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**Arenas and Stadiums
Light beyond illumination**

Our purpose is to unlock the **extraordinary potential of light** for brighter lives and a better world



Trends in the Arenas & Stadium market



Sports are being consumed in new ways – streaming, statistics, in venue or at home



Venues are becoming multipurpose hubs that host sports and non-sports events



The need to comply with increasingly stringent TV broadcasting standards

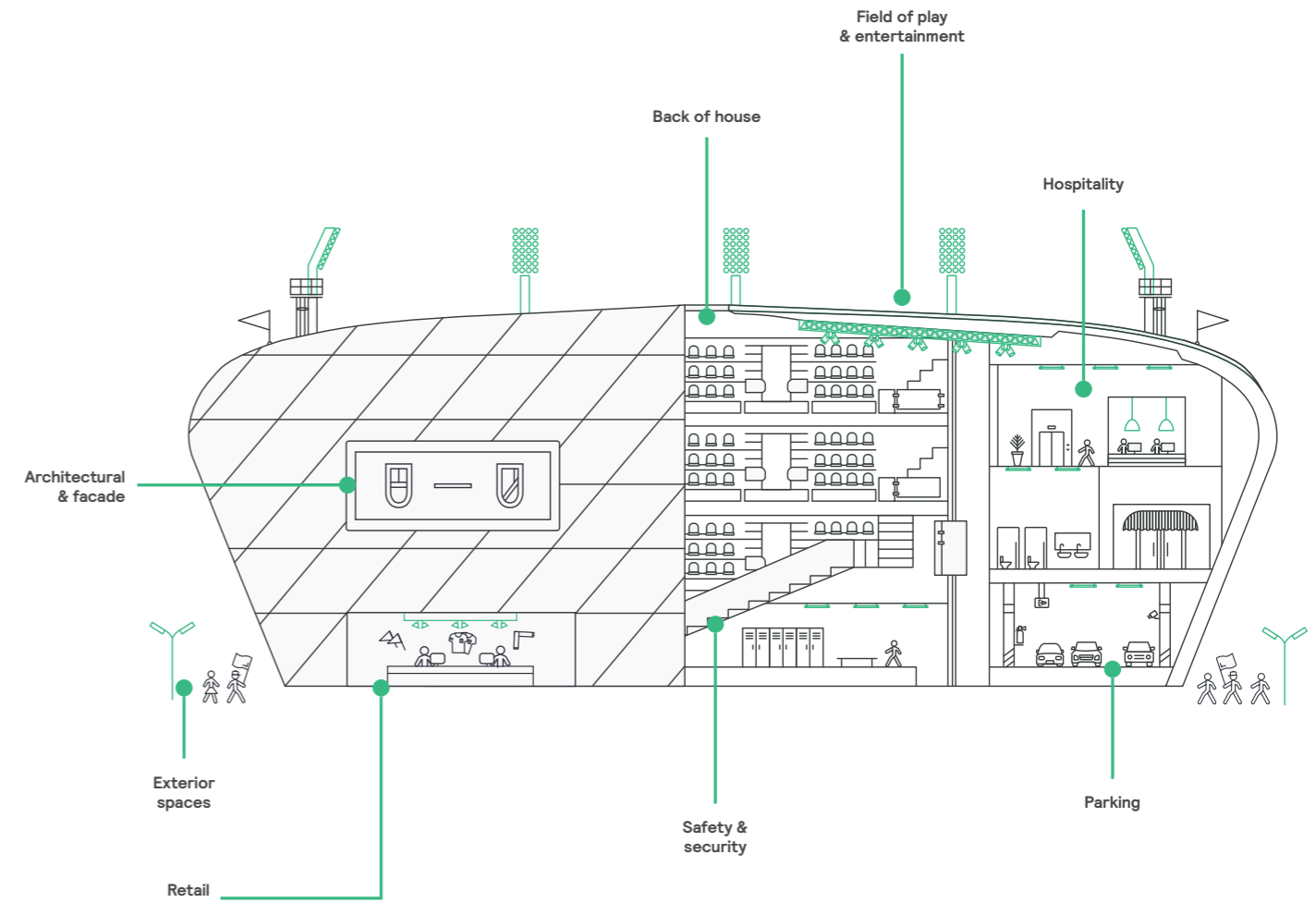


Increased focus on safety, social responsibility and sustainability



Growing interest in integrated and IoT-based applications using simple, scalable platforms

Harness the power of connected lighting



Brands

Signify proudly markets the best lighting brands in the world.



