



Organic Response[®]

Smart lighting made simple



Smart lighting that manages itself from day one.

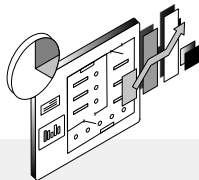
Traditional smart lighting relies on complex control panels, messy cabling, and risky site commissioning. Organic Response changes everything.

Every Whitecroft luminaire with an intelligent Organic Response sensor is ready to connect out-of-the-box. Once powered on, each unit communicates wirelessly to create a self-organising network.



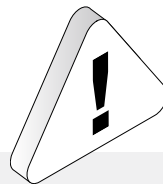
Sense

Continuously monitors real-time foot traffic and natural daylight.



Decide

Makes autonomous decisions instantly without a central hub.



Act & Adapt

Dynamically adjusts light levels, flags faults, and responds as your space evolves.

The benefits to your building:

- **Minimal Setup Required:** Zero invasive wiring or single points of failure.
- **Instant Energy Savings:** Reacts instantly to occupancy, lowering operational costs.
- **Future-Proof Flexibility:** Adapts automatically to layout changes or can be customized via our smartphone app.

Traditional Building Challenges

- **Invisible Energy Waste:** Lighting illuminates vacant zones, accounting for 30–35% of building electricity.
- **Compliance Overhead:** Manual emergency testing drains facilities management labour.
- **Complex installation:** Rigid hardwired systems are costly and disruptive to install.
- **Security Risks:** Unencrypted legacy protocols expose networks to cyber threats.
- **Closed Systems:** Vendor-locked architectures prevent cross-platform data sharing.

The Smart Services Solution



Occupancy-Driven Data: Real-time traffic analytics, room utilisation tracking, and peak density analysis help you get more from every space and cut your energy costs.



Automated Compliance Testing: Save time away from manual testing walks: remote emergency lighting tests, instant fault alerts, and predictive diagnostics keep you compliant and cut your maintenance OPEX.



Energy & ESG Intelligence: Hit your sustainability targets sooner: granular circuit-level Part L energy reporting gives you the evidence you need for smooth BREEAM, LEED, and WELL accreditation.



Cost Certainty & Risk Mitigation: Know your costs up front: one fixed price covers set-up, asset monitoring, maintenance and on-site labour warranty, so contractors price with confidence and end users get ongoing support through a renewable service agreement.



Open Integration & Interoperability: Stay in control of your system: native BACnet, DALI-2 and RESTful APIs let your data flow both ways into any BMS or IoT platform you choose, with no vendor lock-in.



Security Assurance (RED, ISO 27001 & NIS2 readiness): Protect your building data on a secure cloud network with RED-compliant hardware and ISO 27001 controls designed to support NIS2 priorities for management oversight, supply-chain security and 24-/72-hour incident-reporting readiness.

Managed services for Contractors

Choose me for Installer Efficiency, Risk Mitigation & Margin Protection

STAND ALONE CHOICE

Non-Connected Solution

SmartStart

Instant, adaptive wireless control

Foundational wireless control that delivers instant energy efficiency, total floor-plate flexibility, and out of the box simplicity.

- ✓ Instant out-the-box operation
- ✓ Standard on site configuration & optimisation
- ✓ Up to 40% energy savings out-the-box
- ✓ 5-Year parts and 1-year labour warranty
- ✓ Upgradable to fully connected status at any point in time with IoT gateway

POPULAR INSTALLER CHOICE

Connected Compliance
(ELMT, Part L & Remote)

SmartLight

Automated centralised compliance

Stay ahead of issues with proactive remote monitoring that keeps your network healthy and automates regulatory compliance end-to-end.

- ✓ Full site pre-start, configuration, optimisation and training
- ✓ Up to 50% energy savings
- ✓ Automated emergency lighting testing & PART L monitoring
- ✓ Warranty covers first 2-out-of-5 years parts and labour
- ✓ Geopak® included on project
- ✓ 1 health check per annum
- ✓ Ongoing system monitoring and support

OPEN BUILDING STANDARD

Connected and advanced
smart buildings solution

SmartInsight

Open smart building integration

Highest level of support and functionality, combining proactive health monitoring with actionable space analytics and open smart building integration.

