

# Schröder signs Smart City partnership with Panasonic

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Schröder (<http://www.schreder.com/>), the global leader in LED lighting solutions, today announces a partnership agreement with international electronics corporation Panasonic (<http://www.panasonic.com/global>), to co-develop new solutions that will accelerate the transformation of Smart Cities.

The two industry leading companies will share their expertise and knowledge to develop digital solutions and transform existing lighting infrastructure into an integrated Smart City platform.

Schröder is the global leader in smart lighting solutions incorporating LED technology and control systems that help towns and cities manage lighting networks in a more efficient and effective way.

In 2015 Schröder launched the Shuffle by Schröder (<http://www.schreder.com/en-GB/products/shuffle/>), an interactive lighting column combining state-of-the-art LED technology with multiple connected services including cameras, speakers, internet connectivity and a range of charging applications. The new partnership agreement will see Schröder integrating sensors, cameras, and software applications from Panasonic into its luminaires.

Nicolas Keutgen, Chief Innovation Officer of the Schröder Group, explains, "Smart Cities are looking for infrastructure that will support the move towards a more sustainable model of urban society while meeting environmental targets and improving the quality of life for their residents."

Keutgen continues: "This partnership brings two international technology brands together to deliver connected lighting systems that will enable towns and cities to not only save energy and reduce costs, but to reinvest these economies to provide a secure environment with a range of services that will make life better for their citizens."

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About Schröder:

Schröder has been providing high quality lighting products since 1977 and has grown to be one of the UK's largest suppliers of street lighting and exterior decorative lighting equipment. Technical quality and aesthetic design are at the heart of the company's philosophy and coupled with its customer focussed work ethic, this has led Schröder to develop the most cost effective, energy efficient exterior lighting innovations on the market today.

Please visit: [www.schreder.com](http://www.schreder.com) (<http://www.schreder.com/>)

About the Panasonic Corporation

Panasonic Corporation is a worldwide leader in the development of electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 474 subsidiaries and 94 associated companies worldwide.

Please visit Panasonic: [www.panasonic.com/global](http://www.panasonic.com/global) (<http://www.panasonic.com/global>)

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