PHILIPS

interact



PHILIPS

hue personal wireless lighting

Field of play and entertainment



Wanda Metropolitano

Atletico Madrid



Wanda Metropolitano is the first 100% LED lighting stadium installation in the world. Connected LED lighting and Interact Sports software offer unique opportunities for synchronisation and integration of different stadium systems.

The pitch area lighting guarantees maximum quality for television transmission and meets the latest LaLiga, UEFA and FIFA broadcast standards. It can also be switched on and off instantaneously or integrated with other light shows on the façade or bowl.



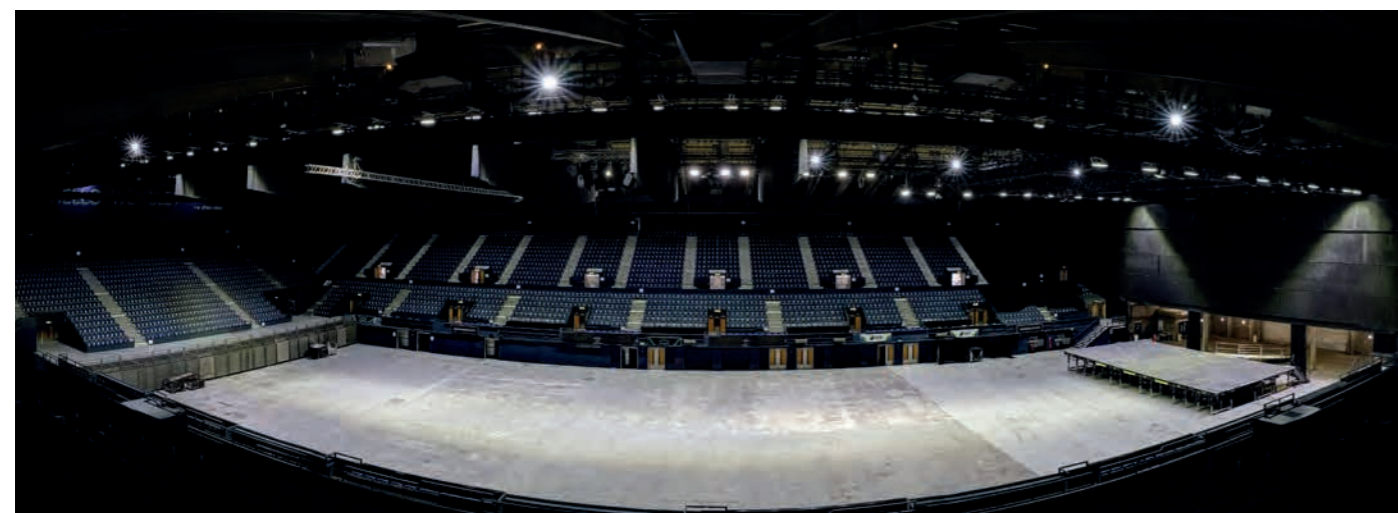
Allianz Stadium

Juventus FC, Turin

The iconic arena now boasts 396 Philips ArenaVision LED fixtures installed on the roof and on the technical walkways. By upgrading the pitch lighting to the highest standards, the Allianz Stadium can elevate the entertainment experience to a whole new level during football matches and events.

The pitch lighting system meets the needs of TV broadcasters and football federations which requires high quality lighting for Ultra HD television and super slow motion action replays. In addition, it requires no warm-up time and is flexible enough to allow illumination of specific parts of the pitch before a football match or as part of a light show.