- ✓ Full site pre-start, configuration, optimisation and training
- ✓ Up to 70% energy savings
- ✓ Automated emergency lighting testing & PART L monitoring
- ✓ Enterprise solution with OPEN API & BACnet
- ✓ Warranty covers first 2-out-of-5 years parts and labour
- ✓ Geopak® included on project
- ✓ 2 health checks per annum
- ✓ Ongoing system monitoring and support

Managed services for End Users

Choose me for Operational Assurance, Compliance & Lifecycle Care

STAND ALONE CHOICE

Non-Connected Solution

SmartStart

Instant, adaptive wireless control

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KEY COMPLIANCE

Connected Compliance
(ELMT, Part L & Remote)

SmartLight

Automated centralised compliance

Stay ahead of issues with proactive remote monitoring that keeps your network healthy and automates regulatory compliance end-to-end.

- ✓ 3 years on site labour
- ✓ Up to 50% energy savings
- ✓ Automated emergency lighting testing & PART L monitoring
- ✓ 1 health check per annum
- ✓ Advance remote control & configuration
- ✓ Ongoing system monitoring and support

OPEN BUILDING STANDARD

Connected and advanced
smart buildings solution

SmartInsight

Open smart building integration

Highest level of support and functionality, combining proactive health monitoring with actionable space analytics and open smart building integration.

- ✓ 3 years on site labour
- ✓ Up to 70% energy savings
- ✓ Automated emergency lighting testing & PART L monitoring
- ✓ Deep analytics with advanced remote control & configuration
- ✓ 2 health checks per annum
- ✓ Smart building integration with open API & BACnet
- ✓ Ongoing system monitoring and support

SmartLight and SmartInsight Included services



User training

Manage your system confidently from day one

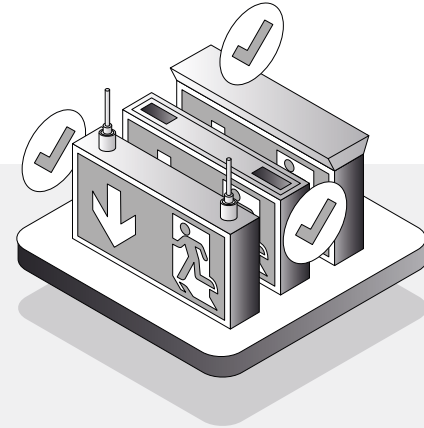
Gain the practical skills to keep your system healthy. You'll learn how to respond effectively to fault notifications for routine maintenance, compliance and emergency testing.



Annual health check

Prevent disruption and extend the life of your system

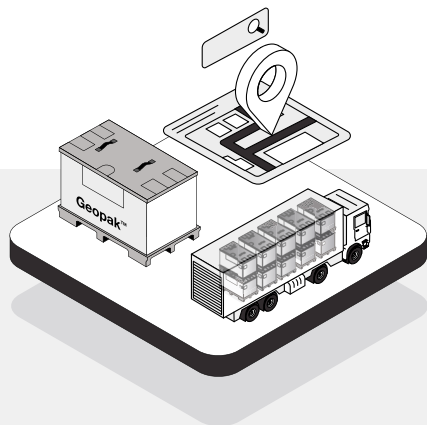
Whatever controls system you use, an annual health check identifies and resolves faults early to keep everything running smoothly.



Emergency compliance

Emergency compliance taken care of

Total peace of mind with monthly functional and annual duration tests completed remotely through the Organic Response Portal. Faults are flagged promptly, and all necessary actions are managed for you, right down to ordering parts and booking an engineer.



