



Organic Response[®]

Smart lighting made simple



Organic Response

The use of intelligent wireless controls allows for a highly flexible and scalable system, enabling integration into wider building management systems and the ability to re-configure the lighting functionality to suit the usage of the building without costly and time consuming external commissioning.

The detector is integrated into every luminaire and includes an infrared transmitter and receiver to create the send and receive signal for the building wide wireless communications. As the infrared signal can only travel 3 metres, every luminaire installed can only communicate with their neighbour, eliminating the need for onsite location commissioning.

The patented Proximity Limited Communication system will react to complex occupancy patterns and modify its behaviour as the building use changes.

1. Simplistic design: Enjoy effortless smart lighting with built-in controls as standard, reducing design time and complexity. We handle the designs for you, delivering building-wide intelligent lighting without the hassle.

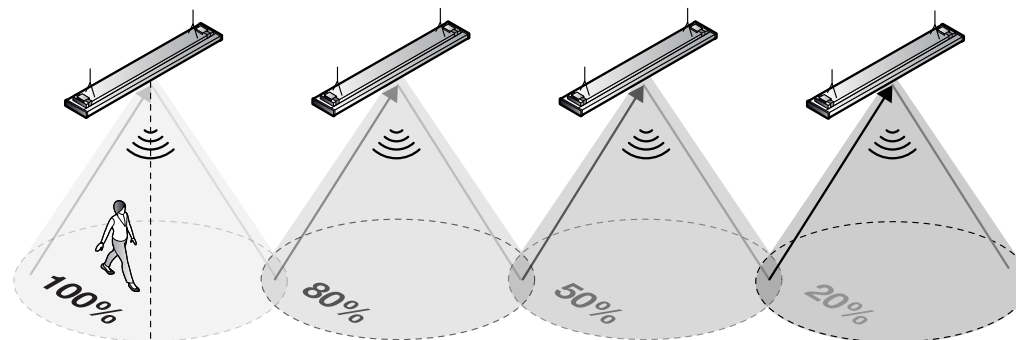
2. Ease of installation: Hardware costs are balanced by faster installation and fewer materials, saving time and reducing embodied carbon. Plus, seamless setup minimises the risk of installation faults for a more reliable solution.

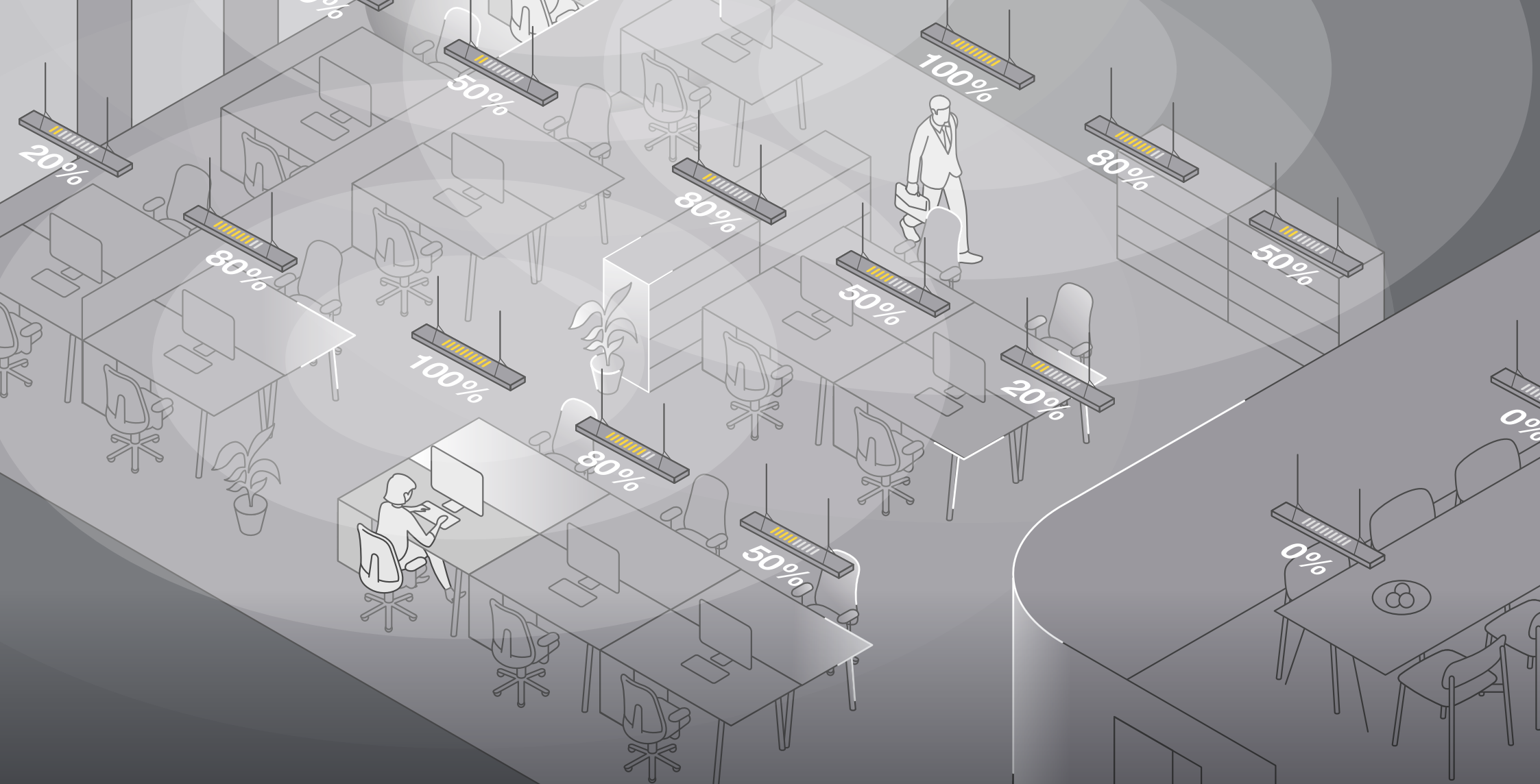
3. Out-of-the-box savings: Unlock instant savings with Organic Response intelligence—achieving 40% energy reduction out-of-the-box. No commissioning required, no penalties for project delays—just effortless, smart lighting from day one.