SSE Wembley Arena

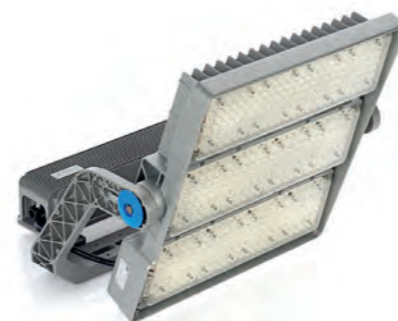
Wembley, London

SSE wanted to upgrade the arena lighting to higher standards and sought to lower costs, reduce energy usage and open-up the arena to potential new streams of revenue.

The existing lamps were replaced with 60 new LED Philips OptiVision floodlights providing up to 1500 lux, necessary for certain sports. In normal operation, the lights can be dimmed to produce between 300 to 500 lux and run at considerably less energy than the previous system.



Flood lighting



ArenaVision

- 2 or 3 LED engines options
- Up to 220,000 lumens
- Compliant with international broadcasting standards
- Programmable DMX Driver
- Optional remote driver and spill light accessories



OptiVision

- 2 or 3 LED engine options
- Up to 220,000 lumens
- Programmable DALI driver
- Optional remote driver and spill light accessories



SportsStar

- Light weight and compact dimension
- Compliant with international broadcasting standards
- Programmable DMX Driver
- Up to 160,000 lumens



ClearFlood

- Wide range of lumens (7,000 to 80,000 lumens)
- Wide range of optics and internal louvers
- Programmable DALI Driver
- Integral Driver



Ephesus LumaSport 16

- Recessed LED's using reflector & louver optical system
- Up to 150,000 lumens.
- Quick mount aiming design



Entertainment lighting



VL6000

- Aerial effect fixture
- 55,000 lumens
- Fast accurate movement
- Mix & split colour



VL6500 Wash

- High-output wash of a large area
- 50,000+ lumens
- Two static colour wheels and full CYM+CTO colour mixing enables variable colour mixing with saturation control, offering vivid and creative colour options



VL4000

- Wash & beam fixture
- 43,000 lumens
- Infinity colour mixing
- Sharp image for 10 standard patterns



VL10

- Compact wash & beam fixture
- 28,000 lumens
- Two rotating pattern wheels, VL FX wheel, dual rotating prism, CYM colour wheel



VL2600 Profile

- High performance compact profile with framing shutters
- 19,000 lumens
- 7-48 degree beam angle range
- Rotating, indexable, gobo wheel, fixed gobo wheel