On-site delivery and configuration services

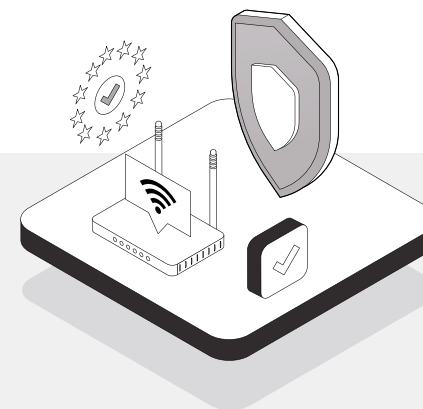
Geopak™

Keep site logistics simple from delivery to installation. Geopak™ supplies luminaires pre-sorted and packaged by room or floor plate, making deliveries easier to track while reducing packaging waste and preventing site clutter.

*Included on every connected project site.

Commissioning

Hand over smart buildings with confidence and complete cost certainty. Expert on-site configuration and tuning ensures lighting performs at its best from day one, while fixed-rate pricing protects contractors from unexpected setup costs.



Regulatory and security standards

Part L compliance

Evidence compliance easily with real-time energy data logged in one place without chasing manual readings.

Radio Equipment Directive (RED compliant)

Rely on safe, dependable wireless connectivity that works alongside other building systems.

ISO27001 cloud security

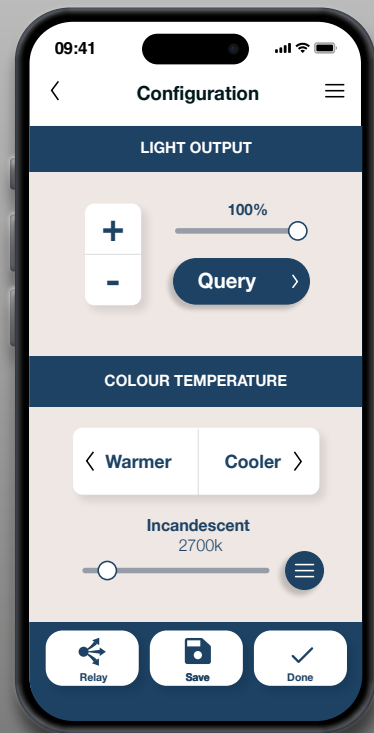
Keep building data protected in a secure, GDPR-aligned cloud environment.

Ready for tougher cyber rules (NIS2)

Stay ahead of rising cybersecurity requirements and reduce the risk of costly future retrofits.