4. Configurable for any space: Tailor lighting to any space with advanced commissioning for optimal space utilisation. Achieve up to 40% energy savings with a fully customisable, intelligent solution.

5. Smart connected: Seamlessly connect any system for smart, centralised control—automating emergency testing, fault diagnosis, space utilisation, and energy monitoring. Gain real-time insights with site dashboards and unlock up to 30% additional energy savings.

Proximity Limited Wireless Communications = Every luminaire knows where it is in relation to its neighbours



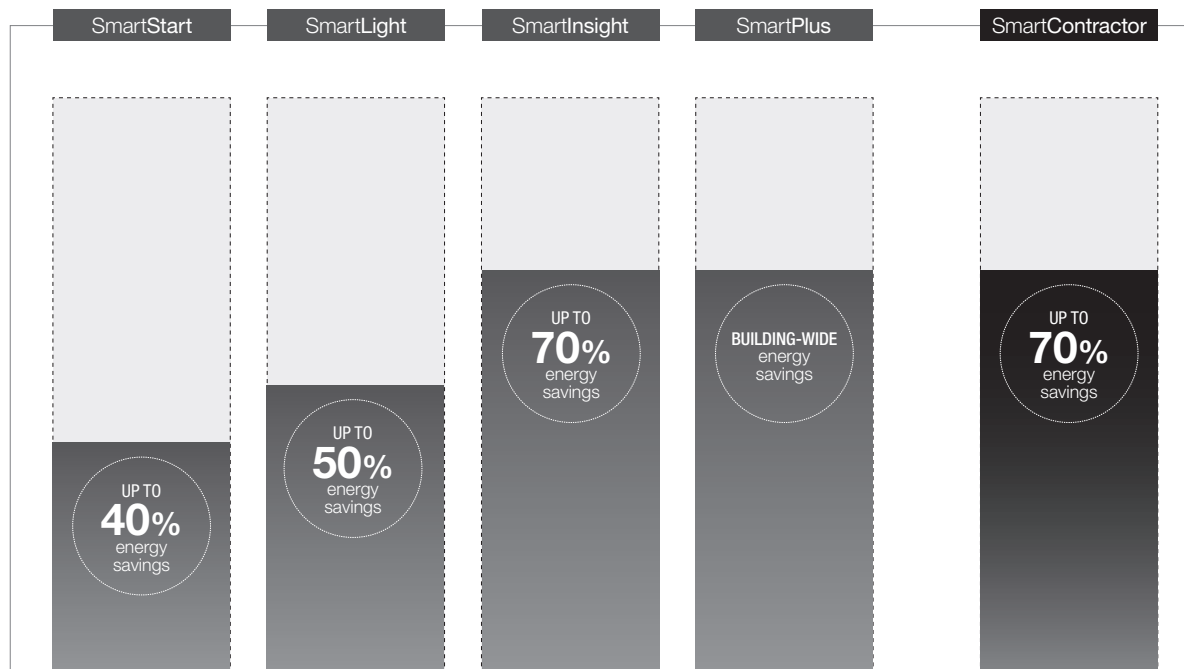


When movement is detected a signal is relayed via infrared to other Organic Response luminaires in the area.

Organic Response smart connected services

One solution, one system tailored to deliver the best smart lighting experience for every customer.

