Press Information

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**Amsterdam ArenA and Philips Lighting innovate together to create the stadium of the future**

*Amsterdam ArenA Innovation Center and Philips Lighting plan to use dynamic LED pitch lighting to take sports experience to a higher level*

**Eindhoven, the Netherlands –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today signed an innovation partnership with Amsterdam ArenA for dynamic pitch lighting. As part of the agreement and in the run up towards UEFA Euro 2020, Philips Lighting will install a new combination of Philips ArenaVision LED pitch lighting with movable dynamic color spots in the Amsterdam ArenA. The new technology will meet the requirements of broadcasters for HDTV and will elevate the entertainment experience to a whole new level during concerts and events.

Philips ArenaVision is the world’s first LED sports pitch lighting system to meet the most stringent requirements specified by international television broadcasters and sports federations. This innovative lighting system supports high definition, super slow-motion replays, avoiding the flicker that was often caused by conventional lamps - so that the tiniest gestures and emotions can be seen by spectators in the stadium and by viewers at home. Also, the flexible lighting makes it possible to illuminate specific parts of the pitch during events or before a football match as part of a light show. The Amsterdam Arena will be the first stadium in the world to incorporate movable color LED spotlights with the Philips ArenaVision system. This is ideal for multi-purpose stadium use such as concerts and events. The implementation of the LED pitch lighting will be ready at the end of 2016.

Frank van der Vloed, General Manager Philips Lighting Benelux: “The combination of our ArenaVision LED pitch lighting system and movable color spots creates a tremendous show effect. With this new combination of lighting systems, we are contributing to the further development of Amsterdam ArenA. We are proud of this collaboration and will jointly create a global showcase of enhanced experience, sustainability and flexibility of the overall lighting system that paves the way for a new standard for pitch lighting.”

Henk Markerink, CEO of Amsterdam ArenA, said: “Philips Lighting has been involved in the development of our stadium lighting from the beginning and from now on we welcome Philips Lighting as an active partner in our innovation center. We are delighted to continue our close collaboration in the years to come. First, the stadium lighting will be replaced by LEDs and over the next few years, in the run-up to Euro 2020, we will be working on even more innovative lighting projects to create the best experience for our fans with lighting.”

**Notes to Editors:**

* Philips Lighting has been lighting major sporting events for more than 60 years.
* Philips Lighting is the world leader in LED and sports lighting and is responsible for the pitch lighting for more than 65% of stadiums used in major international sports events.
* 70% of Barclays English Premier League Clubs are floodlit by Philips Lighting.
* 55% of the world’s main football stadiums contain Philips Lighting technology.
* For this summer’s football tournament in France, Philips Lighting has lit four out of ten stadiums: the Parc des Princes stadium in Paris, Grand Stade in Bordeaux, the Municipal Stadium in Toulouse and the Félix Bollaert-Delelis Stadium in Lens.

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**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT) is a global leader in lighting products, systems and services. Our understanding of how lighting positively affects people coupled with our deep technological know-how enable us to deliver digital lighting innovations that unlock new business value, deliver rich user experiences and help to improve lives. Serving professional and consumer markets, we sell more energy efficient LED lighting than any other company. We lead the industry in connected lighting systems and services, leveraging the Internet of Things to take light beyond illumination and transform homes, buildings and urban spaces. In 2015, we had sales of EUR 7.4 billion and have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at [http://www.newsroom.lighting.philips.com](http://www.newsroom.lighting.philips.com/)

**About Amsterdam Innovation Arena (AIA)**

Quality, durability and innovation are the strategic pillars on which the Amsterdam ArenA knows how to reinvent itself time and again. In the Amsterdam Innovation Arena – an open innovation platform – companies, governments and research institutions are working together on the stadium of the future. The stadium and the surrounding area are serving as a Living Lab, a hotspot where innovations are tested in practice.

Partners of the Amsterdam Innovation Arena: Amsterdam ArenA Innovation Center, Amsterdam Smart City, TNO, KPN, KPMG, Huawei, Microsoft, City of Amsterdam and Philips Lighting.