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

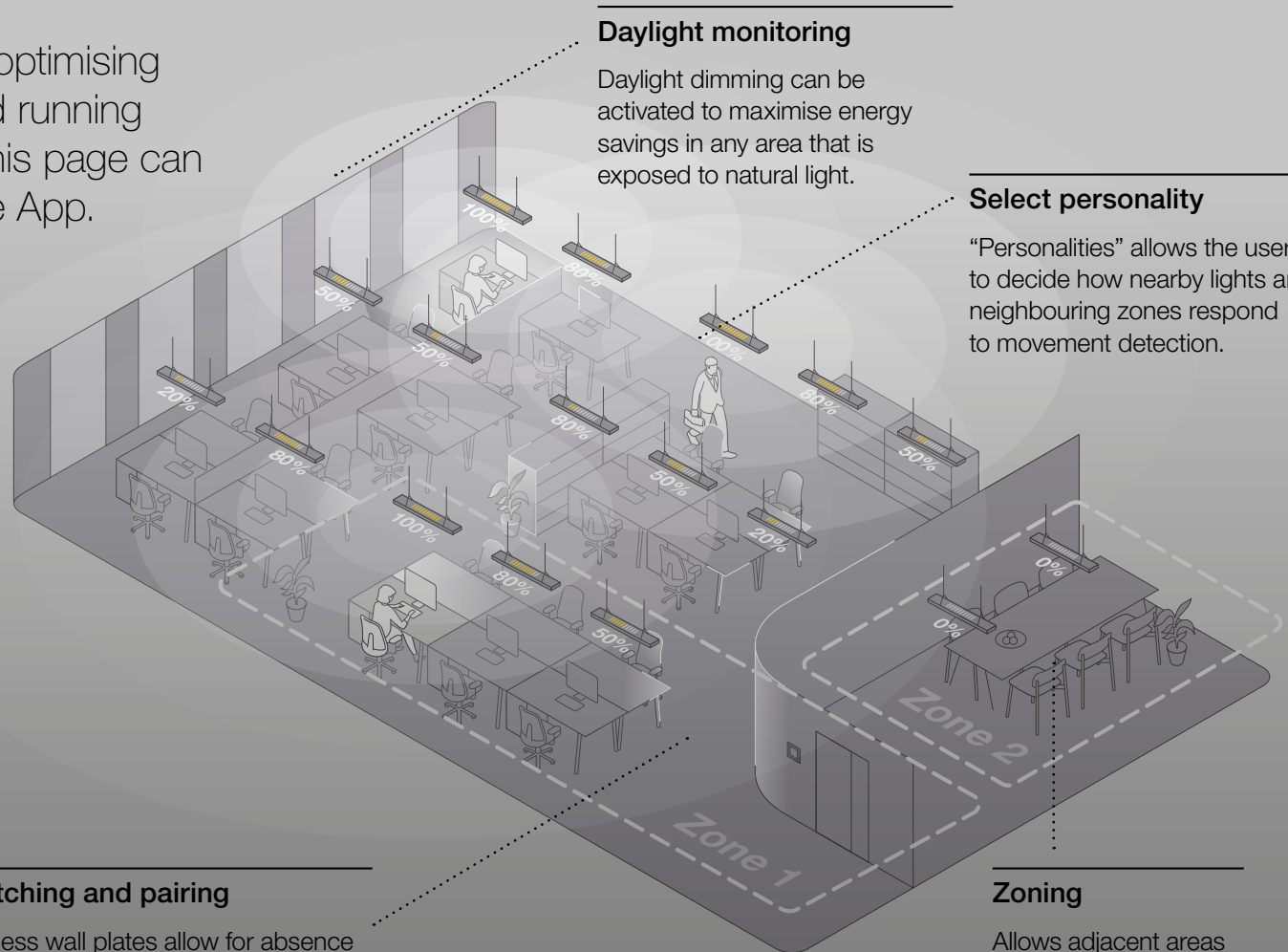
“Personalities” allows the user to decide how nearby lights and neighbouring zones respond to movement detection.

Switching and pairing

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

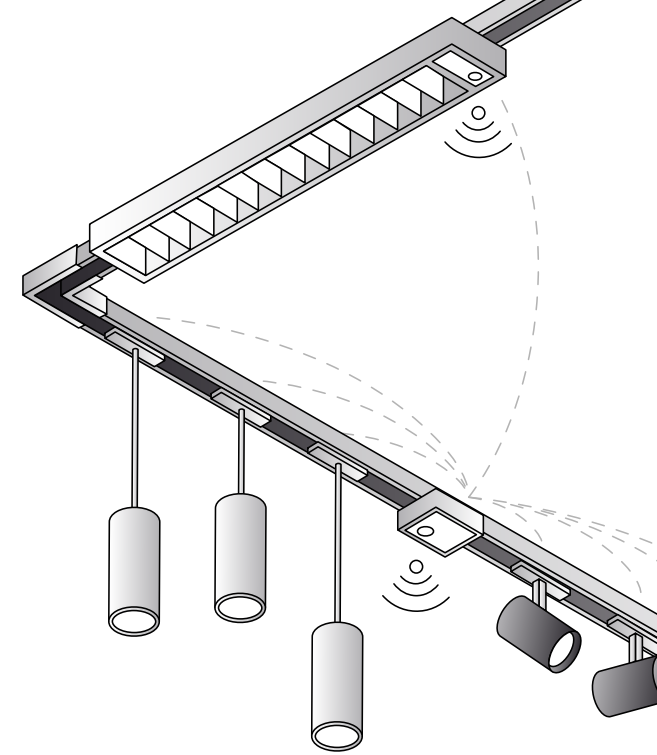
Zoning

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



Designed to deliver value for your entire team

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



Contractors and installers

Simplify installs and protect profits.