Whether you start with our foundational non-connected solution or advance to our customisable options, our model provides the perfect blend of functionality, monitoring, and energy savings. We also offer a contractor service so our partners can hand over a smart building with energy monitoring in line with Part L, and a centralised emergency test.



OUT-OF-THE-BOX

SmartStart

Instant energy saving of up to 40%

Cost effective wireless installation with effortless energy savings and smarter lighting straight out-of-the-box. Enhance your building with tailored lighting control and create the perfect ambiance for any activity or task.

Full control via the Response App

- Personalise your light levels
- Create flexible lighting zones for different tasks and needs
- Improve user experience and save energy by automating how different zones correspond to one another
- Connect and configure physical switches with customisable lighting scenes
- Enable daylight dimming to utilise natural daylight and save energy
- Improve user comfort and wellbeing by selecting from pre-tailored lighting personalities

SmartLight

Elevate your lighting experience

With a connected solution you get superior lighting control, remote configuration, and customisable schedules via the Response Portal.

Save time and money with automated emergency light testing and benefit from live energy consumption data.

SmartLight features:

- Smart connected service
- Portal Setup and mapping with an Organic Response® expert (2 days included)
- Up to 50% energy savings
- Remote lighting control and scheduling
- Live energy data
- Remote monitoring and diagnostics
- Emergency light testing and reporting
- Multi-tenant support
- Secure cloud storage
- Remote feature and security updates
- Annual health check included as standard (see page 7)

SmartInsight

Smart decisions powered by data insights

Building on the capabilities of SmartLight, SmartInsight enhances functionality with advanced data insights on energy consumption and occupancy, all visualised in our user-friendly portal.

It also offers a comprehensive API, enabling seamless integration with third-party building management services.

SmartLight features plus:

- Up to 70% energy savings
- Powerful analytics
- Building heatmap for energy use and occupancy insight
- Insights dashboard for full visibility of your system
- Integrate with other applications and partners through Response API

SmartPlus

Customised solution

Enhance your experience with SmartPlus, based on SmartInsight. With SmartPlus, you can customise your setup, expand API calls, and leverage our granular network for communication with other devices.

Benefit from live energy consumption data and automated emergency light testing.

SmartInsight features plus:

- Additional API calls
- Additional historical data
- Beacon integration
- BACnet integration

SmartContractor

A customised contractor solution

Handing over a smart building is a challenge. You may not know who the end user is, or what their full requirements are now or in the future. However, you do know that the site requires energy monitoring in line with Part L, and centralised emergency test.

Our contractor services provides everything you need to feel confident that the building you are handing over is smart ready, in full working order and future-proofed. Plus, we're on-hand for the next 12 months for speedy remote diagnosis and solution of any tenant issues.

- Smart connected service
- Portal Setup and Mapping (3 days) with an Organic Response expert up to 50% energy savings
- Centralised EM testing and reporting in line with specification and ensuring the building is handed over in full working order
- Remote lighting control and scheduling
- Live energy data in compliance with part L
- Space utilisation combined with energy use proves your design and calculated energy use
- Remote monitoring and diagnostics save you time and money by resolving issues remotely and ensuring we attend site with the right parts
- Remote feature and security updates
- Whitecroft smart lighting solution guidance and fault support

Benefits at a glance

	SmartStart	SmartLight	SmartInsight	SmartPlus	SmartContractor
Installation and commissioning					
Wireless communication	•	•	•	•	•
User-friendly app	•	•	•	•	•
Complimentary annual health check		•	•	•	
Smart lighting controls					
Presence sensing and holding times	•	•	•	•	•
Daylight dimming	•	•	•	•	•
Set min/max light levels	•	•	•	•	•
Colour temperature	•	•	•	•	•
Customisable scenes for different activities	•	•	•	•	•
Pre-set personalities	•	•	•	•	•
Create distinct lighting zones	•	•	•	•	•
Wireless and battery-free wall switch	•	•	•	•	•
Remote control via Response portal		•	•	•	•
Customise lighting schedules		•	•	•	•
Circadian rhythm alignment to boost wellbeing		•	•	•	•
Multi-tenant capability		•	•	•	•
Monitoring, support and insights					
Remote monitoring and diagnostics		•	•	•	•
Live energy data		•	•	•	•
Remote feature updates		•	•	•	•
Remote security updates		•	•	•	•
Emergency light testing and reporting		•	•	•	•
Secure cloud storage		•	•	•	•
Smart lighting solution guidance		•	•	•	•
Service and support		•	•	•	•
Insights dashboard and powerful analytics			•	•	•
Heatmaps for presence and movement tracking			•	•	•
Response API for seamless platform integrations			•	•	•
Additional API calls				•	
BACnet integration				•	
Beacon integration				•	
Additional historical data				•	

Additional training, compliance and emergency services



User training

Get the best from your system with an expert handover

Our user training services ensure you have everything you need to keep your system healthy and compliant.

