



Organic Response[®]

Smart lighting made simple



Smart Lighting that intuitively works out-of-the-box

Powered by distributed node-to-node intelligence, Organic Response delivers instant energy savings and effortless adaptability, with zero complex setup.

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

By integrating an intelligent sensor node directly into every Whitecroft luminaire at the factory, each light fixture communicates wirelessly with its immediate neighbors. The result? An intuitive, self-organising lighting network that instantly responds to human movement and daylight from the second it is powered on.

Hassle-free setup

Works straight out of the box. Because luminaires communicate locally with their immediate neighbours, there is no need for invasive control wiring or complex location programming during installation.

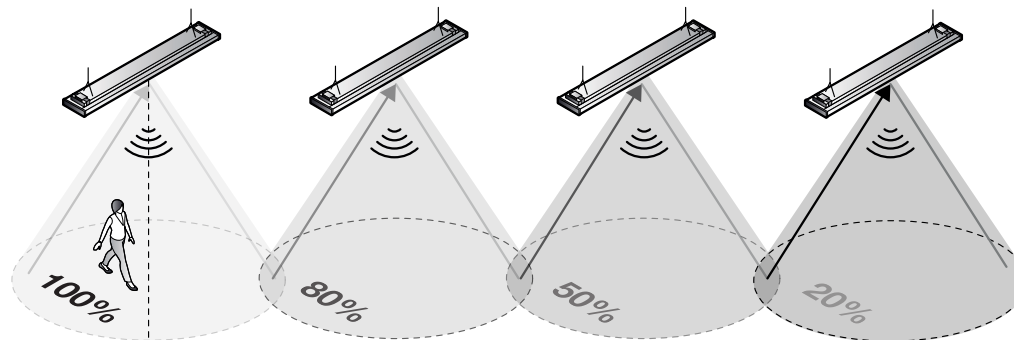
Distributed intelligence

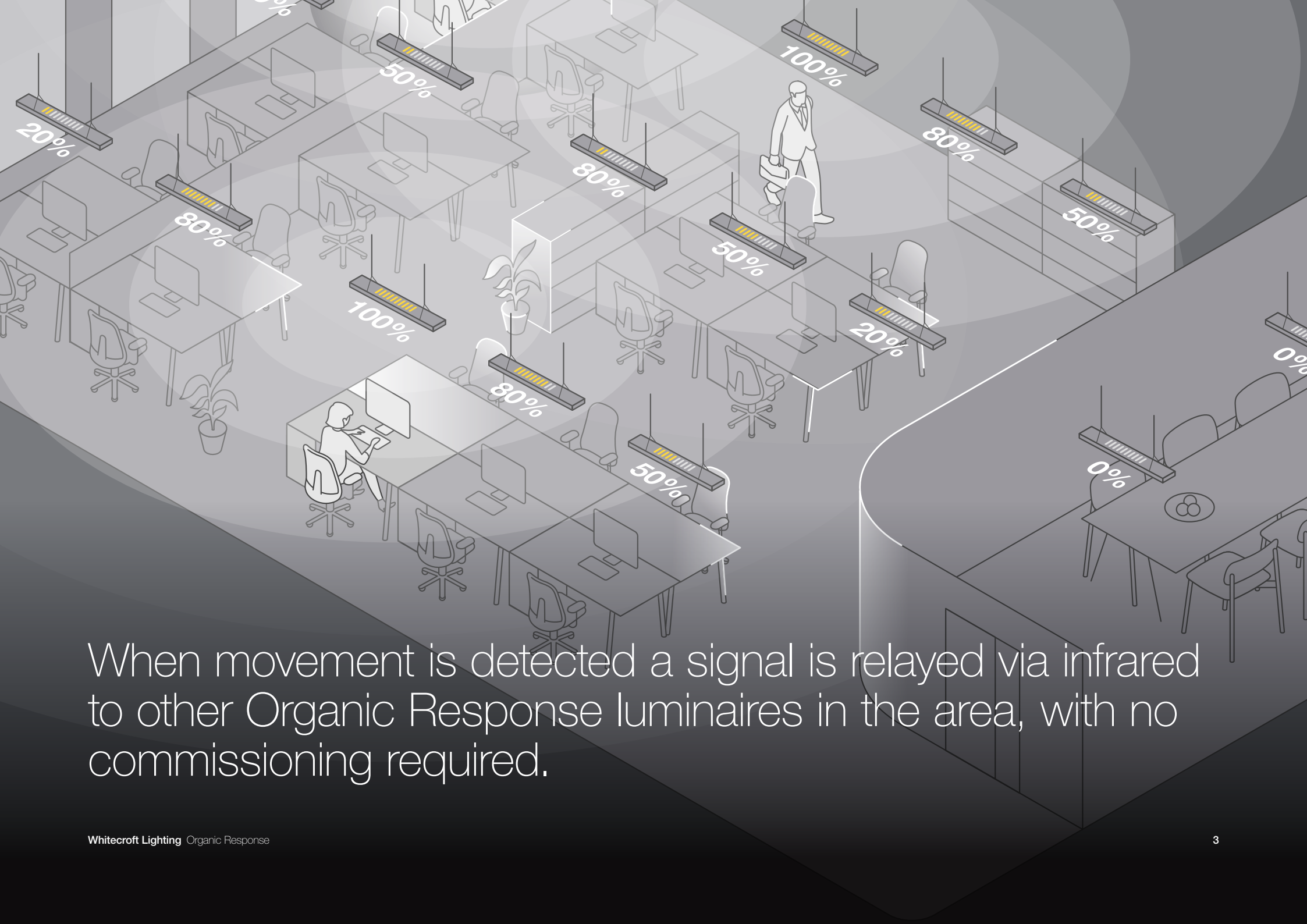
No single point of failure. Each luminaire makes its own smart decisions based on real-time foot traffic and natural daylight, ensuring optimal light levels while slashing wasted energy.