Architectural and façades





Allianz Arena

FC Bayern, Munich

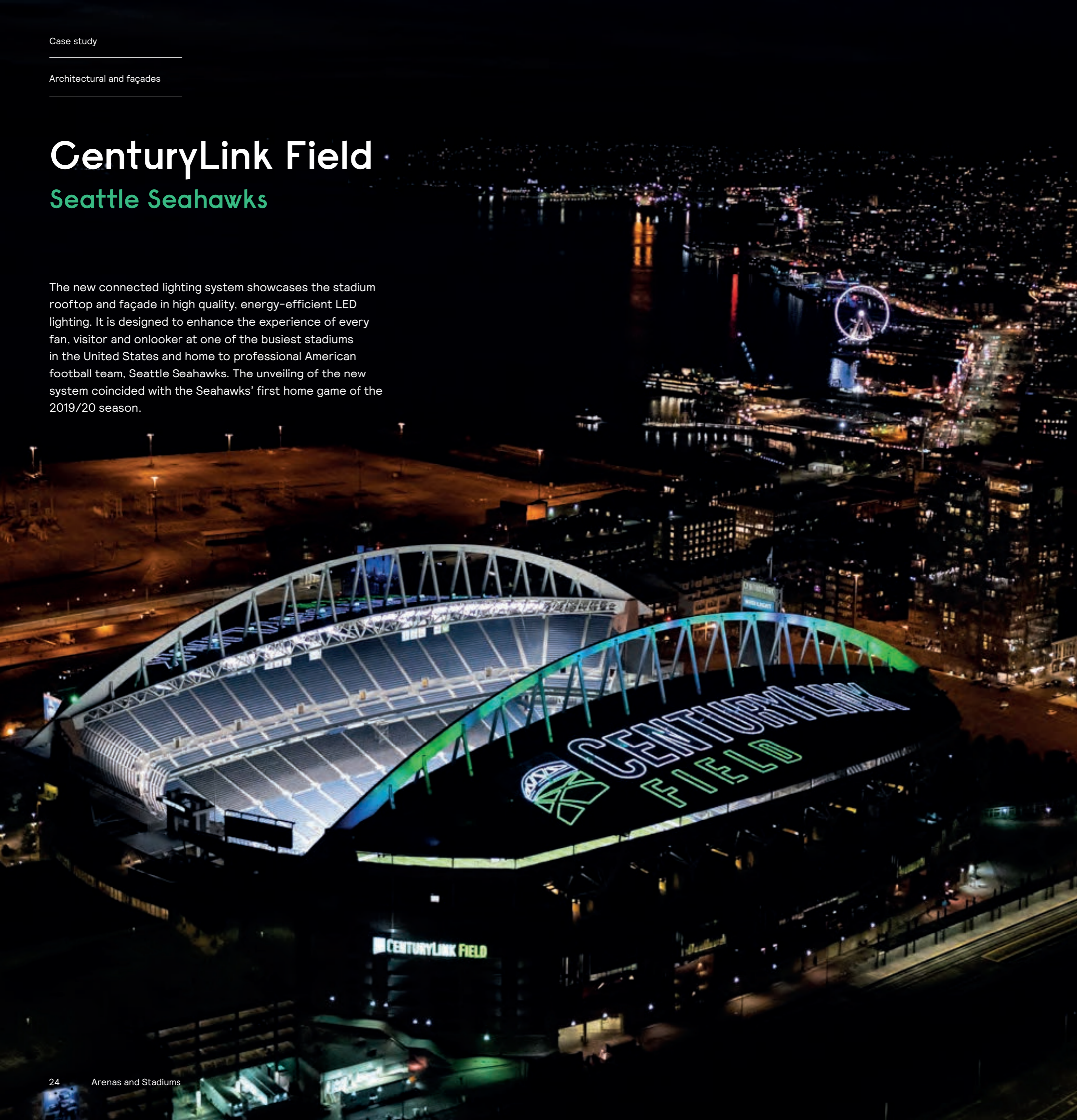
FC Bayern Munich installed an LED façade, controlled digitally with Interact Landmark and capable of reproducing 16 million colours, while at the same time realising 60% energy savings.

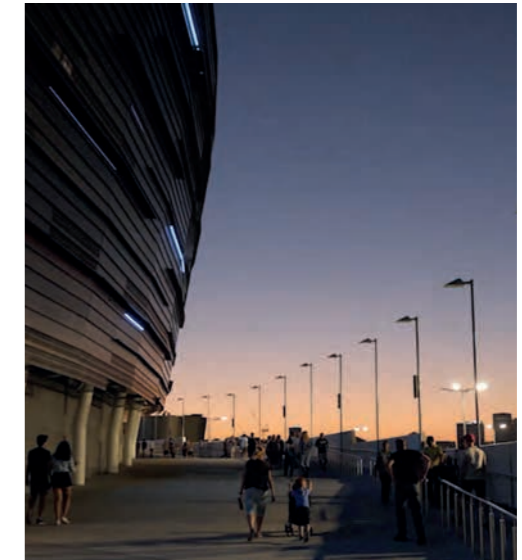
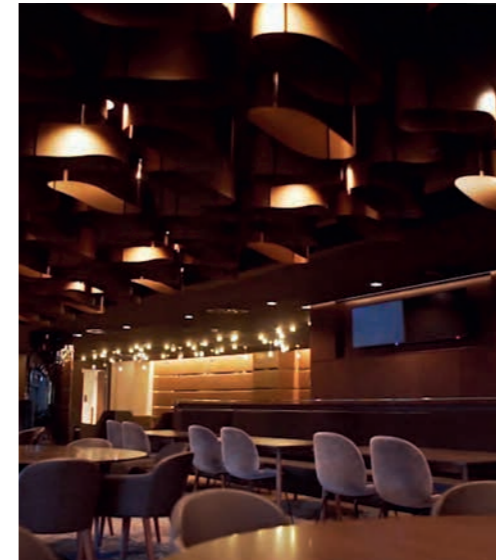
More than 300,000 LED lights – over an impressive surface area of 26,000 square metres – make the stadium façade's inflatable outer membrane shine brilliantly. In addition to the façade, the bowl inside the arena was lit to accompany the action on the pitch in a dynamic way.