Our engineer will give you the confidence to manage and maintain your system, including how to run compliance and emergency testing and understand and respond to fault notifications.

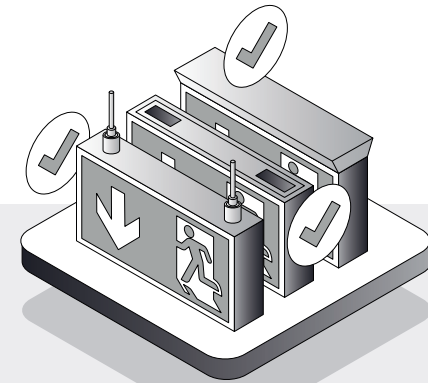


Annual health check

Keeping you compliant and running smoothly

Whatever controls system you have in place, proactively identify potential issues before they cause disruption, optimise performance and extend the life of your smart lighting system, with our annual health check.

Let us take the risk out of your lighting and compliance with a full check of the centralised emergency and controls system to identify and remedy any faults and ensure everything is running smoothly.



Emergency compliance*

Emergency compliance taken care of

Total peace of mind that your emergency lighting is compliant with safety standards and ready to perform when needed. We'll carry out your monthly functional test and annual duration test remotely, via the Organic Response Portal, notifying you of any faults and taking the lead on the necessary action, right down to ordering the parts and booking an engineer for you.

*Only compatible with Smart Contractor, SmartLight, SmartInsight and SmartPlus services.

Organic Response features that benefit all

For further information on Organic Response visit our website.

Whatever your role, whatever sector you work in, Organic Response has features that will benefit you and your organisation.

Main contractor/ M&E contractor

No more costly than a DALI integrated control system, yet much simpler and faster to install.

Because Organic Response offers optimised response to the live environment, there's no conflict with the timing of your building control strategy.

Works out of the box: straightforward install with no complex wiring and little to no commissioning process.

Consultant

Easy to design and implement on drawings, technology is fitted into each luminaire in the factory eliminating the need for room based sensors and separate lighting control design.

Works instantaneously so configuration and optimisation can be done quickly and simply via the Response App.

No luminaire is ever on when it doesn't need to be helping to reduce energy costs through lower power consumption.

End user

Choose from 12 pre-loaded "Personalities" for the ultimate balance between occupancy, comfort, safety and energy efficiency at no extra cost.

Integration with building management systems and a web based user interface offers further improvements to building efficiency and extended asset life.

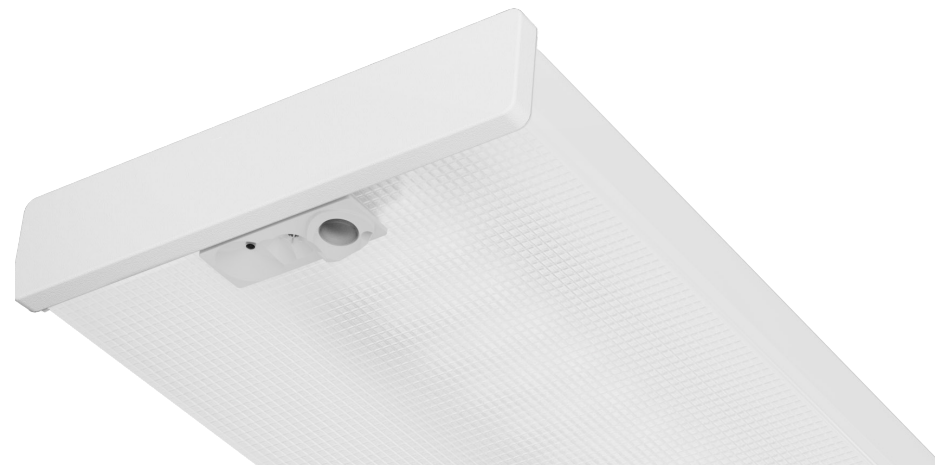
No need for expensive and disruptive commissioning or re-commissioning during life as the system intuitively adapts to users needs.

Facilities manager

Understand and optimise the performance of your space by heat mapping occupancy and energy consumption in designated zones.