Dynamic space adaptation

Perfect for evolving floor plates. As your building layout or room changes, the system dynamically adjusts its lighting behaviours automatically, or via a quick tap on our smartphone app.

Local node-to-node wireless: lights talk directly to their neighbours to adjust light levels seamlessly





When movement is detected a signal is relayed via infrared to other Organic Response luminaires in the area, with no commissioning required.

Smart connected lighting, built for whole-life value

Transform your building,
eliminate unpredictable
maintenance costs, and
automate safety compliance.

Modern buildings waste up to 40% of their energy lighting empty spaces. Organic Response shifts your property from a passive cost center to an intelligent, adaptive environment. By embedding smart technology directly into each Whitecroft fixture at the factory, we remove installation friction, messy wiring, and timeline risks from the very start.

Total cost certainty

We look at lighting through the lens of Whole Life Cost. By combining extended parts and labour warranties with proactive remote optimisation, we protect your budget from surprise maintenance fees for years to come.

Zero installation snags

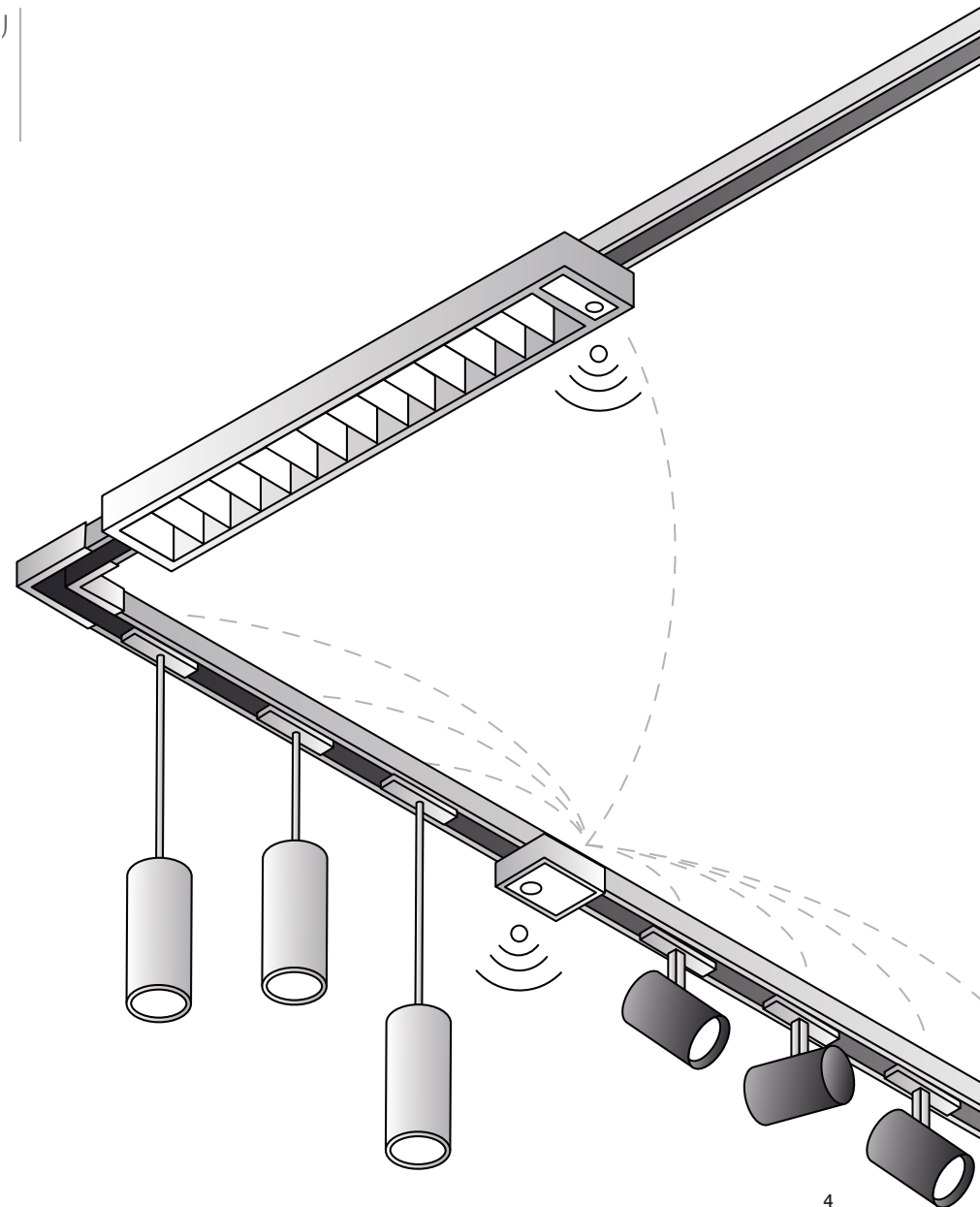
No complex wiring, no invasive renovations, and no extended timeline risks. Thanks to standard fixed-rate configurations, contractors get absolute cost certainty during setup.

Future-proof control

As spaces change, your lighting can change with it. Adjust settings, dimming, and zones effortlessly via the Organic Response mobile app, ensuring your building asset never becomes stranded or outdated.

Security assurance

Fully compliant with the Radio Equipment Directive (RED Directive) and ISO27001 data security protocols, protecting your building's data on a secure AWS cloud network.



Managed services

Our managed services handle your system's monitoring, safety, and performance through our comprehensive care packages, giving you complete operational peace of mind and whole-life cost certainty.

