

Press Release

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Jacques Cartier Bridge illumination reflects the vibrant energy of Montreal with dynamic architectural lighting from Philips Lighting

- Dynamic architectural lighting using Philips Color Kinetic LED lights commemorates Canadian milestones
- More than 2,200 colour changing Philips iColor Accent MX Powercore LED lights used to light up the iconic bridge

Montreal, Canada – Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, today announced that its Philips iColor Accent MX Powercore LED lights provided the interactive digital lighting for the exterior architectural frame of Montreal’s iconic Jacques Cartier Bridge Illumination. The bridge illumination was unveiled during a grand opening celebration earlier this week to commemorate both Montreal’s 375th birthday and Canada’s 150th.

The 2.5-kilometre Jacques Cartier Bridge was built almost 90 years ago and is a landmark in Montreal. This new lighting installation will allow the city to showcase stunning dynamic effects and create a vibrant visual experience for the local community and visitors.

“With this lighting installation, the iconic Jacques Cartier Bridge now features high quality, energy efficient LED lights that can be programmed to create dazzling visual effects so the city of Montreal can continue to create experiences to commemorate major events and moments. This is a great example of how technology and digital light can radically transform public spaces driving tourism and economic benefits,” says Michael Gentile, President & CEO of Philips Lighting Canada.

The installation includes more than 2,200 [Philips Color Kinetics iColor Accent MX Powercore programmable lights](#). These LED fixtures are ideally suited for creating long ribbons of color and color-changing effects. Variable resolution offers the precision to display large-scale video, graphics, and intricately designed effects in a host of architectural, retail, and entertainment settings.

The illumination concept and design was by Montreal-based Moment Factory who worked with six local multimedia and lighting studios as the leading creative force behind the project, including Ambiances Design Productions, ATOMIC3, Éclairage Public/Ombrages, Lucion Média, Réalisations and UDO Design.

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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 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at <http://www.newsroom.lighting.philips.com> and on Twitter via @Lighting_Press.