

PHILIPS Lighting

Photo story

June 29, 2017

Is it a rocket blasting off in a city? No it's the most beautiful TV tower in Russia

Moscow, Russia – It may resemble a Soyuz rocket blasting off into the night sky, but it is in fact the stunning lighting of a 196m high TV tower in the Russian city of [Nizhnekamsk](#). Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, has helped to transform the city's skyline by lighting the tower with dynamic LED lighting capable of creating beautiful light displays using a programmable palette of 16 million colors. The new lighting, which marks the 50th anniversary of Nizhnekamsk, has reduced operational costs and has become one of the city's most attractive landmarks.

"In 2016, Nizhnekamsk was 50 years old, that's why we wanted to give citizens a special gift," said Aidar Metshin, the head of Nizhnekamsk municipal district and mayor of Nizhnekamsk. "We decided to install the state-of-the-art lighting system on the TV tower to turn it into a landmark that would astonish citizens and city visitors every evening. The result exceeded all our expectations. We are sure that the TV tower will become a new symbol for Nizhnekamsk's future."

The architectural lighting project was undertaken by LLC "SPECTR-SVET" with Philips Lighting providing the lighting technology and consultancy services.

The top of the tower was fitted with [Philips Color Kinetics Vaya Flood lights](#). [Philips Color Kinetics Archipoint iColor PowerCore](#) accent LED fixtures were installed on the structure's edges with 2,800m of [PhilipsColor Kinetics iColor Flex](#) lighting, comprising LED modules connected by flexible strings, arranged to form a strong "web." The LED lighting effectively forms a continuous media surface upon which programmable light scenes can be created and displayed. A state-of-the-art [Philips Color Kinetics Light System Manager](#) enables interactive dynamic light scenes to be programmed for any holiday or city occasion.

Previously, the Nizhnekamsk television tower was illuminated with conventional lighting, which had the disadvantage of being energy inefficient and costly to maintain.



"Architectural lighting plays a significant role in modern city branding," said Marina Tyschenko, Philips Lighting's Russia and Central Asia Market Leader. She added, "In this

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instance, our innovative lighting helped the authorities to create a distinct city image of a modern vibrant city. Thrilling light shows from the landmark create a unique experience adding value for citizens, visitors and the authorities.

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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 the [Newsroom](#), [Twitter](#) and [LinkedIn](#). Information for investors can be found on the [Investor Relations](#) page.