NON-CONNECTED

SmartStart

Instant, adaptive wireless control

Up to 40% instant savings

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

SmartStart features:

- Out-of-the-box wireless control with no expert setup required
- Full mobile app configuration for fast room or layout changes
- 5-year parts and 1-year labour warranty
- Upgradable to fully connected status at any point in time

CONNECTED

SmartLight

Automated, centralised compliance

Up to 50% energy savings

Our centre-managed service where our central team remotely oversee your network's health and provides complete, automated regulatory compliance.

SmartStart features plus:

- Centre managed care through our remote network health and diagnostic monitoring
- Centralised compliance with automated monthly emergency lighting testing and Part L energy reporting, stored securely in the cloud
- Includes on-site configuration, reduced gateway capital costs, and one annual health check
- Upgraded warranty of 5-year parts and 3-year post-completion labour
- Includes Geopak™ sustainable packaging with geolocation asset tracking and automated collections.

CONNECTED+

SmartInsight

Open smart building optimisation

Up to 70% energy savings

Our ultimate managed tier, combining proactive health monitoring with actionable space analytics and open smart building integration.

SmartLight features plus:

- Actionable data analytics with live energy metering and real-time occupancy heat-mapping to optimise space utilisation
- Fully open API and BACnet protocols to seamlessly connect lighting with HVAC, blinds, and security systems
- Maximum performance support with two annual health checks
- Upgraded warranty of 5-year parts and 3-year post-completion labour

SmartLight and SmartInsight included 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.

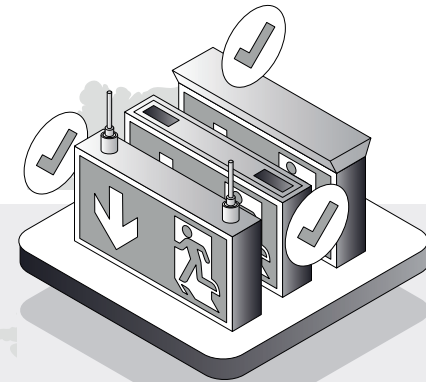


Annual health check

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.