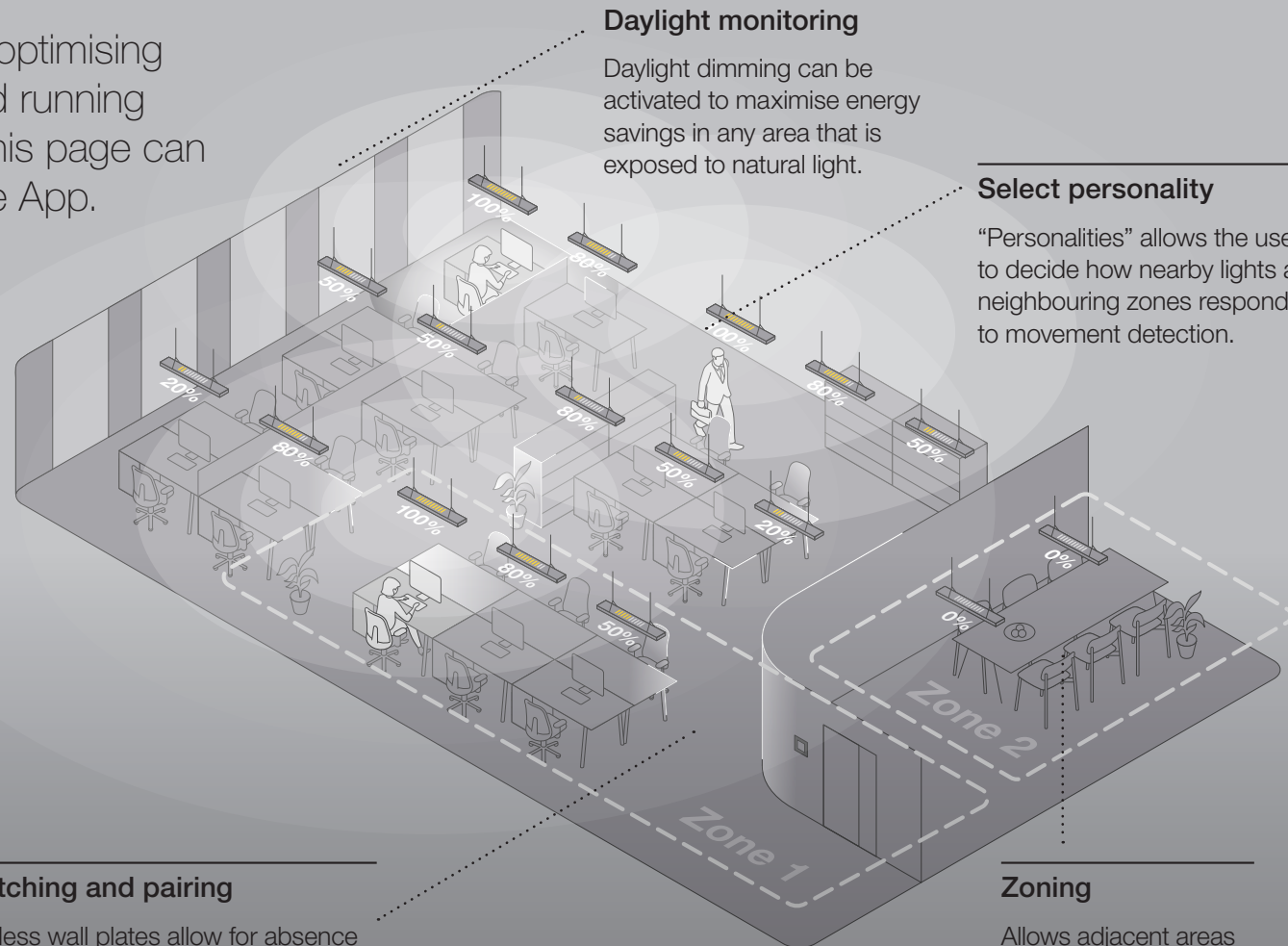
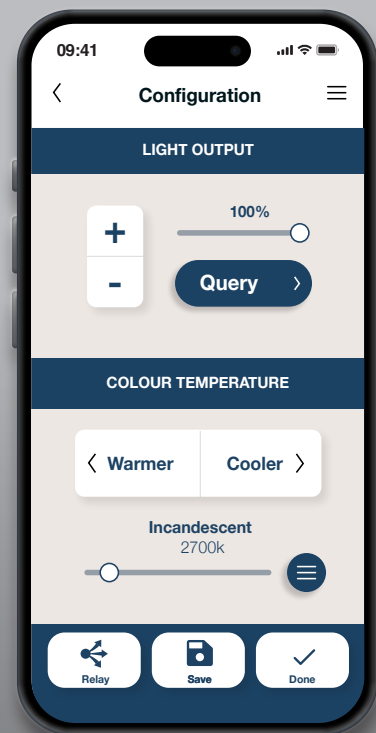
Make smart decisions with our predictive analytics, helping you to maximise comfort and wellbeing, and energy efficiency.

Integrate with other smart applications for an even more complete picture of your facilities.



Control every aspect of your lit environment through the Response App

A simple, intuitive user interface for optimising the lighting control system is up and running within minutes. All the features on this page can be managed through the Response App.



Daylight monitoring

Daylight dimming can be activated to maximise energy savings in any area that is exposed to natural light.

Select personality

“Personalities” allows the user to decide how nearby lights and neighbouring zones respond to movement detection.

