CREE SMARTCAST
INTELLIGENCE PLATFORM™
DELIVERING VALUE
BEYOND ILLUMINATION
In today’s increasingly connected world, the race is on to be leaner, faster, smarter, better. Smart devices, smart buildings and now smart lighting can engage with the Internet of Things (IoT), all with the promise of new opportunities.

Cree is combining smart lighting with the Internet of Things and innovative applications to create the **SmartCast Intelligence Platform™**...to deliver **smart building solutions** that deliver value beyond light to make your business more profitable.

**BUT WHAT GOOD IS SMART TECHNOLOGY IF IT’S TOO COMPLICATED TO USE?**

With Cree SmartCast® Technology, we’ve totally redefined intelligent lighting by making it so intuitive and simple, it just works — for you and for everyone who experiences it.

It does what intelligent light should: it saves you money while helping make your whole organization more productive.

Once you’re ready to connect, SmartCast® Technology offers a scalable platform and open API that works seamlessly with smart building applications to amplify savings and further optimize environments, delivering even more value.

All of this is employed with OneButton™ Setup, enabling an entire building to be commissioned and connected at one time.

So easy, the building of the future can be the one you’re already in.
Cree SmartCast® Technology

WORKS LIKE MAGIC. IN A SCIENTIFIC SORT OF WAY.

Within each SmartCast® enabled luminaire, integrated sensors, cutting-edge electronics and software all work together using the language of light and intelligent algorithms to automatically learn and interact with each other and with your space.

The result is a seamless application of scalable intelligent light strategies that can save you up to 70% in lighting energy costs while delivering more comfortable, personalized lighting experiences.

ENVIRONMENTAL AWARENESS AND CONTROL

Embedded sensors continually detect and share data on room occupancy, ambient light and energy consumption to fine-tune your environment and cost-saving strategies in real time. Data flows automatically and transparently. So lights sense when you’re there and turn off when you’re not, automatically dim up or down with the sun — with no effort.

SIMPLE SETUP AND COMMISSIONING

Every luminaire in the SmartCast® Technology portfolio offers what no other system can: OneButton™ Setup to commission hundreds of luminaires in a single step. This is intelligence you can live with — smart lighting that meets existing and emerging building codes, operates wirelessly and over PoE — operational in minutes, not weeks.
NATIVE CONNECTIVITY
Want to scale up your strategy for even more value — robust building management system (BMS) integration or IoT enablement? SmartCast® Technology with Power over Ethernet (PoE) operates over standard IP protocols to create secure building-wide or campus-wide networks that connect seamlessly with other systems and with the cloud.

A PLATFORM FOR INTELLIGENT LIGHTING
SmartCast® Technology orchestrates the optimal environment for energy efficiency and productivity. It sets parameters for brightness and color, adjusts color temperatures to tasks and personal preferences, and tracks improvements. It even applies what it learns to drive energy costs lower for continual operational improvement.

OPEN FOR INNOVATION
SmartCast® PoE embraces collaboration with the SmartCast® API, an open standards-based application programming interface that invites endless third-party app development and ensures seamless integration. So you can get beyond the imagined possibilities of what your lights can do.
Cree SmartCast® Technology

BENEFITS EVERYONE CAN AGREE WITH.

Cree SmartCast® Technology redefines what intelligent lighting can deliver: go from smart lighting to smart buildings with a solution that’s so intuitive and simple, it just works — for you, your installers and for those who experience it.

- So simple, it just works.
- Deep energy savings from efficient Cree LED technology, combined with strategies like daylight harvesting, occupancy sensing and optional task tuning to cut lighting bills by up to 70%.
- Better light provides enhanced experiences and enables personalized, task-specific environments that adapt to you.
- Intuitive implementation with OneButton™ Setup that easily commissions and connects hundreds of lights with a single keystroke.
- Code-compliant solution delivering industry-leading energy efficiency and improved lighting experience in any environment.
- SmartCast® PoE scales up for advanced energy management functionality, richer BMS integration and connection to the IoT.
- SmartCast® PoE offers a scalable platform and open API that supports high-value services and applications limited only by the imagination.
- SmartCast® Technology delivers better, more intelligent light with the assurance of an industry-leading 10-year limited warranty.

BUILDING OWNER/OPERATORS

SmartCast® Technology makes your building an asset with greatly simplified daylight harvesting, occupancy sensing and task tuning which, when combined with the efficiency of LED technology, slash energy costs up to 70%. Installed cost is equal to or less than ordinary LED lighting systems with error-prone, labor-intensive control schemes and extra devices.

