interact Sports

Case study

Next-level stadium lighting

Orange Velodrome Stadium
Marseilles, France

Interact Sports created an immersive experience in the largest 100% LED stadium in France.

Customer challenge

The Orange Velodrome stadium, home to legendary Olympique de Marseille, has a capacity of 67,000 seats. In order to stand out, the stadium needed to deliver a showstopping, unforgettable fan experience that would help them carve out a solid reputation. What's more, they required a lighting solution that could be adjusted to cater to different sports and entertainment events.

Solution

With Interact Sports, the Orange Velodrome is now a multi-purpose venue that can generate new revenue streams while hosting all kinds of events. Taking the fan experience to the next level, the connected lighting synchronizes with the sound system, providing unique light shows set to music. The software is controlled via a single dashboard, enabling greater flexibility when managing different lighting scenes.

Philips ArenaVision LEDs were installed in the stands and on the field, meeting the latest standards of international sports federations and broadcasters. The luminaires also deliver best-in-class field of play lighting. Without flickering, the LED technology allows fans watching at home to follow all details of the game in high definition.

Sustainability

As well as integrating light and sound, Interact Sports connected lighting delivers flexibility and reduced maintenance, contributing to the stadium's sustainability policy.

To achieve its environmental goals, Orange Velodrome has signed a 15-year service contract with Signify, ensuring continuous performance of the lighting installation. With this investment, the Orange Velodrome once again achieves its goal to be one of the most recognized venues in the world for the organization and staging of major sporting and entertainment events.

Interact Sports benefits

Scene management

Create a stand-out fan experience and sensational TV viewing to promote your stadium as a premium venue. Interact Sports Scene management lets you use an app or dashboard to manage stadium light shows in the bowl plus exterior architectural lighting.

Lighting management

Easily monitor and control connected lighting across all areas of your stadium. Real-time data ensures optimal lighting performance across bowl, entertainment shows, and concourses.

Best quality of light

The new lighting meets stringent broadcasting standards for flicker-free Ultra-HD 4K television and super slow-motion action replays, so people at home can clearly see every detail and emotion. What's more, the design of the luminaires helps to minimize light spill.

Flexible

Interact Sports has enabled Orange Velodrome to become a flexible, multi-purpose venue that can generate new revenue streams and business opportunities.

Project details

- Enables a real-wave motion across the terrace lighting, replicating a 'Mexican' wave

- Compliance with the highest national and international sports broadcasting standards with flicker-free, high-quality lighting

- Largest 100% LED stadium in France

Find out what Interact Sports can do for you
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