

## Interact Sports delivers a truly end-to-end experience for fans

**The Wanda Metropolitano Stadium, located in the eastern suburbs of Madrid, Spain, passed into possession of Atlético de Madrid in April of 2017, and the team played its first game there in the fall of 2017.**

**“All fans entering the Wanda Metropolitano Stadium can now enjoy the best lighting experience enabled by the latest illumination technology. This brilliantly supports our ‘fan first’ approach.”**

Enrique Cerezo Torres, Chairman Atlético de Madrid

### Customer challenge

With a seating capacity for approximately 68,000 fans, officials for Atlético de Madrid wanted to create an immersive stadium experience that starts from the moment people enter the parking lot and lasts until the moment they leave. In addition to creating the ultimate experience for fans in the stands, it was critical to ensure the best possible viewing experience for people watching at home on TV.

Another key priority was to create additional revenue streams for increased profitability by allowing for the flexibility to host a wide variety of new events at the stadium.

### Solution

Wanda Metropolitano is the first 100% LED lighting stadium installation in the world. Connected LED lighting and Interact Sports software offer unique opportunities for synchronization and integration of different stadium systems. The primary objective of the project was to enhance the fan experience for those enjoying the game in the stadium, and those watching a live or recorded broadcast at home.

The new Interact Sports lighting system provides control over the lighting in the entire stadium, including façade, pitch, hospitality, and exterior parking area lighting.

## Interact Sports – Making it happen

The spectacular roof structure above the pitch is equipped with dynamic Color Kinetics architectural lighting, creating dazzling lightshows for visitors. The lighting on the façade can be synchronized with the

lighting in the parking area, helping to create a fully immersive experience. The façade lighting ensures the structure can be seen from afar and has become a city landmark and tourist attraction.



### Maximum impact

Because maximum impact of each type of event is key, the lighting can be easily configured over Interact Sports software to meet the needs and

broadcasting requirements of any type of national or international event.



### End-to-end fan experience

The lighting system provides control over the lighting in the stadium, including façade, pitch, hospitality, and parking area.

The result is a stunning experience both for fans in the stadium and for those watching at home.



### Lighting management

A future-ready platform for integrating your stadium's lighting infrastructure with sensors or other stadium management systems. Know

exactly what's happening and take action through a data-enabled understanding of your entire system.



### Scene management

Interact Sports Scene management software allows you to program and synchronize lighting inside and outside the stadium. 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

- Stadium capacity of approximately 68,000, with over 250 events for the first year
- 20,000 LED light points across the façade, bowl, hospitality and parking areas
  - The world's first 100% LED stadium
- Won the Connected Stadium Award in 2017 at the Connected Stadium Summit

 Find out how Interact can transform your business

[www.interact-lighting.com/sports](http://www.interact-lighting.com/sports)

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