Time is money on every site. Rely on expert-led commissioning and seamless handovers to reduce technical workload and eliminate program risk. The result is a faster, simpler installation with significantly less site waste. Complete budget certainty is locked in through fixed costs, efficient packaging, and extended warranties, keeping margins secure at every step of the project.

Consultants and specifiers

Mitigate design risk and future-proof long-term building performance.

Gain confidence that every specification will perform as intended, with verified compliance, open-system integration and single-point accountability from design to commissioning. The result is proactive monitoring, secure (ISO 27001, RED3, NIS2) and sustainable data to protect specifications.

End users and business owners

Improve day-to-day experience and protect long-term asset value.

Continued day-to-day operations with minimal disruptions as experts monitor performance and insights, enabling smarter property decisions and lowering operational energy costs up to 70%, and maintenance costs – automated compliance and proactive fault support, so that you don't have to. Scalable IoT architecture adapts to a changing environment, enabling long-term flexibility and investment value.

Facilities management

Reduce maintenance workloads and accelerate decisions.

Equip facilities teams with the immediate insights needed to act quickly. Automated compliance testing, proactive fault alerts, and remote support eliminates overloaded maintenance queues. At the same time, live energy, occupancy, and system data provide total visibility into performance and priorities. This combination of faster response times and data-driven clarity guarantees highly efficient, long-term management across your entire project.

Connected spaces with the Organic Response Portal platform

Mesh network: The sensors form a self-organising mesh network that guarantees reliable, resilient communication, even in the event of a device failure. Add RED3 Products design to comply, and the system delivers consistent performance and uninterrupted 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.

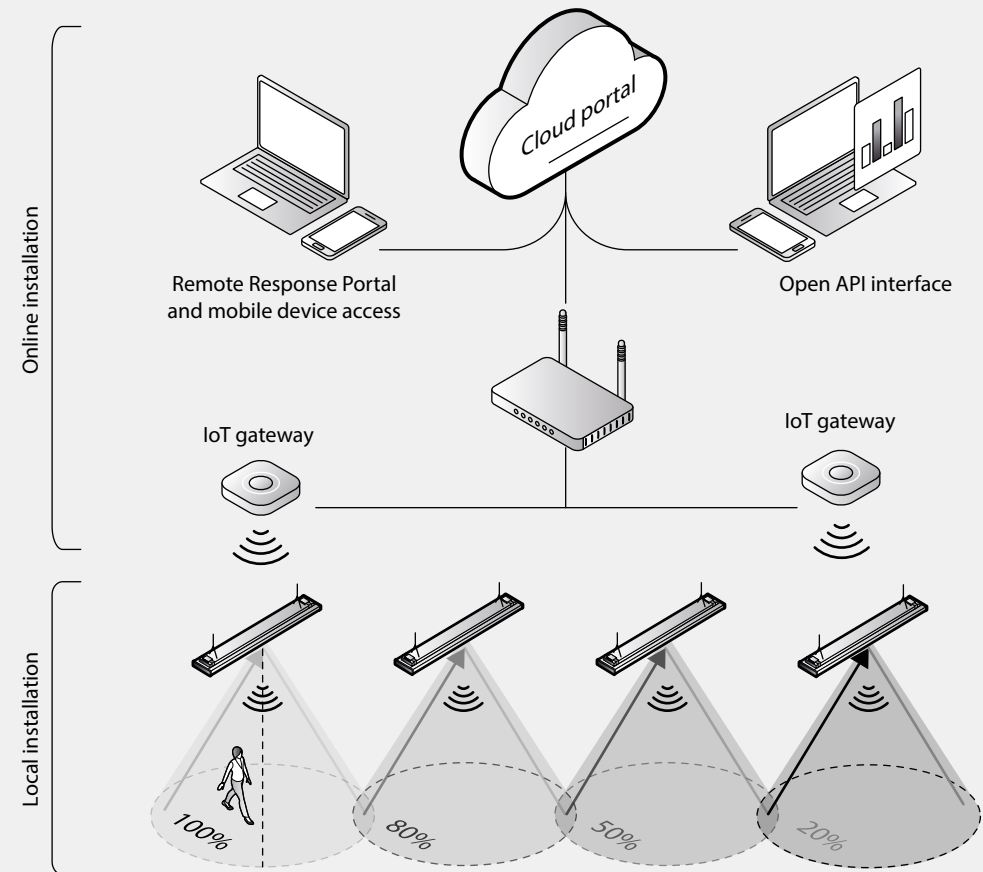
Self-managed or centre-managed: Portal accessible through self-managed or centre-managed services. You can upgrade or revert to your preference at the upon contract completion.

