

## Helping a star stadium light up its game

Allianz Stadium, a category 4 UEFA stadium, is home to Serie A champions Juventus Football Club. Italy's first barrier-free stadium, it seats 41,500 spectators in stands just 7.5 meters from the pitch.

**"We can now offer the ultimate Juventus experience, enhanced with light shows, graphics, and videos that make each event different and more memorable than the one before."**

Mr. Alberto Pairetto, Head of Events, Juventus

### Customer challenge

Since opening in 2012, Allianz Stadium has broken crowd records with an average match attendance of 38,000 to 39,000 fans.

Juventus football club was interested in improving the overall fan experience at the stadium, while ensuring compliance with strict broadcast regulations and compatibility with sport governing bodies guidelines

### Solution

To bring a total fan experience to life, the iconic Allianz Stadium required more than two years of close collaboration and partnership. Because compliance with UEFA A Elite standards was essential and the project required approval from the Provincial Surveillance Commission, design and planning were critical to get right. We delivered a number of different lighting services to facilitate the process, including experience design, auditing, lighting design, and training.

Timing was crucial: after the design phase, the new Interact Sports software, connected lighting system, pitch lighting, and entertainment lighting had to be installed in the stadium in just four months, without interfering with existing lighting.

## Interact – Extending the match day experience

The new arena lighting experience consists of two building blocks: bowl lighting and hospitality area lighting. The new bowl lighting is flicker-free with reduced glare, providing a comfortable, high-quality experience for both fans and athletes that is fully

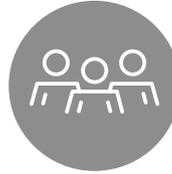
compliant with UEFA A Elite standards and international broadcast requirements. Hospitality areas are now illuminated with warm white and dynamic colored lighting.



### Engaging fans

Bowl lighting is controlled by an Interact Sports touch panel for controlling vibrant new entertainment shows and synchronizing them with

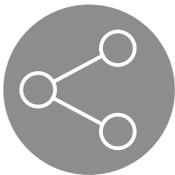
music, graphics, and video. Juventus uses these shows before, during, and after soccer games to extend the game-day experience and increase fan engagement.



### Improving hospitality

The new hospitality lighting is controlled by Interact Sports Scene management software. As a result, the stadium is able to create a more prestigious

and unique fan environment, engage new fans and further improve the profitability of hospitality areas.



### Connecting it all

Interact Sports offers an easy-to-use dashboard to control all the lighting systems in the stadium. Juventus now enjoys increased fan engagement,

high-quality broadcast capabilities, and new revenue potential—plus the guarantee of reliable connected LED light which is easy to manage, monitor, and maintain across all stadium areas.



### Scene management

Interact Sports scene management software allows you to program and synchronize entertainment lighting inside the stadium and the architectural

lighting around it from the same dashboard or app. This easy-to-use software lets you extend the match-day experience and attract a wide variety of events to diversify revenue streams.

## Project details

- 704 LED light points on the pitch and in the spectator area
- With the new lighting, Juventus is the first Italian football club to meeting stringent international broadcasting standards
- 3.89m Twitter impressions and 43,000 likes, 37,500 shares and 2,700 enthusiastic comments on Facebook within the first 2 weeks

 Find out how Interact can transform your business

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