On-site delivery and configuration services

Geopak™

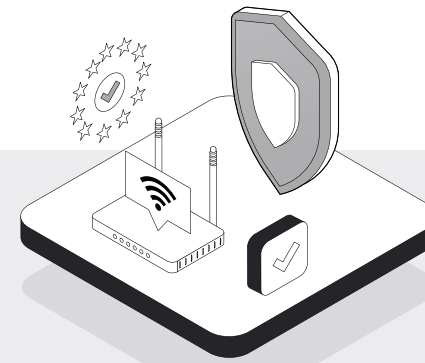
We take the friction out of site logistics.

Geopak™ delivers luminaires pre-sorted and packaged specifically by room or floor plate. Included on all connected project sites, it drastically reduces packaging waste, prevents site clutter, and makes tracking deliveries effortless for contractors.

Commissioning

Handing over a smart building shouldn't be stressful.

Our dedicated engineers handle the on-site configuration and tuning to guarantee your lighting system is optimised for peak performance right from the start. With fixed-rate service pricing, contractors gain total cost certainty without the threat of unexpected setup fees.



Regulatory and security standards

Part L compliance

Our connected systems automatically gather and log real-time calculations effortlessly, giving facilities managers complete, central visibility over energy metrics without manual monitoring.

Radio Equipment Directive (RED) compliant

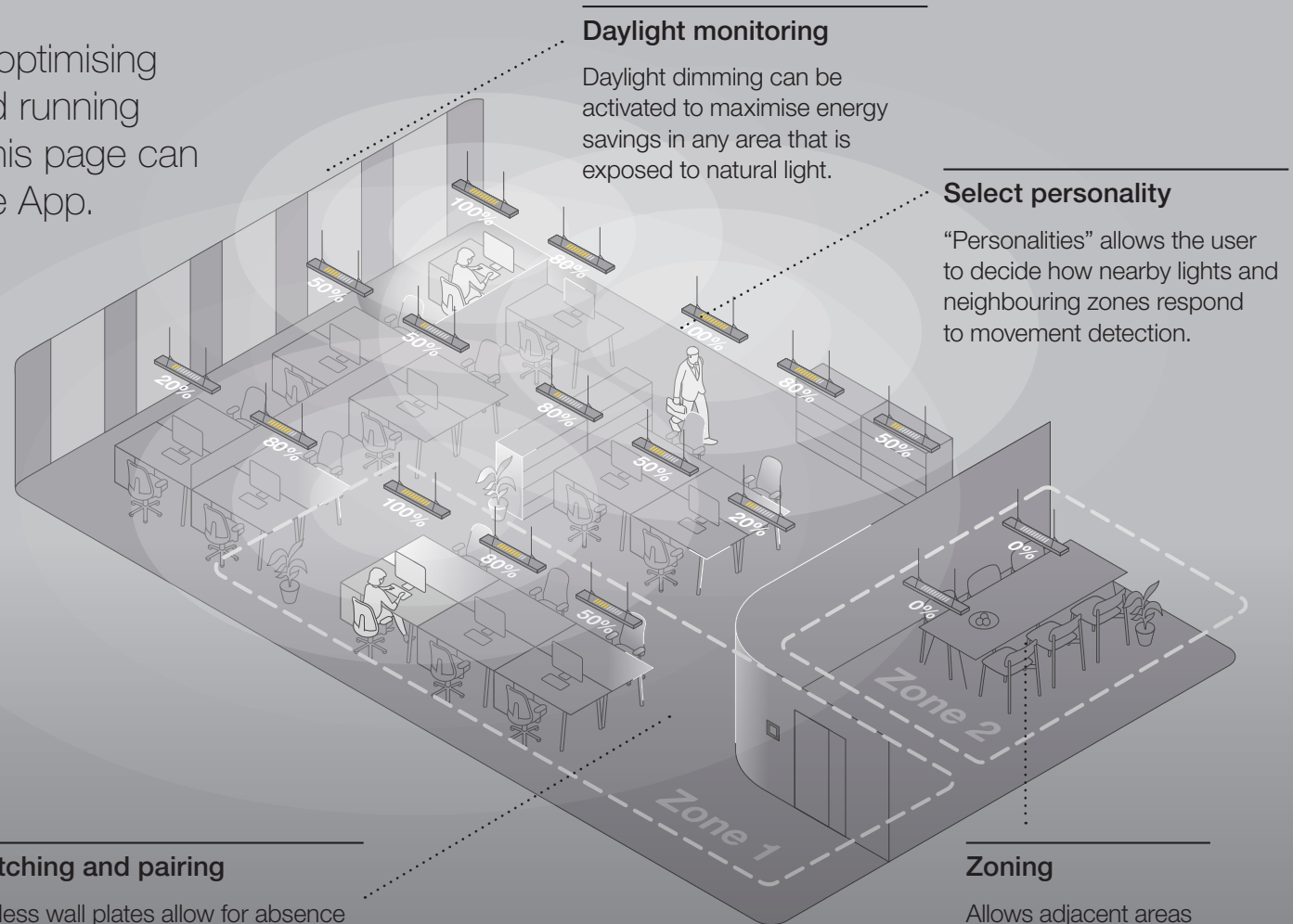
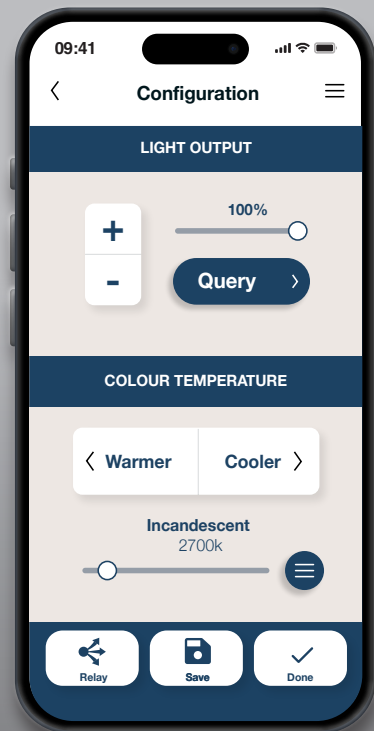
Wireless safety you can trust. Our wireless hardware and communications fully adhere to the EU / UK Radio Equipment Directive (RED) guaranteeing robust performance, cyber compliance, and zero interference with other smart building networks.

