Press Information

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**Guadalajara’s monument of culture, the Degollado Theater, sparkles at night**

*Philips Lighting illuminates the façade of Guadalajara’s cultural landmark, with cloud-based connected LED lighting*

**Guadalajara, Mexico** **–** Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting, illuminated the facade of the Degollado Theater, one of the architectural and historical gems in the city of Guadalajara, Mexico with Philips cloud-based connected LED lighting.

Founded in 1866 and located in the heart of the historic center of Guadalajara, the Degollado Theater with its signature neoclassical architecture, is one of the best preserved theaters in Latin America. The newly installed LED lighting system is a key element in the city council’s plans to illuminate the historic center of Guadalajara and enhance the urban landscape in a more sustainable way.

“We created a concept that respects the heritage and accentuates the splendor of this iconic building which is synonymous with the cultural identity of the city. Our innovative LED lighting system has successfully transformed an architectural monument into a nighttime landmark with low energy consumption,” says Hugo Jáuregui Gómez, Lighting Designer responsible for the technical and conceptual design of the project.

The Degollado Theater is the first building in Latin America to be equipped with Philips ActiveSite, a cloud-based connected lighting management platform that allows architectural LED lighting systems to be monitored, maintained, and managed from anywhere in the world with an internet connection. This allows the Degollado Theater to be illuminated with white light to highlight the architectural features, or in a plethora of colors and dazzling light effects relating to various events or festivities and content changed on the go at any time.

“As a global leader in lighting we are very proud of this project that sets new standards in Mexico for the use of light as the basis for urban, social and economic development as well as contributing to increase of tourism. While connected LED lighting increases safety and reduces energy, it’s also fantastic to see the theater transformed by the art of illumination,” says Sergio Villalón, Market Leader of Philips Lighting in Latin America.

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**Note to editors:**

The iconic Degollado Theater hosts concerts, opera, classical ballet, recitals, plays and performances by prominent national and international artists. It is currently home to:

* Jalisco Philharmonic Orchestra
* Galas of the International Mariachi and Charreria Encounter
* Ballet Folklore of the University of Guadalajara
* Ballet of the Guadalajara City Hall

**For further information, please contact:**

Philips Lighting LatAm

Denisse Terrón Contreras

Tel: +52 69 9000

Email: denisse.terron@philips.com

Philips Lighting

Anne-Marie Sleurink

Tel: +31 6 52 59 63 81

Email: anne-marie.sleurink@philips.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 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>