

LYS

We're not here to build smarter lighting products, but to enable a smarter and healthier living with light. We look beyond the lifespan of a lightbulb, the aesthetics of a lamp and the technology of smart lighting systems. Instead, we focus on what should always come first — people and supporting their healthy livelihood.

Just as air, food, and water, light is a natural and vital source to health. To most people, the absorption of light is an unconscious choice in life. It's everywhere, always. But not necessarily in a healthy way. We can choose to eat better, drink less, run more... but what about the things we don't see, but subconsciously feel? The things that can truly energise our day and make us happier and healthier.

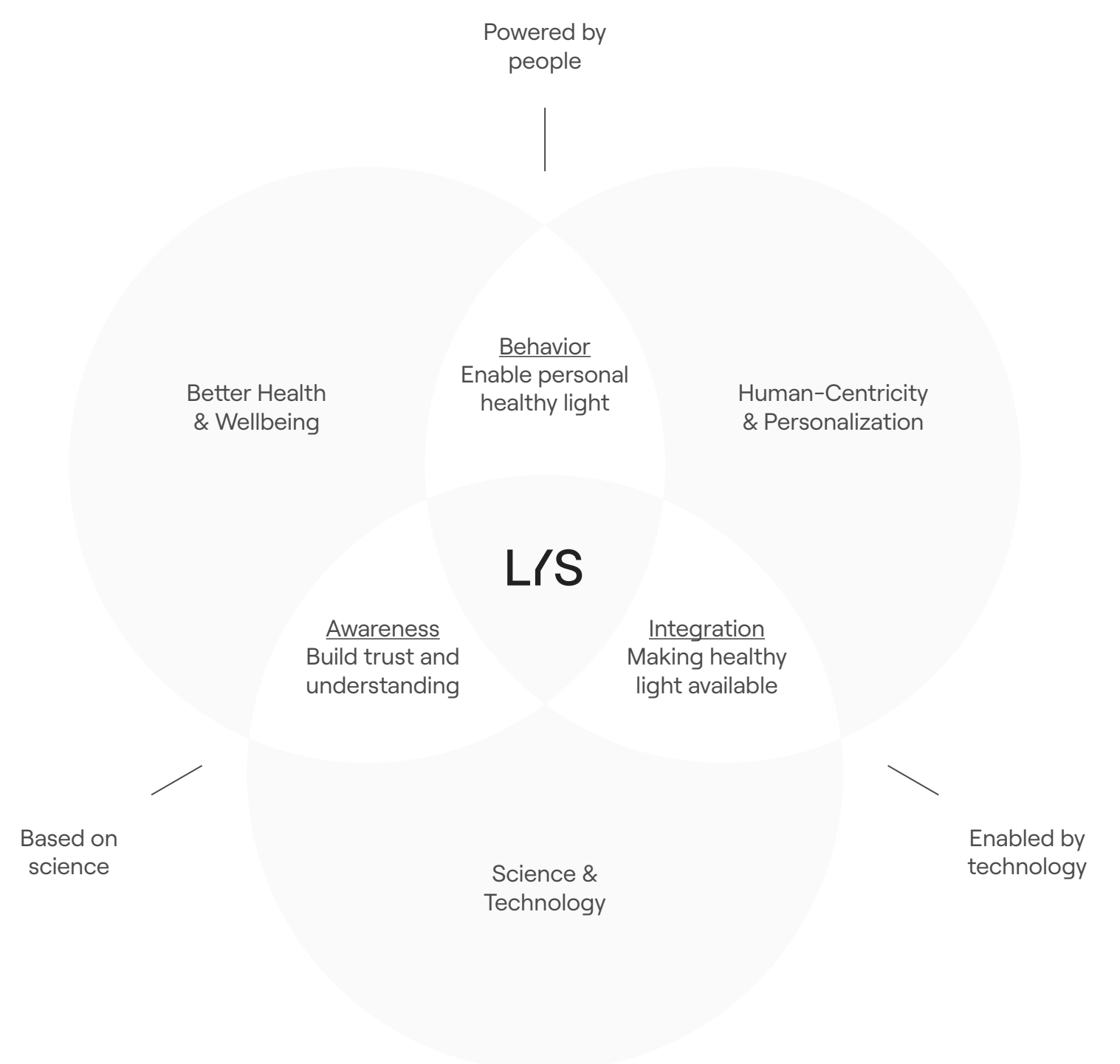
We are here to improve people's health by enabling personal light adjusted to their inner rhythms and daily routines. Light can only be truly healthy, if it's powered by people and the lives they live every day. So, whenever you are ready to feel the difference, we are here help you live a healthier life with light.

