



## Press Release

June 8, 2021

### **Signify boosts fan experience in major European football stadiums**

- Optimizes fan, broadcasting, and viewer experience ahead of Europe's biggest international football tournament
- Enables greater flexibility for bespoke pre- and post-match entertainment
- Upgrades lighting in six of Europe's top football stadiums, including Amsterdam, Munich and Rome

**Eindhoven, Netherlands** - [Signify](#) (Euronext: LIGHT), the world leader in lighting, has upgraded the lighting of six of Europe's top stadiums, perfectly on time for the kick-off of Europe's biggest international football tournament. Switching from conventional lighting to connected LED lighting offers a superior match experience for players and spectators in the stadiums, and for TV viewers at home. The renovations will also provide the venues greater flexibility for bespoke pre- and post-match entertainment. Additionally, combining world-class [Philips LED luminaires](#) with the [Interact](#) connected lighting system provides energy savings and ease of operation and maintenance.

This summer's European tournament will be the first major international sporting event to take place after many events had to be postponed or cancelled due to the pandemic.

Arena owners chose Signify to illuminate their stadiums to help them put on a slick spectacle for Europe's biggest sporting competition. For each stadium, Signify installed best in class pitch lighting systems using Philips LED luminaires. The LEDs comply with stringent international broadcasting standards which enable flicker-free and super slow-motion replay, ensuring that TV viewers don't miss any of the action. In the majority of stadiums, Interact was also installed to enable light shows whilst meeting requirements of international football organizations. Off the pitch, Signify used [Color Kinetics](#) LED to add dynamic light shows to the façades and the stands.

By using LED connected lighting systems instead of opting to achieve elite standards through conventional lighting, there is much greater flexibility to quickly adapt the lighting needs of the stadiums to different entertainment programmes and sports. Through [Vari-lite](#), the stadium managers can create unique light shows and when connecting to Interact, have the power to integrate lighting into third-party sound systems, syncing lighting with music and enhancing the experience for the fans in the stadium and at home.

Stadiums offer unique challenges for lighting and maintenance, particularly those that are subject to major international competition and broadcasting standards. The lighting systems need to be consistently well maintained, particularly if the venues require a quick turnaround between matches and other entertainment events. This is where connected LED lighting offers multiple advantages.



With Interact, it's easy to monitor and control connected lighting across multiple areas of a stadium, including the pitch, façade, bowl and stand areas via the intuitive dashboard. Philips LED luminaires offer remarkable energy savings of up to 50% versus conventional lighting, and are long-lasting by design so need to be replaced less frequently. The luminaires also have the advantage of instant on/off control, so if there is a power outage during a critical game being broadcast to millions of viewers across the world, light can be turned back on almost instantly – while conventional systems can take up to 15 minutes.

“We are immensely proud to have worked alongside six of Europe’s most prestigious arenas to enable them to host the biggest international football competition of the year,” said Thierry Jean Baptiste Chapiteau, Global Sub-Segment Manager Arenas and Sports at Signify. “It was a challenge we relished, and we are excited that supporters will be allowed back into stadiums to cheer their countries towards glory. Our Interact system will offer them a more immersive experience. This summer’s tournament could turn out to be one of the most exciting. Together with our partners, we have delivered six venues that are worthy of showcasing the best of European football.”

Signify upgraded the lighting in the largest stadiums in Munich, Rome and Budapest as well as:

- Johan Cruyff Arena, Amsterdam
- Gazprom Arena, St. Petersburg
- Steaua Stadium, Bucharest

Find out more about Signify’s Interact lighting system [here](#) and about our work on the Johan Cruyff Arena [here](#).

--- END ---

**For further information, please contact:**

**Signify Global Media relations - Professional Lighting**

Claire Phillips

Tel: +44 7956 489081

Email: [claire.phillips@signify.com](mailto:claire.phillips@signify.com)

**About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2020 sales of EUR 6.5 billion, we have approximately 37,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in 2020, have [been](#) in the Dow Jones Sustainability World Index since our IPO for four consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.