



PHILIPS

LightVibes®

True Immersive
Cinema

LightVibes Expands the Potential of Any Theater

Philips LightVibes® transforms the cinema experience by bringing new excitement and impact to musical performances, live broadcasts, feature films, advertising, and other on-screen content. This revolutionary innovation delivers compelling, subtle ambient lighting to every viewer's peripheral vision, intensifying the experience of watching on-screen content. No matter what an audience sees, LightVibes makes it *feel more real*.

For theater owners, LightVibes means new opportunities, excitement, and revenues. All without major investment or disruptive renovation.

Ready to explore the exciting possibilities and business opportunities provided by LightVibes?



Why Make LightVibes Part of *Your* Business?

Theaters are going through a remarkable period of change and reinvention. Innovative technologies, alternative content, new types of events – theaters are at the center of it all. But choosing the right path ahead is a critical business challenge. Here are just some of the ways that Philips LightVibes enhances theaters, attracts new audiences – and boosts revenues.

Attract New Audiences

LightVibes empowers you to move beyond traditional feature films and diversify into new areas – from pre-show programming and advertising to event cinema and alternative content. Concert films, live simulcasts of opera and theater, and other events let you attract new, enthusiastic audiences willing to pay a premium for an exceptional experience – the kind that LightVibes delivers. Tap into the projected \$1 billion market for alternative content by 2018.

Bring Thrilling Performances to Life

A collaboration between Philips and Universal Music Group, the world's largest music company, delivers an ongoing slate of iconic concerts to theaters that install LightVibes. Now you can show fantastic concerts from Peter Gabriel, Queen, the Rolling Stones, and many more. Philips is committed to exploring new ways of bringing great experiences to theaters that choose LightVibes.

Outdistance the Competition

LightVibes differentiates your theaters from less innovative venues, and lets them stand apart from the competition. With LightVibes, you can create a more stimulating ambiance – before, during, and after the show. LightVibes lets you add beautiful architectural details that transform your theater. Plus, it creates new opportunities for corporate entertainment, conferences, and new community events.

Keep It Simple

Unlike a lot of other technologies, LightVibes can be installed without needing to renovate or drastically adjust your current theater. It integrates seamlessly with your current projection and theater management

systems. And LightVibes doesn't require special filming techniques, so it can enhance a broad range of content. It respects the vision of the original content creators by keeping viewers focused on the screen – not distracting effects.



Philips Luminous Textile
LED Video Panel



Philips Showline
LED Movinghead



Philips Showline
LED PAR



Philips Color Kinetics
LED Backlight

Experience LightVibes Today

Philips is redefining the role that light can play in entertainment. We're already bringing jaw-dropping light shows to more than 80% of the world's concerts. Now we're revolutionizing the audience experience in theaters around the world. Explore the possibilities with us.

Contact us at lightvibes@philips.com for more information, or to schedule a demonstration. www.philips.com/lightvibes