Brand Platform

Value proposition and value drivers

Brand Essence

Live healthier with light





Typeface Description

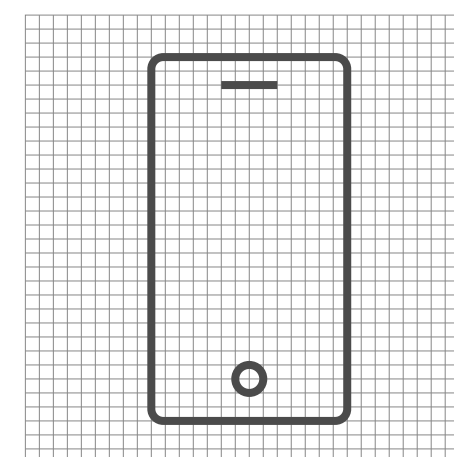
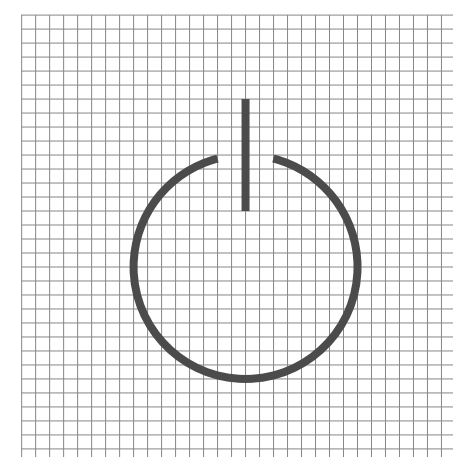
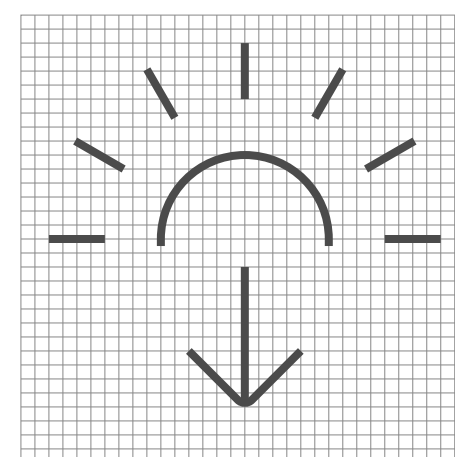
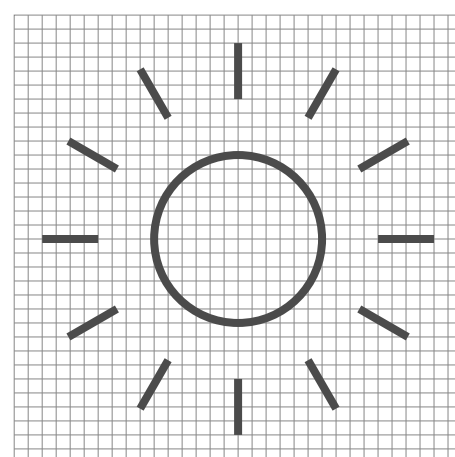