ISO27001 cloud security

Your building data is protected by bank-grade security protocols. Organic Response security protocols go beyond standard UK Cyber Security requirements, operating on a secure AWS Cloud network to protect user data and maintain strict GDPR alignment.

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.

Main contractor / M&E contractor

Eliminate the financial risk of drawn-out commissioning timelines.

Our fixed-rate on-site configuration gives you clarity and total cost certainty.

Geopak™ is included to reduce onsite waste, and extended labour coverage means zero call-back risks during project completion.

Consultant

Specify with absolute confidence.

This complete, all-in-one compliant solution stands robustly against value-engineering.

Open integration features remove compatibility headaches, while cyber-secure design (ISO 27001, RED3) protects system architecture.

End users and business owners

We elevate your daily workplace experience and protect long-term asset value.

Scalable IoT architecture easily adapts to changing workspace layouts as your business grows.

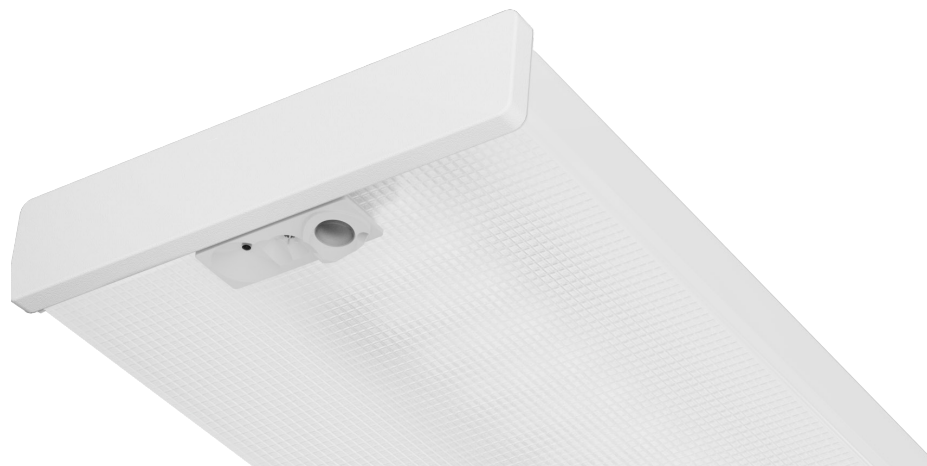
Matching light to natural daylight creates highly productive environments while permanently lowering operational energy costs by up to 70%.