CenturyLink Field

Seattle Seahawks

The new connected lighting system showcases the stadium rooftop and façade in high quality, energy-efficient LED lighting. It is designed to enhance the experience of every fan, visitor and onlooker at one of the busiest stadiums in the United States and home to professional American football team, Seattle Seahawks. The unveiling of the new system coincided with the Seahawks' first home game of the 2019/20 season.





Optus Stadium Perth, Australia

Central to the stadium's aesthetics is the façade and roof lighting, which incorporates a fully controllable LED solution from Color Kinetics to create a stunning visual impact. The façade has been fitted with 1.4 km of iColor Accent Compact luminaires to create a dynamic and unique aesthetic. The entire stadium can be lit in team colours on match day to add to the fan experience.

More than five years in the making, Optus Stadium is the largest LED sports lighting installation in the world, featuring more than 22,000 LED fittings.

Friends Arena

Stockholm, Sweden

The Friends Arena now glows in striking rainbows and solid colours. Colour schemes and light shows can easily synchronise with whatever is occurring at the arena. For example, the lights can coordinate with the colours of opposing football teams that are playing at the arena. On nights when no events are scheduled, the arena offers a basic, soft lighting scheme.

Friends Arena prides itself on having a “green” focus, which is why they chose LED lighting from Color Kinetics. With its sleek design, vivid effects, and environmental consciousness.





Architectural & façade



Blast

- Wall washing
- Flood lighting
- Spot lighting



Burst

- Wall washing
- Flood lighting
- Spot lighting



Flex

- Direct view



FlexElite

- Direct view



Graze

- Wall grazing
- Wall washing



Graze Compact

- Wall grazing
- Wall washing



Vaya Tube

- Wall washing
- Flood lighting
- Spot lighting



Reach Elite

- Wall washing
- Flood lighting
- Spot lighting



Accent

- Direct view



PureStyle

- Wall washing
- Wall grazing
- Concealed interior



UniFlood C

- Flood lighting
- Spot lighting

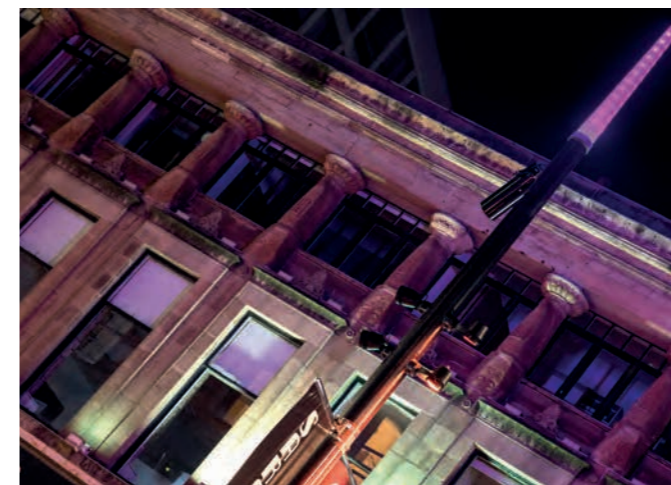


UniEdge

- Wall washing
- Wall grazing

Parks, plazas and outdoor spaces





Sauchiehall Street Glasgow

Signify supported Glasgow City Council with the regeneration of Sauchiehall Street as part of a £115m investment to make the city greener and more attractive.