*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.



Access more with Response Portal

Smarter data, simpler management

When connected to the **Response Portal**, your smart lighting system becomes a powerful management tool, offering real-time insight, compliance support and smarter building integration.



Occupancy heat mapping and movement tracking

Understanding exactly how your space is being utilised in real time.

Identify underused meeting rooms, optimise desk allocation in hybrid spaces, and adjust heating and cleaning schedules based on traffic.

Live energy metering and Part L reporting

Compare energy consumption across different zones or functional areas instantly.

Identify opportunities to trim light levels or dwell times, giving complete visibility over your progress toward Net Zero targets.

Open API and BACnet protocols

Avoid closed proprietary traps.

Our lighting network shares live occupancy data seamlessly with your wider building management system (BMS) to automatically optimise heating, ventilation, window blinds, and security.

Predictive maintenance and remote diagnostics

Eliminate manual guesswork.

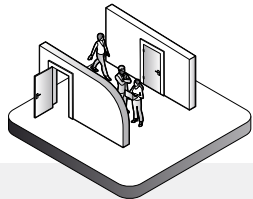
Receive instant feedback on luminaire performance and specific fault statuses.

With centre managed support, we can proactively diagnose issues remotely before they cause disruption on site.

Engineered for any space, built for any sector

Every building type faces unique operational challenges, but the core requirements remain universal: reducing wasted energy, ensuring user safety, and maintaining complete budget certainty.

Organic Response replaces rigid, sector-bound controls with an intelligent wireless network that intuitively scales to match the exact foot traffic, lighting needs, and layout of your space.

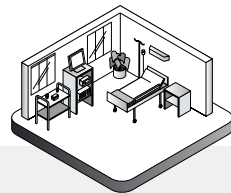


Active and High-Footfall Areas (Workspaces, Atriums, Retail)

Intuitive Control: Features dynamic daylight harvesting and seamless zone reconfiguration directly from the app.

Smart Adaptation: Automatically adjusts in real time to fluctuating occupancy levels.

Maximum Efficiency: Creates vibrant, comfortable environments that boost well-being while trimming energy costs by up to 70%.

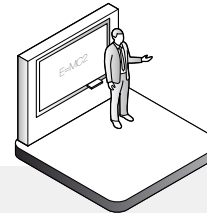


24/7 and Critical Spaces (Healthcare, Emergency Services, Data Centres)

Continuous Peace of Mind: Delivers reliability for environments that cannot afford downtime.

Specialised Safety: Utilises specialized “Min-Light” safety baselines alongside robust IP-rated sensor integration.

Remote Assurance: System health is proactively monitored by Whitecroft experts, ensuring uninterrupted performance without the need for disruptive on-site maintenance teams.

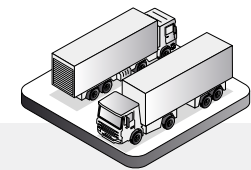


Multi-room and campus facilities (Higher Education, Schools, Public Estates)

Centralised Compliance: Eliminates the need for manual safety testing across dozens of buildings simultaneously.

Secure Audit Trails: Automatically logs and stores all EN50172 compliance data securely in the AWS cloud.

Effortless Oversight: Transforms complex, multi-site compliance into a streamlined, hands-off process, saving significant time and resources.



Large-scale and industrial floorplates (logistics, manufacturing, high-bay)

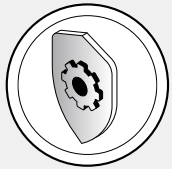
Precision Motion Detection: Utilises advanced heat mapping to optimise lighting exclusively across active aisles and working bays.

