Press Information

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**Philips Lighting shines new light on Rio de Janeiro as it gears up for this summer’s sporting extravaganza**

*Philips Lighting prepares the city for the summer’s major sports event by illuminating its major highways and touristic locations: Porto Maravilha, Arco Metropolitano, Elevado de Joá and Museu do Amanhã*

**São Paulo, Brazil** – Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, announced today the completion of four major public lighting projects for Rio de Janeiro, as the city improves its infrastructure ahead of the sports event of 2016. Organizers expect over half a million international visitors to visit the city for this summer’s games. The massive lighting make-over included the city’s major paths and touristic locations: the port region Porto Maravilha, Arco Metropolitano and Elevado do Joá highways are all fitted with energy-efficient LED lighting that will contribute to greater safety and energy savings. Museu do Amanhã (Museum of Tomorrow) will offer its visitors a unique light and audio experience with dynamic LED lighting that interacts with ambient music.

“As the global leader in lighting we are excited to partner with Rio de Janeiro in preparing the city for its international visitors while at the same time providing a lasting legacy to its growing population for the years to come. The improvements LED lighting delivers, such as increased safety and reduced energy bills, are enabling the city to tackle economic, environmental and social issues at the same time,” states Yoon Young Kim, General Manager, Philips Lighting Brazil.

**The new port area and two highways get a LED makeover**

The port region, called Porto Maravilha, was revitalized by Concessionária Porto Novo. As part of the renovation project, the area was fitted with 750 of Philips GreenVision Xceed LED, which will provide up to 50 percent energy savings compared to conventional lighting. In addition to this technology, both tunnels in the region have been equipped with Philips LED Tunnel BWP350 lighting fixtures, which ensure safe lighting levels for drivers.

The entire LED lighting system installed at the Port is managed by Philips CityTouch, a connected street lighting system that is integrated with the Operation Control Center (CCO) of Concessionária Porto Novo, enabling remote monitoring and control of each individual light point and scheduling of maintenance. The system also enables remote adjustment of lighting levels according to the specific needs of the area, which significantly reduces electricity consumption.

Arco Metropolitano, a highway around the Metropolitan Region of Rio de Janeiro that connects the Itaboraí region to the Itaguaí Port, has been equipped with 4,360 Philips GreenVision Xceed Solar lighting fixtures. Each luminaire has an integrated solar panel, which converts sunlight into electricity and provides a sustainable lighting option. Philips Lighting participated in this project in partnership with Kyocera Solar, a company specialized in manufacturing and distribution of solar electric energy solutions.

Another important highway Elevado do Joá, located in the western part of the city and connecting Largo da Barra to São Conrado, uses 986 Philips FlowBase LED tunnel lights and 369 Philips GreenVision Xceed lights to reduce energy consumption and to provide uniform and efficient lighting in the four tunnels along the road.

**Museu do Amanhã attracts visitors with interactive dynamic LED lighting**

Philips Lighting collaborated with Museu do Amanhã (Museum of Tomorrow), a newly opened tourist attraction in Rio de Janeiro and a “luminotechnics project,” which was developed by the architect Mônica Lobo, from LD Studio. The final area of the museum, Oca da Imaginação (Imagination Hut), that takes the visitor far into the future was equipped with exclusive Philips dynamic LED lighting fixtures (Philips Color Kinetics iColor MR gen3 and iW Burst Powercore) that can reproduce several colors and interact with ambient music. With this scenic lighting, visitors are able to enjoy a unique and interactive experience.

According to the architect and lighting designer of Museu do Amanhã, Mônica Luz Lobo, there was great attention to integrating all the lighting fixtures to highlight the graceful architecture of the building, in addition to the commitment with the LEED (Leadership in Energy and Environmental Design) certification.

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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 7.5 billion and have approximately 36,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com>