

## Press Release

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### **Philips Lighting installs its first LED stadium lighting system in Turkey for Sinan Erdem Arena**

- **Sinan Erdem Arena's basketball court and stands lit with innovative LED lighting for the Turkish Airlines EuroLeague Final Four**
- **New lighting meets needs of the International Basketball Federation and broadcasters**
- **Ideal for entertainment light and sound shows pre-match and during breaks**

**Istanbul** – A global leader in lighting and operating in Turkey for 87 years, Philips Lighting (Euronext Amsterdam ticker: LIGHT) has installed the first Philips ArenaVision LED pitch lighting system in Turkey at the Sinan Erdem Arena. Energy efficient pitch and stand lighting was installed at the sports arena ahead of the Turkish Airlines EuroLeague Final Four on May 19-21. The pitch lighting meets the latest International Basketball Federation (FIBA) standards for TV broadcasting and can be used to enhance the fan experience through dazzling light and music shows.

The new [Philips ArenaVision LED lighting](#) is ideal for the fast rhythm of basketball, enhancing the comfort of the athletes and the experience for basketball fans in the 16,500 capacity arena and for those watching the game on television. The lighting meets the stringent requirements of television broadcasters that require high quality lighting for UHDTV and flicker-free super slow motion replays.

The lighting of the basketball court was achieved using 92 Philips ArenaVision LED floodlights with a further 96 Philips SportsStar LED floodlights illuminating the stands. Compared to conventional lighting, the new lighting system reduces energy consumption for lighting by 40 percent, saving on electricity costs. The Philips ArenaVision system can also be used to create spectacular light shows synchronized with sound and other entertainment fixtures to enhance the fan experience.

Saner Kırık, Sales Director of Philips Lighting Project Channel for Turkey, said: "Sinan Erdem Arena will host international sports competitions and other types of events. We take pride in helping to transform the arena with cutting-edge technology to create an amazing fan experience that meets the latest broadcast and sports federation standards. Our dynamic

sports lighting elevates the Sinan Erdem Arena to one of Europe's top sporting venues and it gives us immense pleasure to support the transformative and unifying power of sport. We look forward to sharing the thrill of basketball with fans at the venue and watching at home."

For more than 60 years, Philips Lighting has been in sports lighting. It lights more than 65 percent of stadiums used in major international sporting events and 55 percent of the world's main football stadiums use Philips Lighting technology. Philips ArenaVision LED is being used in the arenas/stadiums of some of the biggest sporting clubs, including Ajax, Atletico Madrid, Chelsea, Juventus, PSV Eindhoven, VfL Wolfsburg to name but a few. Last year the system was installed in the Cairo Stadium, an indoor sports complex comprising four Olympic-standard, multi-use sporting arenas with a capacity of 20,000 spectators.

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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.