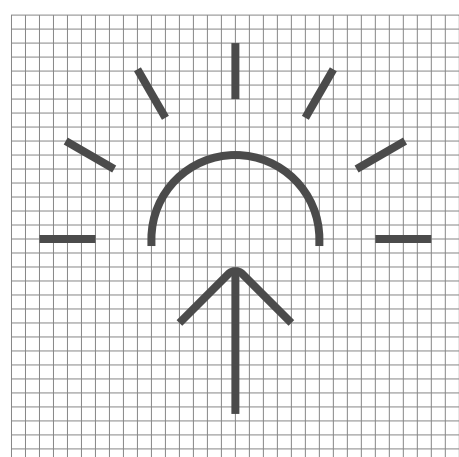
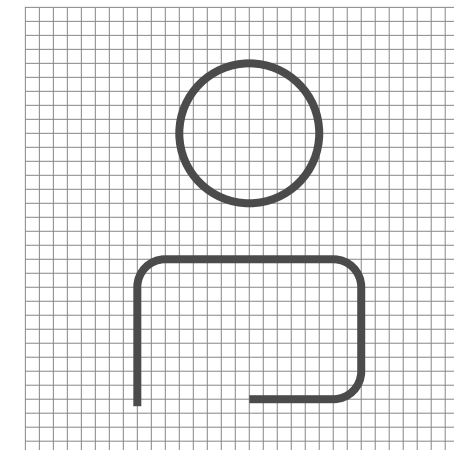
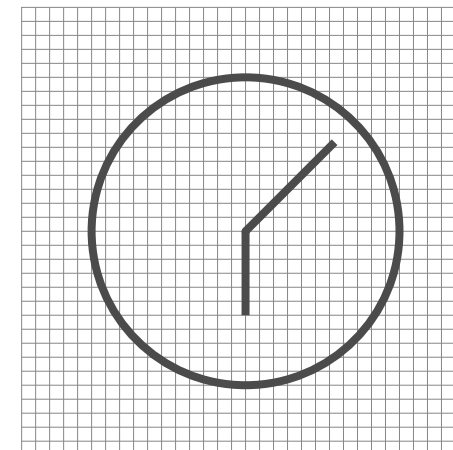
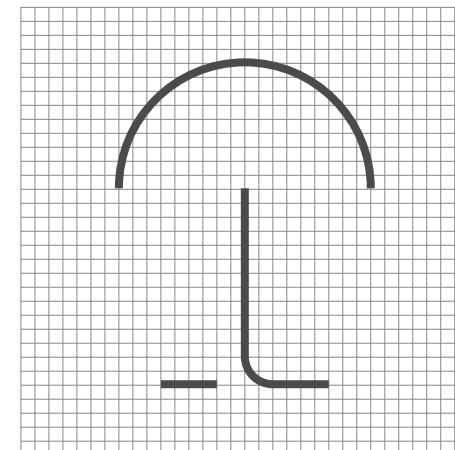
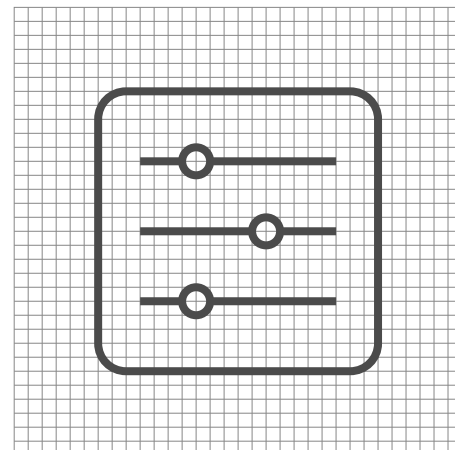
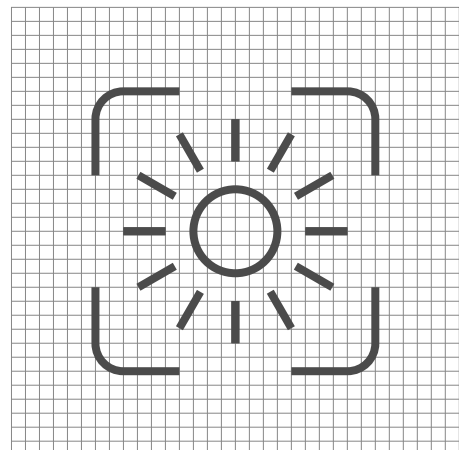
Roobert is a mono-linear geometrical sans-serif font family.

