



PHILIPS

Sports lighting

Philips Lighting helps a star stadium light up the game

Juventus Football Club created brilliant fan experiences and a top-ranked stadium by installing a Philips Lighting LED sports lighting system, resulting in more engaged fans

How can lighting help stadiums raise their game?

When Juventus Football Club switched from old conventional lamps to Philips LED sports lighting, their fans lit up social media with praise. The new setup produces stunning new entertainment experiences, delighting fans inside the stadium. And the new high-quality broadcast enabled by the flicker-free lighting makes the match more enjoyable for fans sitting at home.

“This means being able to offer the ultimate Juventus experience, enhancing it with light shows thanks to the weekly new light show design in which music, graphics and videos are accurately chosen to make every show different and more memorable than the one before.”

Alberto Pairetto, Head of Events, Juventus

Philips sports lighting

The new arena lighting experience, delivered by Philips Lighting, consists of two building blocks: New bowl lighting and new hospitality area lighting.

The new bowl lighting is flicker-free with reduced glare, providing a comfortable, high-quality experience that is fully compliant with UEFA A Elite standards and international broadcast requirements.

- Bowl lighting is controlled by touch panel, making it easy to control vibrant new entertainment shows that can synchronize with music, graphics and video. Juventus now makes use of this not only during games, but also before and after the shows, to truly engage fans inside the stadium and provide them with a unique and memorable experience. This provides the stadium with enormous flexibility and new revenue potential.
- Hospitality areas are now illuminated with warm white and dynamic color-changing lighting. This allows Juventus to create luxurious environments, engage new fans and boost revenue.

Philips Lighting – offering

To bring the bowl of this iconic stadium to life, Philips Lighting worked closely with Juventus over two years. To help ensure compliance with UEFA A Elite standards and gain project approval from the Provincial Surveillance Commission, the following project services were provided before installation: experience design, project management, auditing, lighting design, installation and training/support.

In considering all of the stadium requirements, to equip Juventus with the desired flexibility Philips Lighting delivered the arena lighting experience lighting system plus color-changing architectural and entertainment lighting solutions with moving heads. Light points can be controlled individually, enabling creative new opportunities. Now every match is transformed into a memorable show.

Hospitality areas were also upgraded with dynamic and color-changing lighting effects that can be adjusted instantly to suit different events, such as special meetings in both regular and business lounges.

As timing was crucial for Juventus, the new system was installed in just four months without interfering with existing lighting. Juventus now enjoys increased fan engagement, high quality broadcast and new revenue potential – plus guaranteed constant high quality of light and simpler maintenance across all areas.



Engaged fans

Fans were delighted by the high-quality, flicker-free entertainment and broadcasting, reveling in 3.89m Twitter impressions and 43,000 likes, 37,500 shares and 2,700 enthusiastic comments on Facebook. The luxurious new hospitality atmospheres were also a big hit.



New flexibility and revenue potential

With UEFA awarding its highest ranking of category 4, Juventus now have an elite stadium that can host the world's most watched matches. The club is also poised for new revenue, thanks to a flexible lighting setup that can attract other high-profile events, increasing the value of the Juventus brand.



Ready to broadcast

Philips ArenaExperience lighting not only provides Ultra High Definition television and super slow motion replays, but makes Juventus the first club in Italy to meet stringent international broadcasting standards.



Reduced environmental footprint

The stadium achieved up to 50% energy savings in hospitality areas and up to 20% on the pitch, thanks to LED technology that reduces CO2 emissions.

About the Allianz Stadium, Turin

Allianz Stadium is a category 4 UEFA stadium and the home of Serie A champions Juventus Football Club. Italy's first barrier-free stadium, it seats 41,000 spectators in stands just 7.5 meters from the pitch. Since opening in 2012, the stadium has broken crowd records with an average match attendance of 38,000-39,000 fans.

[Find out how Philips Lighting can transform your stadium](#)