Targeted Illumination: Prevents massive open spaces from burning energy unnecessarily by activating only the specific zones currently in use.

Maximum Efficiency: Delivers highly responsive control, ensuring energy is consumed exactly where and when it is needed.

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.



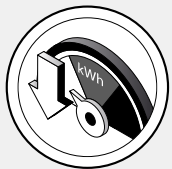
De-risked fast and flexible installation



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]).

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.

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 up to 10m node-to-node.

Response High Bay



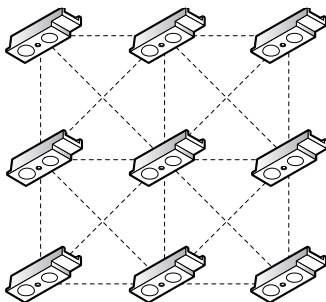
With a mounting height of 12m and a coverage of up to 24m. Motion uses both PIR and Microwave to reduce false triggers.

Response Microwave

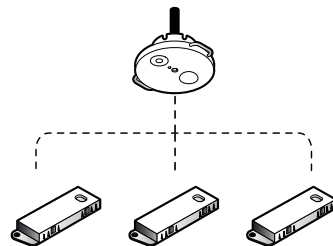


Occupancy sensing with up to 10m wireless node-to-node communication. Perfect for external IK and IP rated products.

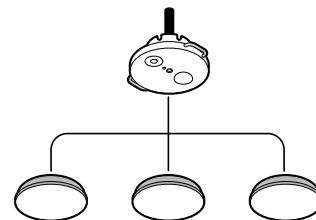
Remote SN3 mesh



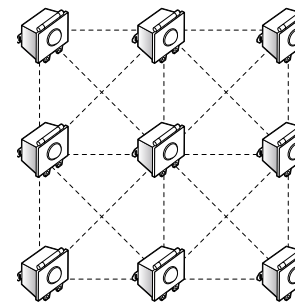
Response Radio wireless comms



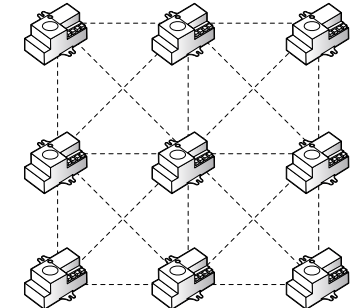
Detached Response Sensor Node wired DALI comms



Response High Bay mesh



Response Microwave mesh

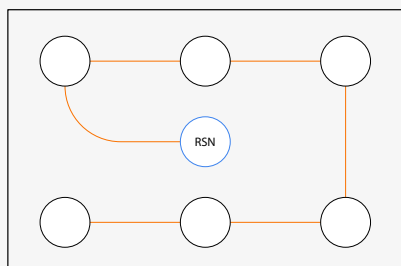


A flexible wireless solution

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

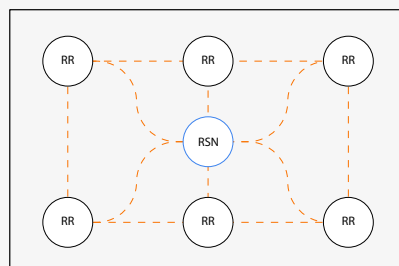
Organic Response lighting controls are based on distributed intelligence, with each luminaire fitted with a sensor node that allows it to respond to its environment and information from its neighbouring luminaire.

Option 1 — DALI: wired & wireless



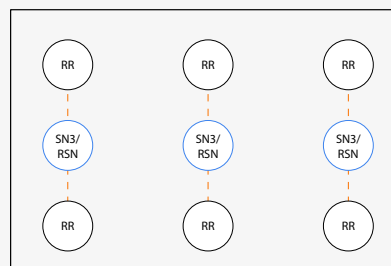
- All luminaires are connected on a DALI pair with the Detached Response Sensor Node (DRSN)
- A hybrid wired/wireless method is perfect for new builds where cabling can be installed with ease
- Offers decreased hardware costs but increased install costs

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 battery 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



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