- Bespoke columns that look like trees to blend into the tree-lined avenues
- Dynamic light shows with features such as snowfall effects and chaser lights
- A mix of Color Kinetics and Philips luminaires used

Emmen City Centre

Emmen, Netherlands.

Emmen is a city located in the north of the Netherlands where tourism and leisure are important sources of income. In order to boost the city's economy, generate employment and enhance its international role, the city was transformed into a beautifully cohesive, inviting and accessible place. Atmospheric public spaces have been created for residents and visitors that make it more appealing to spend time in, and to give the city centre a distinctive appearance at night. All light sources in downtown Emmen are controlled by a connected lighting platform.



Pole mounted



Luma



DigiStreet



TownTune CPT



TownTune Asymmetric



CitySoul



Metronomis LED



TownGuide



UrbanFlex



In-ground markers



Uni In-ground Linear



Uni In-ground Round



Uni In-ground Round

Bollards



OptiSpace

Lighting for interior spaces

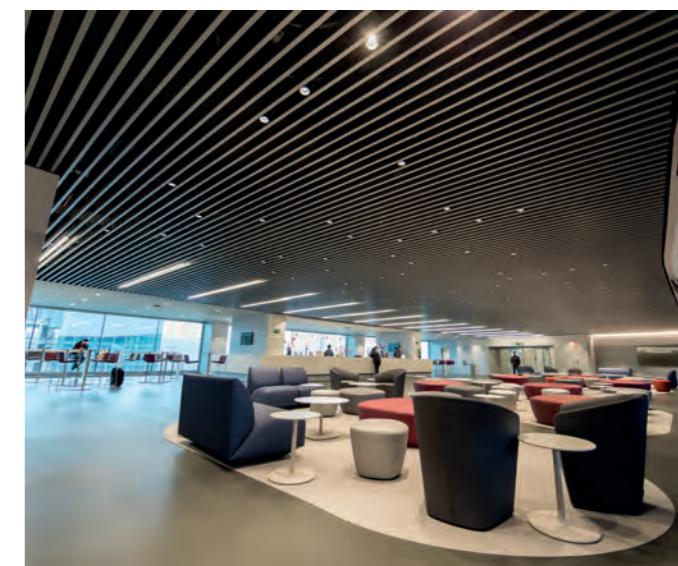


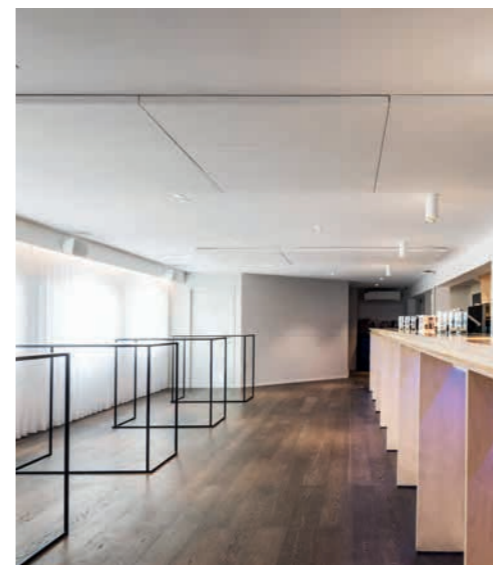


Wanda Metropolitano Atletico Madrid

The Wanda Metropolitano Stadium is a multipurpose venue located in the eastern suburbs of Madrid. A key priority was for the venue to offer flexibility, enabling it to host a wide variety of new events at the stadium. The Atletico Madrid Premium 'Neptuno' and VIP hospitality areas are equipped with the latest and most efficient, high-quality LED lighting controlled by an Interact Sports dashboard.