Switching and pairing

Wireless wall plates allow for absence detection, dimming and scene control.

Zoning

Allows adjacent areas to respond differently to occupancy. Zones can be entirely independent.



Connected spaces with the Organic Response Portal platform

Mesh network: The sensors form a self-organising mesh network, allowing for reliable and resilient communication even if one or more devices fail. This ensures consistent performance and coverage across the entire space.

Gateways*: Manage communication between the nodes and the cloud service. This hub ensures seamless integration and coordination across all devices.

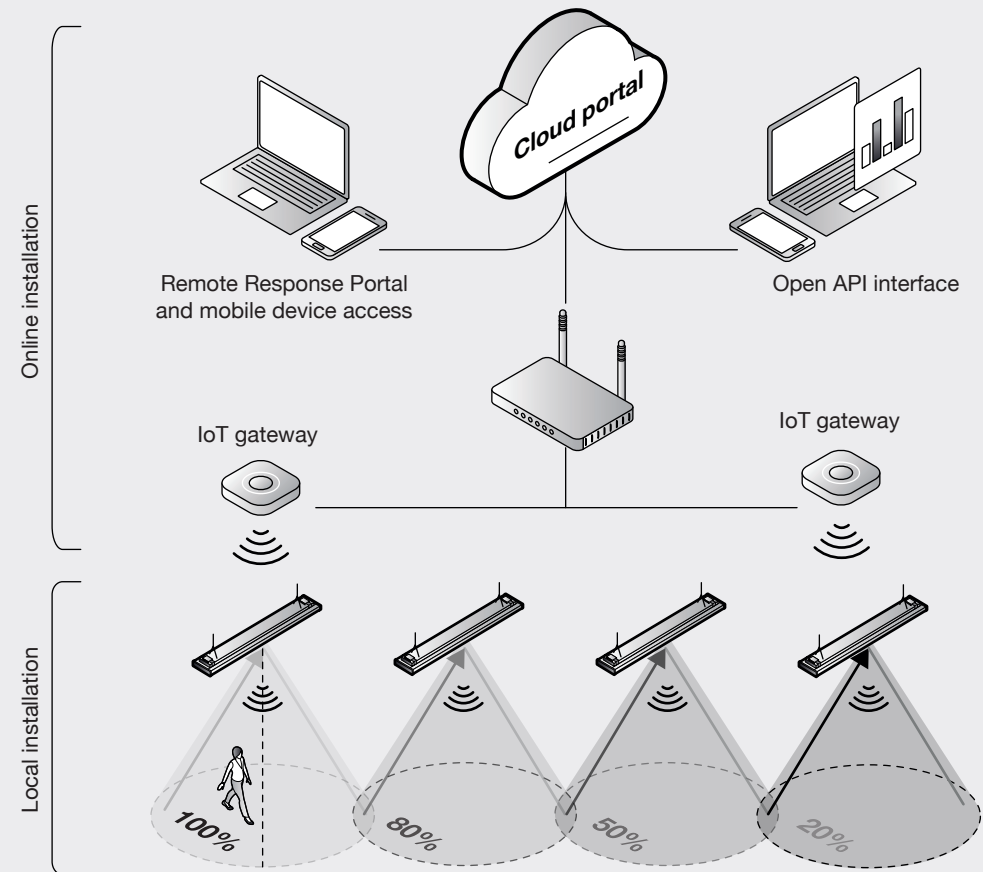
Cloud integration: The system integrates with Organic Response Portal, enabling advanced analytics, remote monitoring, emergency test and management. The cloud service aggregates data from all connected devices, providing comprehensive insights and facilitating predictive maintenance.

*Only required for Portal Connectivity

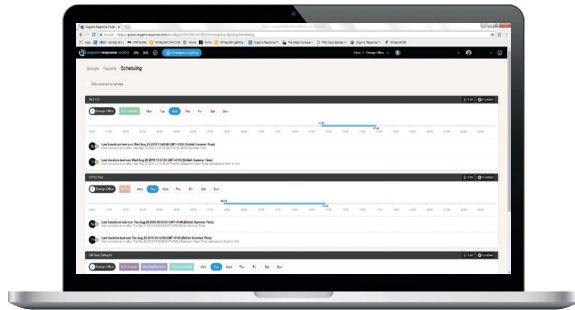
Security: The system prioritises data security and privacy, employing encryption protocols and secure authentication mechanisms to safeguard sensitive information. Regular security updates and compliance with industry standards, including our ISO 27001:2022 certification, ensure ongoing protection against potential threats.

Scalability and flexibility: Designed with scalability in mind, the system can be easily expanded to accommodate varying building sizes and layouts. Modular components and flexible configuration options cater to diverse user needs and use cases, ensuring adaptability to evolving requirements.

