GROWERTALKS

GT in Brief

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New GrowWise Smart Spectrum From Signify Boosts Crop Growth Up to 6%

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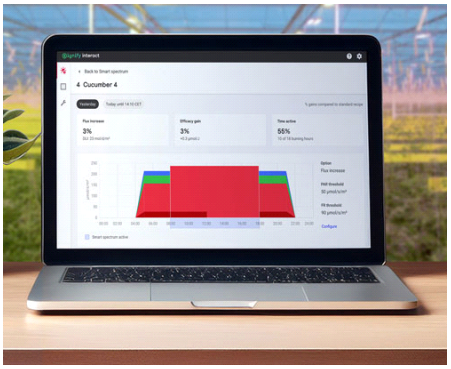

Signify unveiled the Philips GrowWise smart spectrum—an innovative algorithm designed to automatically optimize horticultural LED lighting based on real-time sunlight irradiation.
Growers can achieve energy savings or boost crop growth with just a few clicks, unlocking a new era of intelligent, data-driven lighting strategies. By replacing less-efficient spectra with more energy-efficient ones, GrowWise smart spectrum is designed to save on energy use or boosts crop growth by up to 6%*.

“Philips GrowWise smart spectrum has been fed with the data from 18 years of in-depth research and leadership in light-plant interaction,” said Udo van Slooten, sales leader of horticulture LED solutions at Signify. “This depth of knowledge allows us to guide growers through fine-tuning and optimizing their lighting. The future isn’t just in smarter lamps—it’s in intelligent services that ensure the grower’s light works for them, delivering predictable ROI and better business outcomes. The user-friendly dashboard gives growers clear insights into energy savings, light efficiency and spectral distribution—safe for crops and tailored to business priorities.”

To use the GrowWise system, growers need three components: a multi-channel controllable LED lamp, a powerful control system and smart algorithms that optimize lighting for specific outcomes. By adding the GrowWise smart spectrum, Signify enables an intelligent lighting system that works seamlessly with Philips GrowWise control. The system integrates directly with leading climate computers and offers growers intuitive control over their lighting strategies.

As lighting systems in controlled environment agriculture grow more advanced, the need for clarity, simplicity and efficiency becomes increasingly important. Philips GrowWise smart spectrum—the first algorithm in the GrowWise portfolio—helps growers automatically optimize their LED lighting based on real-time conditions, without adding complexity. This meets the needs of data-driven growers focused on precision and results.
Signify is continuously developing new algorithms that look beyond light—future versions will respond to crop growth, electricity prices and market demand. This will create a transparent, adaptive and intelligent way of managing light with solutions that help save time, reduce costs and improve results.

For more information, visit signify.com/en-us. **GT**

**Signify calculations based on knowledge of plant/light interaction.*