The new LED lighting and control system is expected to deliver energy savings of more than 60% compared to conventional technologies and open up new revenue streams for the stadium.

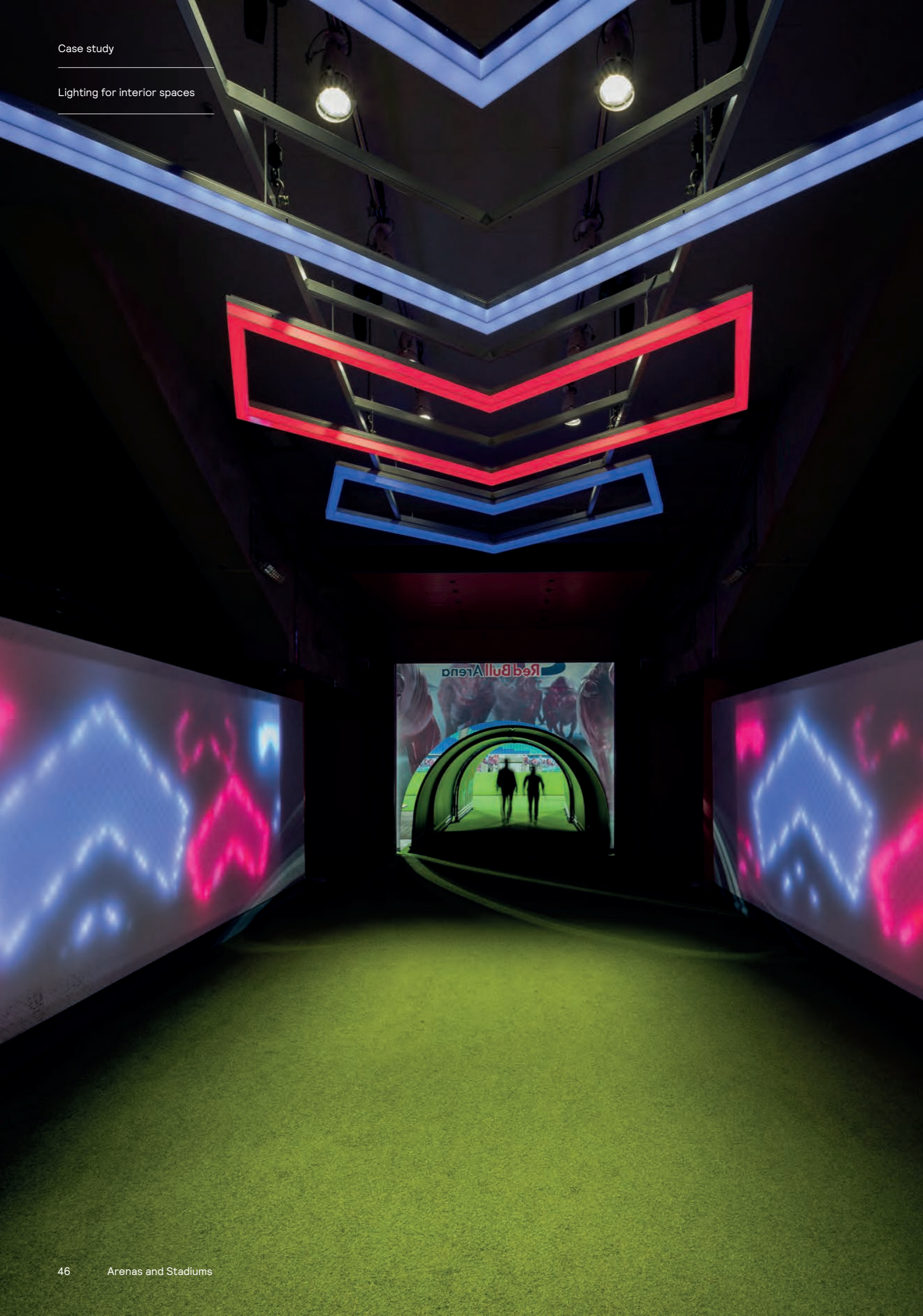




Jan Breydel Stadium

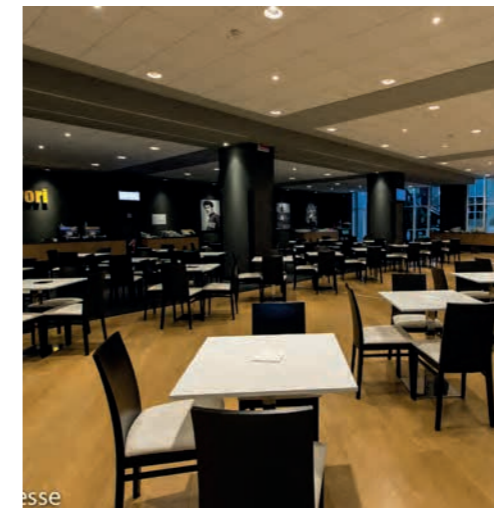
Club Brugge, Bruges

The installation at Club Brugge's Jan Breydel Stadium consists of Modular's Split, Smart Lotis, Medard, Medard Track and SLD50 Poly In fittings.



Red Bull Arena Leipzig, Germany

As the "Stadium of the Future", the Red Bull Arena, home to RB Leipzig, sets new standards and offers its fans an incomparable stadium experience. As part of the project, the new stadium fan shop and individual hospitality areas have also enjoyed an upgraded lighting experience, all connected through Interact Sports.



Allianz Stadium Juventus FC, Turin

Since opening in 2012, the stadium has broken crowd records with an average match attendance of 38,000-39,000 fans.

Hospitality areas are now illuminated with warm white and dynamic coloured lighting controlled by Interact Sports scene management software. As a result, The stadium is able to create a more prestigious and unique fan environment, engage new fans and further improve the profitability of hospitality areas.



Pendants (3D printed)

Downlight



RD Series



PD Series



BA Series



LuxSpace Downlight
High Gloss Reflector



LuxSpace Downlight
Matte Reflector



LuxSpace Downlight
White Reflector



GreenSpace Downlight



CoreLine Downlight



CoreLine
Recessed Spot



KT Series
(3D Printed)

High/Low-bay



GentleSpace



GentleSpace
GreenWarehouse



GentleSpace
Large



CoreLine Highbay



CoreLine
