

The Digital Arena Experience - New revenue opportunities for public events, stadiums and large happenings

Philips, Vizrt, and Wide Media Group Ltd. have joined forces to turn large public venues, sports stadiums and public broadcast shows into exciting visual experiences. The new "Digital Arena" is a complete change of paradigm for live signage as it opens new revenue streams towards advertisers and brands. Utilizing multi-channel output on LED screens, TV sets, handheld devices and other media is a key element in this revolutionary approach. Now, the event never has to stop.

Las Vegas, April 14th , 2008

Today's arenas and sports stadiums are continuously expanding their visual appearance to satisfy the growing demand for new and innovative experiences. This evolution offers advertisers and brands the chance to stay connected with their target audience long after the end of an event. Enhancing the spectators' experience is more and more a question of delivering custom tailored content in real-time, regardless of device, time and location.

'The Digital Arena Experience' integrates the latest technology, products and applications, to enhance the spectators' experience. It enables advertisers and brands to create a stronger impact and secure a new base for revenue creation, for stadium and event arena owners and operators.

As the world's leader in lighting technology, Philips is the driving force behind the move to energy-efficient solutions. The company continues to shape the future with exciting new lighting applications and technologies. LED technology, for example, not only provides high energy efficiency, but enables endless new lighting and video solutions that cannot be achieved with conventional technologies. Philips' Business Unit Vidiwall is a leading provider of turn-key LED display solutions for the Sports and Arena market.

Vizrt, the world leader in live 3D graphics for the broadcast industry is now supporting 'Philips Arena Experience'. Using Vizrt's intuitive and powerful control applications, operators can preview and address every single pixel in the entire stadium; from fascia boards and giant screens to digital backdrops in the interview area, TV monitors inside the arena and within the VIP area. This opens up for completely new opportunities for contextual and instant advertising for sponsors.

Wide Media Group, a Philips Concept Partner and Solution Architect, integrates Vizrt applications with Philips products and solutions in line with the "Digital Arena Experience" program. Wide Media Group offers its expertise to deploy indoor and outdoor screens, lighting solutions, architectural lighting, as well as tailoring business development plans for sponsoring, advertising and financing.

All three companies have joined forces to gain the maximum return on investment for all clients. The main scope of the joint agreement is to bring new solutions and technology that meet the requirements of multipurpose venues. Key elements that the combined business proposition addresses are:

- Designing solutions that maximize the revenue for arenas
- Giving audiences unforgettable experiences
- Making the best use of an arena and its content production assets every day of the year

Customers can easily enhance existing Philips screen installations as well as install complete solution with new projects. The Vizrt control applications allow enable local preview and remote control of all the arena's displays, thus enabling multiple stadium control and centralized advertisement management, including local playlists for local sponsors. Combined with Wide Media Group systems' integration features, it is a strong new business proposition for clubs, event arenas and stadium developers and owners.

Customer endorsements:

"Chelsea FC is a world recognized football club and Stamford Bridge is our platform to the sports world. It is essential that Chelsea offers both spectators and partners the best facilities. Our ongoing partnership with Philips is helping us to achieve this." - Chris Gleeson, Facilities Manager, Chelsea Football Club, UK

"As a Football Club with a long term perspective both on our marketing and stadium development, we were looking for long term partnerships with leading providers. Philips and partners Wide Media Group and Vizrt have proven to deliver what we expected, a stadium media concept that is leading in the Nordic region." - T. Reistad, CEO Brann Bergen Stadium, Norway

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