

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 connected pitch lighting system, managed by Interact Sports software, had to be installed in the stadium in just four months, without interfering with existing lighting.

Interact Sports – Extending the match-day experience

The new pitch lighting is fully compliant with UEFA A Elite standards and international broadcast requirements. Due to the success of the lighting and light shows before, during, and after the matches, the club decided to install additional dedicated entertainment lighting fixtures in the bowl area to increase the excitement and

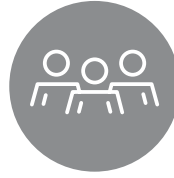
enhance the crowd experience. The system's color-changing effects provide the club with new branding and advertising opportunities. Juventus also revamped the lighting system in the club's museum and hospitality areas, which are now illuminated with warm white and dynamic colored lighting.



Engaging fans

Bowl lighting is controlled by the Interact Sports Scene management application to create vibrant new entertainment shows and

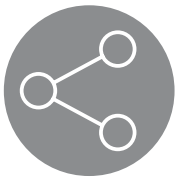
synchronizing them with music, graphics, and video. Juventus uses these shows before, during, and after soccer games to extend the game-day experience and increase fan engagement.



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 control of the lighting system throughout 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 pitch lighting

around it. 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

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