Highbay PIR



CoreLine Highbay



Maxos LED



Maxos Fusion LED

Cleanroom



Cleanroom LED
Square



Cleanroom LED
Rectangular



Cleanroom LED CR250B
Square



Cleanroom LED CR250B
Rectangular



Our approach in developing a connected lighting strategy



Understand the ambitions of your venue, the context and key stakeholders



Articulate where smart lighting adds value and for whom



Translate ambitions into concrete lighting and system solutions



From ideation to execution, end-to-end



Scope

Understand the vision, ambitions, context and key stakeholders

- Collecting all information
- Understanding the ambitions
- Understanding the site
- Understanding the key stakeholders
- Understanding roadmap and current projects

Strategy

Discover opportunities, set the strategic directions and decide where to act

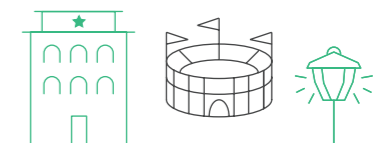
- Situational analysis
 - Mapping key experiences zones
 - Develop basic customer journey
 - Identify challenges and opportunities along the journey
- Identifying reference projects & collecting inspirational material
- Define strategic opportunities
 - Preliminary use cases for systems
 - Early lighting experiences
- Decide on strategic opportunities



Concepts

Develop chosen directions into system use cases and lighting concepts

- Develop lighting concepts
- Develop system use cases
- Optional: Validation of use cases & concepts



Execution

Translate concepts into final lighting and systems designs

- Lighting design and calculations
- Lighting & systems specifications
- Handover with detailed packages for ordering and implementation



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