



## Press Release

June 20, 2019

### **Signify lights up Africa Cup of Nations 2019 with new Philips ArenaVision in Egyptian stadiums**

**Cairo, Egypt** – Tomorrow is the kick-off of the Africa Cup of Nations 2019 with the opening match at Cairo International stadium. [Signify](#) (Euronext: LIGHT), the world leader in lighting, is providing the lighting to the stadium and four other stadiums<sup>1</sup> that welcome the biennial international men's football championship of Africa. The tournament is hosted by Egypt and is held from June 21 to July 19, 2019.

Signify (formerly Philips Lighting), was selected as partner to replace the old, conventional luminaires in the stadiums with new luminaires due to its unmatched experience in stadium lighting. Also, Signify's lighting meets the stringent broadcast standards for flicker-free Ultra-HD 4K television.

"We have more than 80 years of experience in lighting sports events and are recognized as the world leader in sports illumination," said Kees Klein Hesselink, International Key Account Manager Arena Solutions at Signify. "Through these installations, fans and television viewers around Africa and the whole world will enjoy their favorite game while soccer players on the field will get optimal visibility."

In total 960 [Philips ArenaVision](#) luminaires were installed, ranging from 1,200 to 2,500 lux meeting the standards of the Confédération Africaine de Football (CAF). The main challenge was the timing as the project had to be completed in less than three months. Signify, market leader in Egypt, worked on the five stadiums from March till June together with one of its Egyptian partners and the governmental contractor under the supervision and cooperation of the Ministry of Youth and Sports.

"Our goal was to innovate and develop the stadium's lighting to meet the broadcasting standards and renovating the entrance of Cairo Stadium with the latest LED façade lighting technology as well," said Mohamed Abo El Azayem, Market Leader North East Africa at Signify. "Our successful partnership with Cairo stadium dates from 1991, and we installed the first ArenaVision LED lighting system for part of the stadium in 2016 which was the first ever in Africa."

Today, Signify continues to build on its long legacy in the Egyptian market by providing its advanced lighting solutions to reduce energy consumption and light up beautiful iconic landmarks and renowned buildings across Egypt. In recent years, Signify gave the [Cairo Opera House](#) a stunning lighting makeover, preceded by a similar lighting initiative with Egypt's renowned [Baron Palace](#) in Heliopolis, [The Egyptian Museum](#) and also the Manial palace this year. Thanks to these projects, both the Cairo Opera House and historic palaces have been able to reduce electricity consumption by 80%.

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<sup>1</sup> Alex stadium, Suez stadium, Ismailia Stadium and Salam Stadium



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**About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2018 sales of EUR 6.4 billion, we have approximately 29,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for two years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.