Performance and reliability: With robust wireless connectivity and advanced sensor technologies, the system delivers exceptional performance and reliability in real-world environments. Continuous monitoring and proactive maintenance measures minimise downtime and optimise system uptime.



Organic Response Portal Platform



Emergency lighting testing and reporting

Schedules and emergency testing

Enabling testing to take place during periods of low occupancy.

Automatic emergency testing

To ensure testing to EN50172 is completed.

Record and report results

To ensure the integrity of every system is maintained.



Data harvesting

Energy performance

Compare energy consumption across functional areas/zones to identify opportunities to trim light levels or dwell times.

Occupancy heat mapping

Improve workspace utilisation in real time by mapping movement and occupancy within spaces.

Maintenance

Interrogate systems for luminaire data to understand performance parameters and specific fault status.



Systems interoperability

BMS integration

Data used in conjunction with BMS (Building Management Systems) will in the future contribute significantly to effective use of other services such as heating and ventilation, blinds, security, space management and overall maintenance programmes.

Open API

Simple APIs (Application Programme Interfaces) have been developed to provide seamless integration to existing building services.

Organic Response in action

Education



Delivering low energy consumption, cost savings and a well-lit, productive learning environment.

Automatic adjustment for occupancy and daylight contribution to maximise energy saving.

Pre-stored lighting behaviours accommodate variable teaching conditions, for ease of use the system is operated via wireless wall plate.

Eliminate blind spots with a sensor in each luminaire, delivering full detection coverage across the space.

Automate emergency testing and fault detection reducing the need for engineer visits.

Healthcare



Reducing energy costs in any 24/7 operation can be challenging. Autonomous operation across multiple spaces offers significant opportunity for savings.

Clever features such as “Min Light” deliver low-energy minimum light levels for assured occupant safety and patient comfort.

Modify delay times according to the space so that no luminaire is on when it doesn't need to be once no occupancy is detected.

Where luminaires are specified greater than IP44 protection, integration of Response Radio can be selected to maintain IP integrity.

Data insights into how different spaces are used and gain full remote visibility of luminaire health for better planned maintenance.

Workspace



Achieve lower operating costs, an improved working environment and enhanced safety and security.

Lighting responds to occupancy using different parameters of light levels throughout the building.

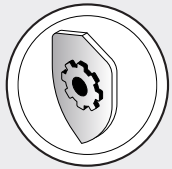
Accommodate minor or major churn, the sensor node-to-node communication quickly responds to design layout and use of space changes.

Optimise the basic settings or configure for more sophisticated behaviours in house via a smartphone Response App.

Data insights into how different spaces are used and gain full remote visibility of luminaire health for better planned maintenance.

Why choose Organic Response for your retrofit project?

Organic Response is uniquely designed to meet the needs of retrofit projects, easily integrating with existing infrastructure without the need for invasive wiring.



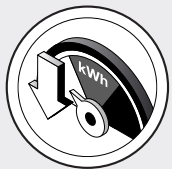
De-risked fast and flexible installation



15-20% lower cost of installation*



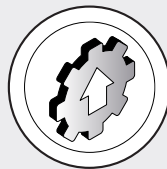
Renovate with minimal downtime



40% instant energy savings



Future proof technology designed to scale and evolve



Create wellbeing positive spaces that enhance occupant experience

*compared to wired Dali

Whitecroft Lighting Organic Response



Organic Response sensor nodes

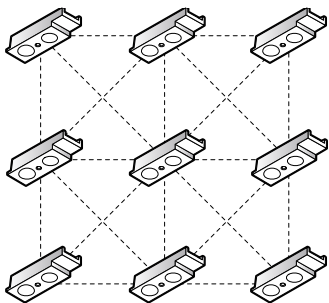
Organic Response smart lighting is compatible with our full product range, including custom made and retrofit luminaires, through a variety of node options.

Response SN3



Our luminaire integrated solution with full occupancy and daylight sensing along with infrared proximity limited communications (limited communications [3m maximum] and wireless node-to-node [10m maximum]).

Remote SN3 mesh



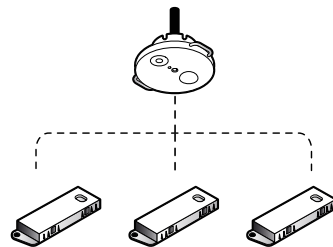
Response Radio



An integrated solution that can be fully concealed in the luminaire with full wireless node-to-node/node-to-gateway communications.

Must be paired to a Detached Response Sensor Node. Maximum Detached Remote Sensor Node to Response Radio or Response Radio to Response Radio is 10m.