Facilities manager

We maximise your daily operational efficiency with total maintenance cost certainty.

Automated safety tests, real-time diagnostics, and proactive care eliminate costly third-party call-outs.

Remote health monitoring keeps your building running at its absolute best while protecting your ongoing budget.



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.

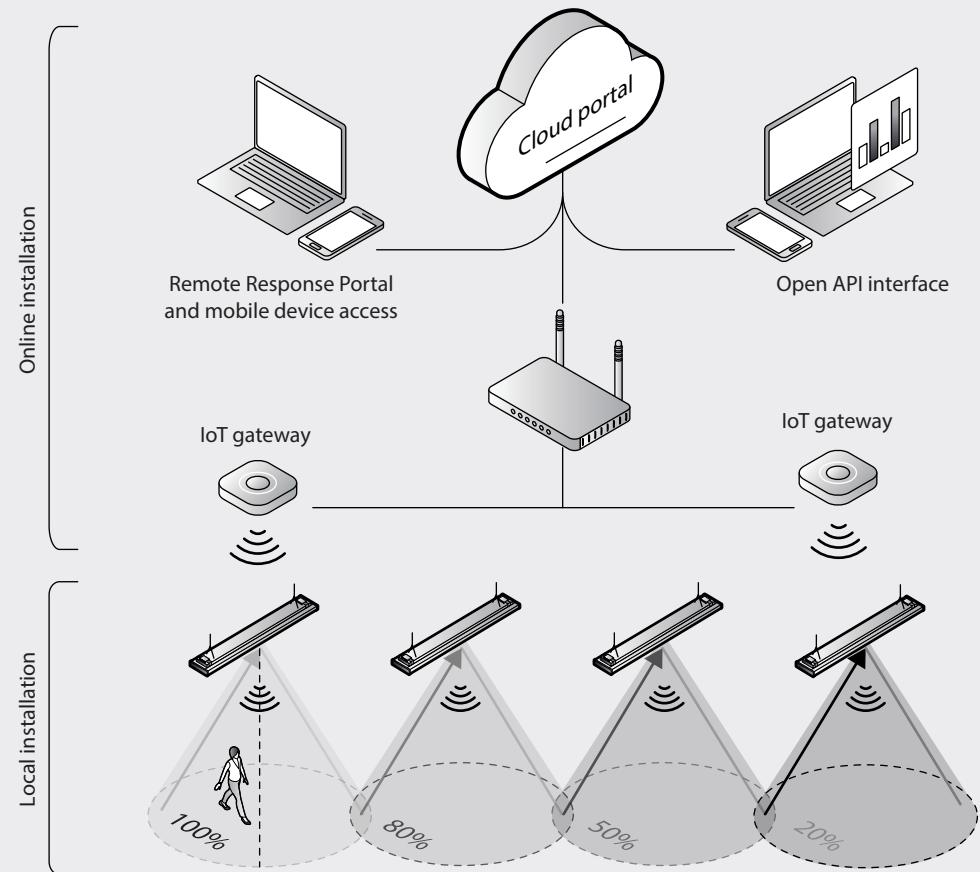
Self-managed or centre-managed: Portal accessible through self-managed or centre-managed services. You can upgrade or revert to your preference at the upon contract completion.

*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

Whether managing a multi-site commercial estate, a 24/7 critical healthcare facility, or an industrial logistics hub, Organic Response adapts dynamically to your operational demands.

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 (e.g. workspaces, atriums, retail)

Dynamic daylight harvesting and seamless zone reconfiguration via app.

The system automatically responds to fluctuating occupancy, creating vibrant, comfortable environments that boost well-being while trimming energy costs by up to 70%.

24/7 and critical operational spaces (e.g. healthcare, emergency services, data centres)

Continuous peace of mind.

Utilises specialised “Min-Light” safety baselines and IP-rated sensor integration.

System health is monitored remotely by Whitecroft experts, ensuring uninterrupted performance without disruptive maintenance teams on-site.

Multi-room and campus facilities (e.g. higher education, schools, public estates)

Automated estate-wide management.

Centralised compliance eliminates manual safety testing across dozens of buildings simultaneously, logging all EN50172 audit trails securely in the AWS cloud.

