Press Release

October 5, 2016

**New Atletico Madrid stadium is first in the world to have LED pitch, façade and hospitality lighting from Philips Lighting**

**Madrid, Spain –** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in Lighting, and Atletico Madrid today announced an agreement to supply the lighting of the club’s new stadium in the Spanish capital. Under the agreement, Philips Lighting becomes Atletico Madrid’s official lighting partner for the next four seasons where the new stadium will be the first in the world to benefit from [Philips ArenaExperience](http://www.philips.com/arenaexperience). With the Philips ArenaExperience multi-purpose LED stadia lighting system, Atletico Madrid will harness the power of lighting to create a lasting impression for its visitors, both outside and inside the stadium. The system will encompass LED lighting for the pitch, stadium façade and hospitality areas.

Miguel Ángel Gil, Atletico Madrid’s CEO commented on the agreement, “Philips is an ideal partner. Its respected corporate profile and position at the forefront of global LED lighting technology, guarantees that our fans will be able to enjoy the best lighting experience in our new stadium.”

“We are proud to be able to play a part in the history of Atletico Madrid by lighting the new stadium,” said Josep Martínez, CEO of Philips Lighting Spain and Portugal. The lighting is designed specifically for this new space and takes light to another dimension. He added, It brings the stadium to life for fans from the moment they approach it from afar - to when they enter and experience the new ‘[Neptuno](http://www.neptunopremium.com/)’ premium hospitality area – right through to vivid illumination of a match on the pitch as well as on TV screens at home.”

Atletico Madrid’s new stadium, with a 67,000-seat capacity will be equipped with the most innovative LED lighting technology from Philips Lighting. The pitch, access areas, facade, roof and the Atletico Madrid Premium and VIP hospitality areas, called Neptuno, will all be served by digital LED lighting, offering the best light quality and a new level of excitement, thanks to the system’s dynamic nature.

The dynamic lighting makes it possible to project the teams’ colors at each match, giving an extra stimulus to the fans as they enter the stadium. Also, the system can change the lighting color when a goal is scored or to create light shows designed specifically for each occasion.

The spectacular roof that is to be suspended above the pitch at the new stadium will be equipped with Philips VayaFlood LEDlighting which can display more than 16 million colors. Philips VayaFlood, in conjunction with the new façade lighting using dynamic Philips ColorKinetics, will together create dazzling lightshows for visitors. Moreover, this dynamic lighting system can interact with the facade lighting or be operated independently.

The new Philips ArenaVision pitch lighting system with 336 Philips ArenaVision LED floodlights which will illuminate the pitch from the 2017-2018 season. The lighting will guarantee maximum quality for television transmission and meet the latest LaLiga, UEFA and FIFA broadcast standards. At the same time, these floodlights can be switched on and off instantaneously or synchronized in light shows, to create a spectacle not only before and after a match, but at half-time too.

The Atletico Madrid Premium ‘[Neptuno](http://www.neptunopremium.com/)’ and VIP hospitality areas will be equipped with the most efficient, high-quality LED lighting which is expected to deliver energy savings of more than 60% compared with conventional technologies. Visitors will feel the quality and warmth in these areas, improving the sporting experience at every single match.

Moreover, equipped with many lighting options, the new stadium will be able to adapt quickly and easily to meet the needs of different types of events from football matches to concerts.

This will result in additional revenue and also, it will help Atletico Madrid to increase the average visitor stay at these events.

All of the technological developments in its lighting will ensure that Atletico Madrid’s new home is one of the most innovative, leading-edge stadia in the world, and a new iconic landmark on the Madrid skyline.

**Philips Lighting, sports lighting partner**

Over the last 60 years, Philips Lighting has been in the vanguard of sports stadia lighting, for pitch lighting and access, façade, VIP areas and even specialist horticultural lighting to grow grass. Lighting transmits feelings and strengthens the emotions that are experienced in these locations. Over 65% of major sports stadia and 55% of football stadia in the world are equipped with lighting technology from Philips Lighting.

**For further information, please contact:**

|  |  |
| --- | --- |
| **Jordi Manrique**Communications ManagerPhilips Lighting Spain and PortugalTel: +34 672 221 958jordi.manrique@philips.comDaniel BausorGlobal Integrated CommunicationsPhilips LightingTel: +44 (0) 7701 094980Email: daniel.bausor@philips.com  | **Juan José García Anaut**Director Adjunto de ComunicaciónAtlético de MadridTel: +34 620 269 364anaut@atleticodemadrid.com |

**About Atlético de Madrid**

Atletico Madrid Is one of the successful football clubs in the world. Currently it is fourth in the UEFA Rankings and has appeared in 9 finals in the last 7 years. Founded in 1903, it has won 23 national and 6 internationals titles. Next season sees the inauguration of its new stadium, with an approximate 67,000-seat capacity, in the north-east of Madrid. Atletico Madrid has a franchise in India, Atlético de Kolkata, and an interest in the historic Racing Club de Lens in France. For more information, visit www.atleticodemadrid.com

**About Philips Lighting**

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2015 sales of EUR 7.5 billion, we have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>