Type Foundry:

Displaay® is an independent type foundry and design studio founded by Martin Vácha in 2016 and based in Prague, Czech Republic.

Design:

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Roobert

Light
Regular

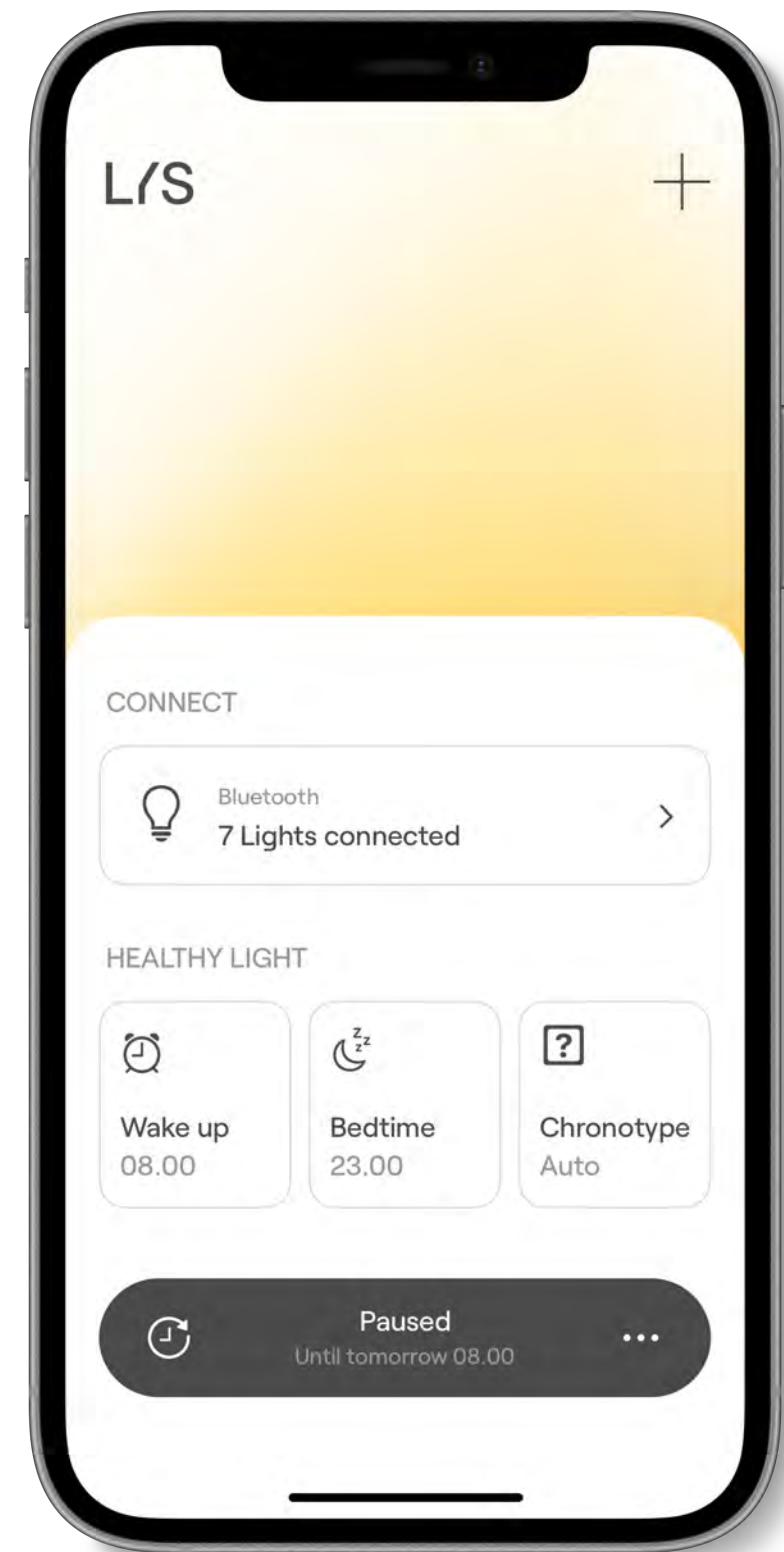
Italic

Medium *Italic*
Semibold
Bold

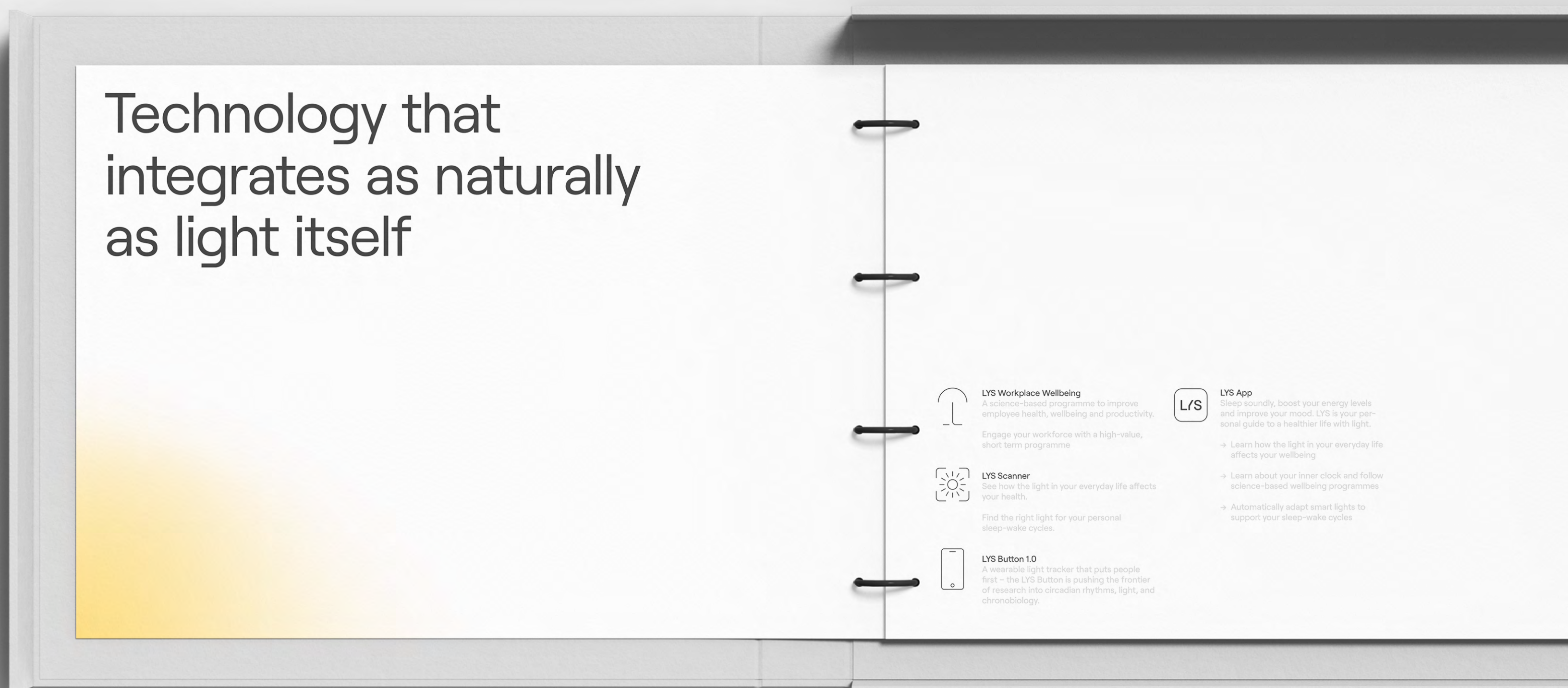
LYS Connect Light Bulb
Turn any smart lights into healthy light.



LYS Connect App
Automatically adapt smart lights to support your sleep-wake cycles



LYS Technologies
Brand Platform & Design Manual





Feel the light, see the difference



LYS Workplace Wellbeing
A science-based programme to improve employee health, wellbeing and productivity.
Engage your workforce with a high-value, short term programme



LYS Scanner
See how the light in your everyday life affects your health. Find the right light for your personal sleep-wake cycles.



LYS Button 1.0
A wearable light tracker that puts people first – the LYS Button is pushing the frontier of research into circadian rhythms, light, and chronobiology.



LYS App
Sleep soundly, boost your energy levels and improve your mood. LYS is your personal guide to a healthier life with light.