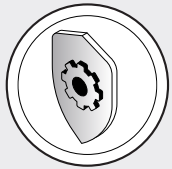
Large-scale and industrial floorplates (e.g. logistics, manufacturing, high-bay)

Granular node-to-node intelligence.

Motion-detection heat mapping optimises lighting only across active aisles and working bays, preventing massive open spaces from burning energy unnecessarily.

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.



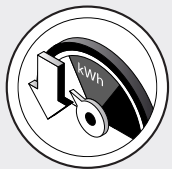
De-risked fast and flexible installation



15-20% lower cost of installation*



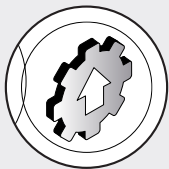
Renovate with minimal downtime



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.

Response High Bay



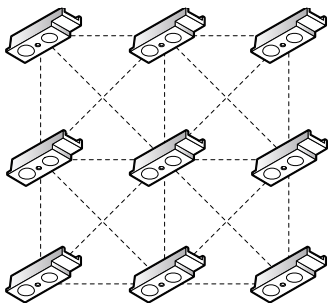
With a mounting height of 12m and a coverage of up to 24m. Daylight and motion using both PIR and Microwave to reduce false triggers.

Response Microwave

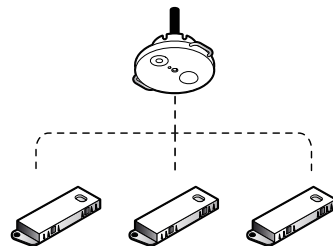


Occupancy and daylight sensing with up to 10m wireless node to node communication. Perfect for external IK and IP rated products.

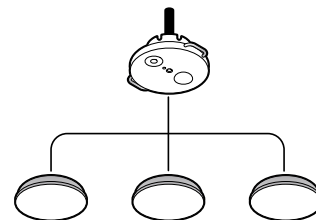
Remote SN3 mesh



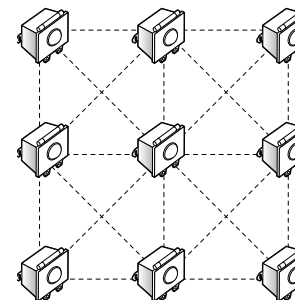
Response Radio wireless comms



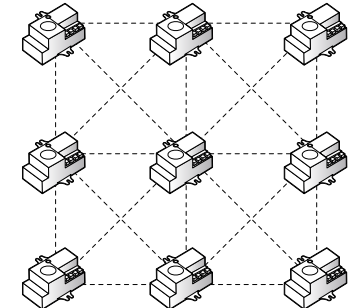
Detached Response Sensor Node wired DALI comms



Response High Bay mesh



Response Microwave mesh

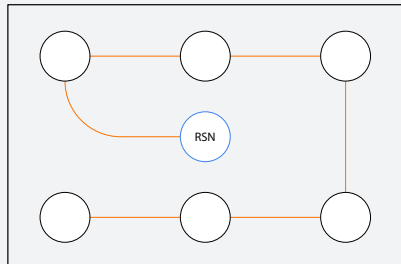


A flexible wireless solution

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

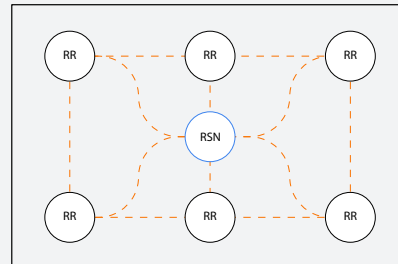
Organic Response lighting controls are based on distributed intelligence, with each luminaire fitted with a sensor node that allows it to respond to its environment and information from its neighbouring luminaire.

Option 1 — DALI: wired & wireless



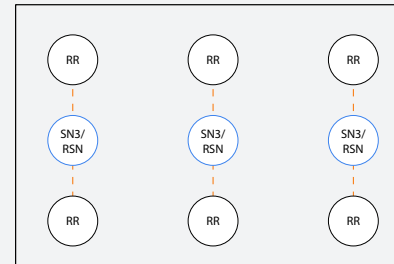
- All luminaires are connected on a DALI pair with the Detached Response Sensor Node (DRSN)
- A hybrid wired/wireless method is perfect for new builds where cabling can be installed with ease
- Offers decreased hardware costs but increased install costs

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



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@whitecroftlight.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