Response Radio wireless comms

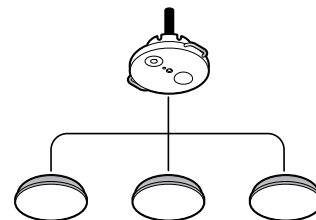


Detached Response Sensor Node



A Detached Response Sensor Node can be used with luminaires containing a Response Radio or hard wired to up to six DALI luminaires.

Detached Response Sensor Node wired DALI comms

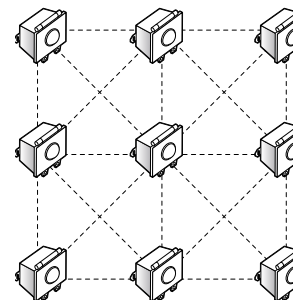


Response High Bay



With a mounting height of 12m and a coverage of up to 24m. Daylight and motion using both PIR and Microwave to reduce false triggers.

Response High Bay mesh

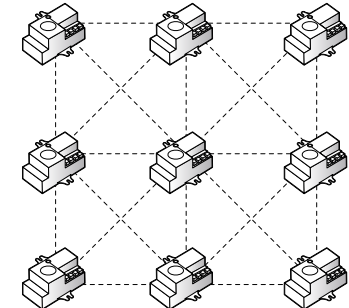


Response Microwave



Occupancy and daylight sensing with up to 10m wireless node to node communication. Perfect for external IK and IP rated products.

Response Microwave mesh

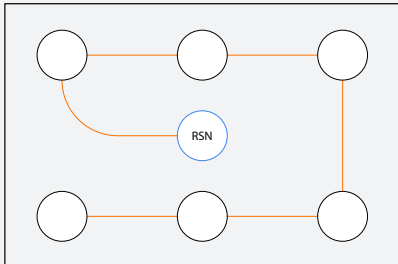


A flexible wireless solution

Choose the connectivity option that works for your space, installation flexibility and budget – from fully wireless to hybrid.

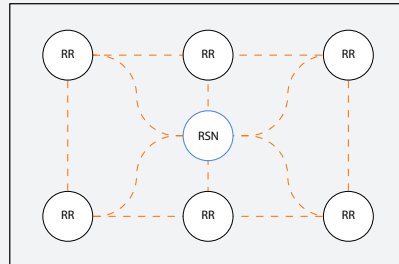
Organic Response lighting controls are based on distributed intelligence, with each luminaire fitted with a sensor node that allows it to respond to its environment and information from its neighbouring luminaire.

Option 1 – DALI: wired & wireless



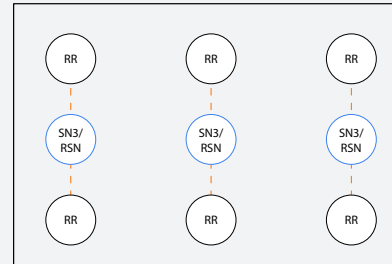
- All luminaires are connected on a DALI pair with the Detached Response Sensor Node (DRSN)
- A hybrid wired/wireless method is perfect for new builds where cabling can be installed with ease
- Offers decreased hardware costs but increased install costs

Option 2 – fully wireless (group)



- All luminaires contain a discreet Response Radio (RR) connected via the Organic Response mesh network with the Detached Response Sensor Node (DRSN) controlling them
- A fully wireless solution, perfect for retrofit or new installations where a fully wireless solution is required
- Offers decreased install costs but increased hardware costs

Option 3 – fully wireless (1-to-1)



- Luminaires are connected in groups to Response SN3 (SN3) or Detached Response Sensor Nodes (DRSN) via a Wirepas mesh network
- A fully wireless solution, perfect for retrofit or new installations where a fully wireless solution is required
- This connection method has one-to-one connection capability, offering high levels of flexibility for things like daylight and occupancy

Switch options

A selection of 2.4GHz RF low-energy switches and infrared Organic Response scene plates are both available in white or SEN-compliant contrasted finish (OR switches available in battered or 230v wired variants).

Enocean switch
white/white



Enocean switch
white/silver



OR switch white



OR Education
switch white/silver



OR single switch
white



OR single switch
silver



Key



SN3 Response SN3



DRSN Detached Response Sensor Node



RR Response Radio



LUM + SN3 Luminaire with Response SN3



UK Head Office
Whitecroft Lighting Ltd
Burlington Street
Ashton-Under-Lyne
Lancashire
OL7 0AX

T +44 (0)161 330 6811
F +44 (0)161 331 5855
email@whitecroflight.com

London Office
Whitecroft Lighting Ltd
Suite 779 Salisbury House
London Wall
Finsbury Circus
EC2M 5SQ

T +44 (0)161 330 6811
F +44 (0)161 331 5855

Rep. Ireland Office
Fagerhult Ltd
F1 Calmount Park
Ballymount, Dublin 12
Ireland

T +353 (0)1 426 0200
F +353 (0)1 429 9606
info@fagerhult.ie
www.fagerhult.ie

