaconsmind software to drive sales and customer loyalty in store-based retail. The customers include companies from such sectors as retail, wholesale, industry, catering and tourism. For further information, please visit www.beaconsmind.com.

ABOUT OSRAM

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at www.osram.com.

OSRAM Licht AG

Marcel-Breuer-Strasse 6, 80807 Munich, Germany
Corporate Communications & Brand Strategy

The OSRAM logo is displayed in a bold, orange, sans-serif font.