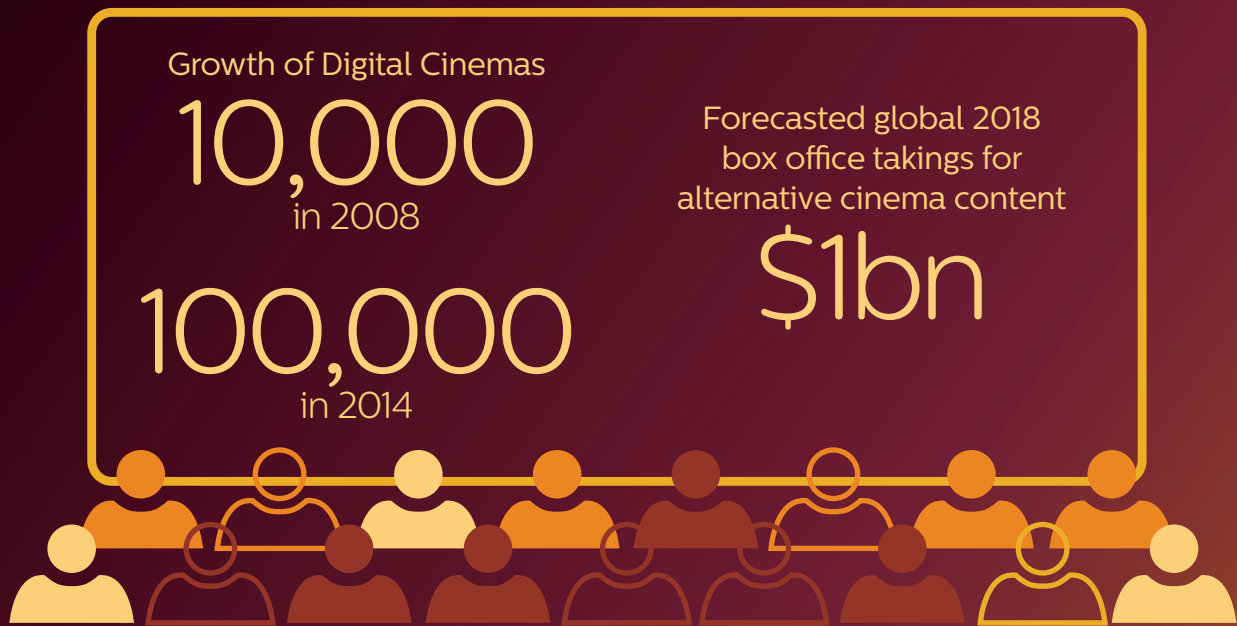


Unlocking the revenue potential of **immersive cinema**

Philips LightVibes™ LED light fixtures and large LED media panels provide palette of options for the cinema space



Immersive lighting maximises impact of advertising

8x

Cinema is 8 times more impactful than TV and immersive lighting extends this impact even more

Offers 2nd and 3rd screen apps to provide greater customer experience



Amplifies the deeper meaning and effect of an ad



And enhances event content experiences

Greater in hall ambiance recreation for concerts, performances and events

So immersive it is like being at a live music concert

Creates a more sensory, interactive and memorable experience