- Learn how the light in your everyday life affects your wellbeing
- Learn about your inner clock and follow science-based wellbeing programmes
- Automatically adapt smart lights to support your sleep-wake cycles

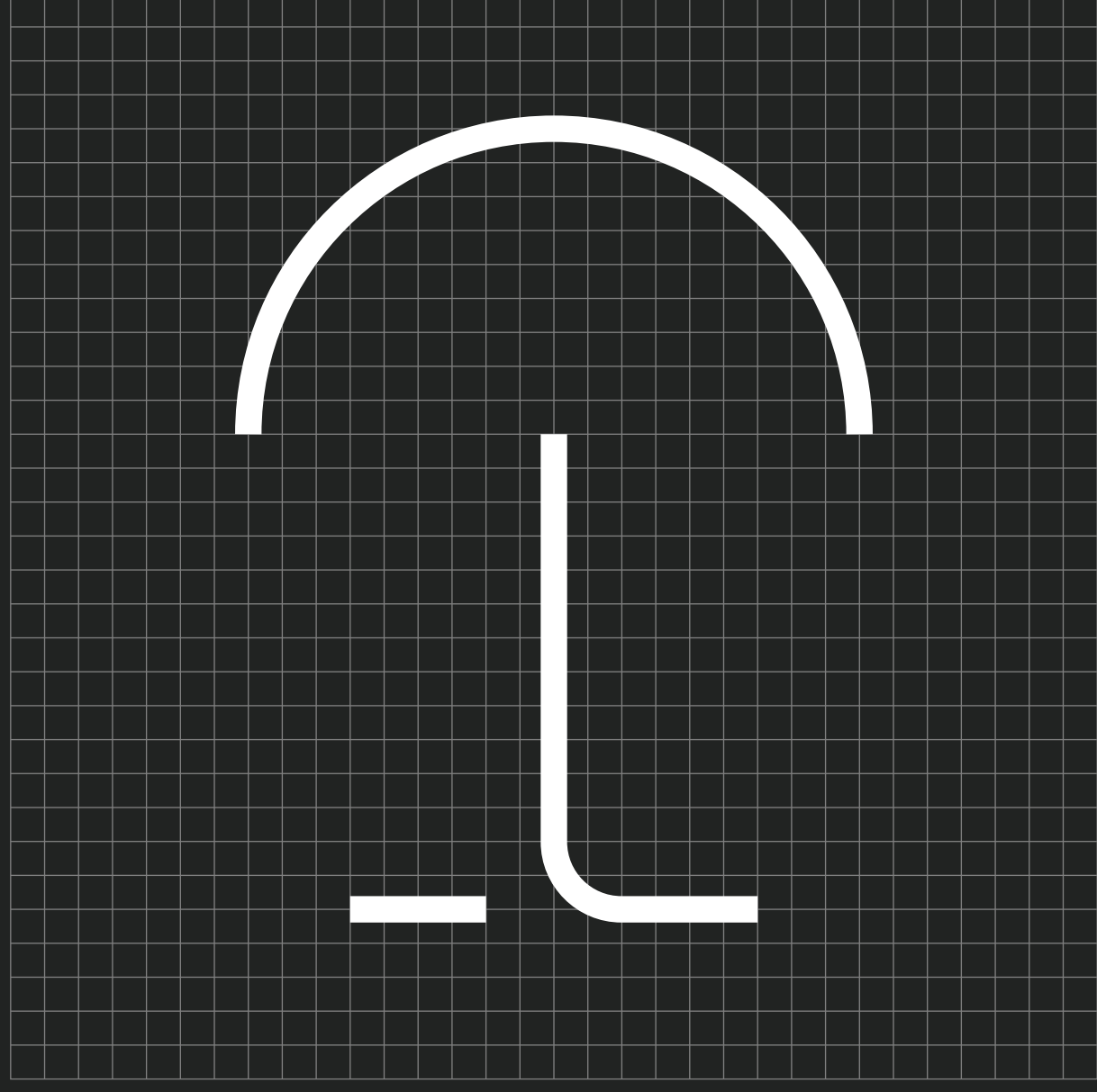


Delightful

R 155
G 203
B 236

Yellow

C 37
M 8
Y 1
K 0



Iconography

Indoor lighting

32 x 32

Bright

R 255
G 255
B 255

White

HEX FFFFFFFF

C 0
M 0
Y 0
K 0

Light Shadow

10%

Grey

Pale Shadow

30%

Grey

Neutral Shadow

50%

Grey

Dark Shadow

70%

Grey

Night Time

HEX 212121

Black

R 33
G 33
B 33

C 0
M 0
Y 0
K 100



LYS Button (Light Scanner Device)
In-depth analysis of your sleep-wake
cycles and light intake



LYS Light Scanner App
Get detailed advice on how to improve your
sleep and wellbeing