When you’re ready for even greater savings and control, SmartCast® PoE is fully enabled to connect with the IoT, growing with you and the pace of technology. Stable and future-ready, SmartCast® PoE increases property values, lowers TCO and improves aesthetics, comfort and productivity.

But the best part: today’s “knowledge” workers expect building technology to work with the same elegant and intuitive functionality as the best consumer apps on their phones and tablets, and SmartCast® Technology can enable you to deliver on all that.
LIGHTING SPECIFIERS

Nothing differentiates your services like solving one of your client’s biggest challenges. When you bring them Cree’s industry-leading LED technology, with embedded intelligence, simple installation and energy savings up to 70%, you’ve just solved several.

SmartCast® Technology delivers beautiful, consistent, pleasing light in a full-featured, code-compliant platform that automates daylight harvesting, occupant sensing and dimming. **All while saving you and your client valuable time since SmartCast® Technology makes every step of the design and implementation process easy.**

Proven, intuitive and simple to manage, SmartCast® Technology supports wireless and PoE protocols and can be scaled up with advanced BMS features for richer integration and connection with the IoT. A high-value solution, the SmartCast® Technology portfolio might just be your best sales team.

IT / NETWORKING PROFESSIONAL

With the evolution of IP convergence, IT is expected to make a fundamentally different contribution to the enterprise, and SmartCast® PoE is right in step with that changing role. With SmartCast® PoE, applications extend well beyond delivering light with an intelligent lighting platform that provides the digital framework for connecting to other systems — HVAC, security and more — for vastly greater efficiency, control and user interaction.

This open, secure and IoT-enabled lighting and building intelligence platform can help you automate business processes, inform strategic decisions, improve the bottom line and sharpen your competitive edge. The open, non-proprietary platform simplifies integration and securely enables third-party application development to support high-value services. SmartCast® Technology provides a high bandwidth, low latency, secure platform that places IT at the leading edge of the evolving enterprise.
AVID SOLUTIONS
Global Headquarters - Winston-Salem, North Carolina

AUTOMATION EXPERTS CONNECT WITH INTELLIGENT LIGHTING.

Industrial IT and automation specialist Avid Solutions chose Cree LED lighting and Cree SmartCast® Technology for their offices to demonstrate first-hand how the power of intelligent lighting can transform operations and work environments. Their engineers work long hours at computers, and they report that the daylight harvesting function perfectly balances ambient lighting with LED lighting to reduce glare, eye strain and worker fatigue.

“Our clients are facing the convergence of IT and OT — information technology and operations technology — and Cree’s SmartCast® Technology plays right into that.”

PC Romano
President of Avid Solutions
McLAREN HEALTH CARE INVESTS IN BETTER LIGHT.

McLaren Health Care, a Michigan-based integrated healthcare network, selected Cree® LED Lighting and Cree SmartCast® Technology to modernize exterior and interior lighting across 11 hospitals. Cree’s advanced LED lighting solutions deliver on the Cree Better Light promise for McLaren patients, visitors and staff with a warm, inviting environment that promotes comfort and security while delivering $1.6 million in annual savings.

"Because we work long hours, appropriate lighting is essential to help us stay alert and focused and helps us make the right diagnosis and intervention for the patient."

Dr. Ali Saad / D.O., Emergency Medicine Physician, McLaren Health Care
CREE LED LUMINAIRES WITH SMARTCAST® TECHNOLOGY

In addition to embedded intelligence, Cree LED luminaires with SmartCast® Technology deliver better light without sacrifice or compromise. They provide high-quality illumination, performance and beautiful design aesthetics that put your facility in a whole new light, all while using less energy and lasting longer than traditional lighting.

CR SERIES TROFFERS

CR24™  CR22™  CR14™  CR-LE

ZR SERIES TROFFERS

ZR24™  ZR22™  ZR14™

CS SERIES LINEAR LUMINAIRES

CS14™  CS18™

LN SERIES SUSPENDED AMBIENT LUMINAIRE

LN4™
BETTER LIGHTING SAVES COLLEGE MONEY AND HEADACHES.

After upgrading to Cree LED lighting with SmartCast® Technology at its administrative offices, San Diego Community College District enjoys energy savings as high as 75 percent. The color-adjustable lighting is a big hit, complaints about headaches from flickering fluorescents have ceased, and the head administrator is thrilled that “now I don’t have to send an electrician out but once every ten years.” Icing on the cake: rebates from California’s Clean Energy Jobs Act saved the school more than $80,000 in the installation phase.

“When you improve the workspace and then increase performance from an efficiency and facility utilities budget standpoint, it’s a win-win.”

Chris Manis / Vice Chancellor, Facilities Management, SDCCD