

interact Sports



Optus Stadium, Perth, Australia

Create a stunning stadium experience

Make your venue future-ready with connected lighting and software applications

Find out more about Interact Sports
www.interact-lighting.com/sports

Future-ready stadium with the best fan experiences

Interact Sports delivers great fan experiences and generates new revenue, while streamlining operations.

Smart stadiums and great fan experiences start with Interact Sports. With Interact Sports you can manage all your lighting—including pitch and entertainment lighting, the stadium façade, hospitality areas, and parking. Add IoT sensors to improve operations or marketing efforts. Entertain fans with customized light shows before, during and after the main event. Attract sponsors through new unique advertisement opportunities. Interact Sports enables flexible, multi-purpose venues that can generate new revenue streams, attract different types of events and create new business opportunities.



Lighting management

Easily monitor and control connected lighting across all areas of your venue. Interact Sports is a future-ready platform for integrating all your stadium's lighting and ensures optimal lighting performance across bowl, entertainment shows, and concourses.



Scene management

Create stand-out fan experiences and sensational TV viewing to help make your stadium a premium venue. Use the Interact Sports Scene management to manage stadium light shows in the bowl along with exterior architectural lighting. Flash team colors. Celebrate a home goal. Energize the crowd. And wow your fans.



Bio-adaptive lighting

Improve athlete focus and well-being with bio-adaptive lighting in the locker room. Bio-adaptive lighting can be adjusted to energize, relax, or increase the concentration of players and athletes. Interact Sports uses connected lighting to augment your smart stadium sports science program.



Interact Sports dashboards

Monitor, manage, and optimize connected lighting across your entire stadium from dedicated Interact Sports dashboards. Manage both your venue and your audience as efficiently as possible using accurate data and insights.



Interact Sports APIs

Open APIs enable integration with other data sources and stadium systems. You can give partners and third parties access to the Interact data to build additional applications and services.

Improving the fan experience from entry to exit

Wanda Metropolitano Stadium, Madrid, Spain

The vision

Atlético de Madrid wanted to redefine the way fans experience game nights in their 67,000 capacity new stadium, the Wanda Metropolitano. They wanted to offer their fans a fully immersive and synchronized experience from entry to exit. They needed a lighting partner that could help them deliver this.

Solution

In the Wanda Metropolitano – the world’s first 100% LED stadium – Interact Sports offers unique opportunities for synchronization and integration of different stadium systems. The software gives full control over the connected and integrated LED lighting for the entire stadium including façade, pitch and hospitality areas, creating a stunning fan experience.



“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, President, Atlético de Madrid Club

Australia’s first all-LED multipurpose stadium

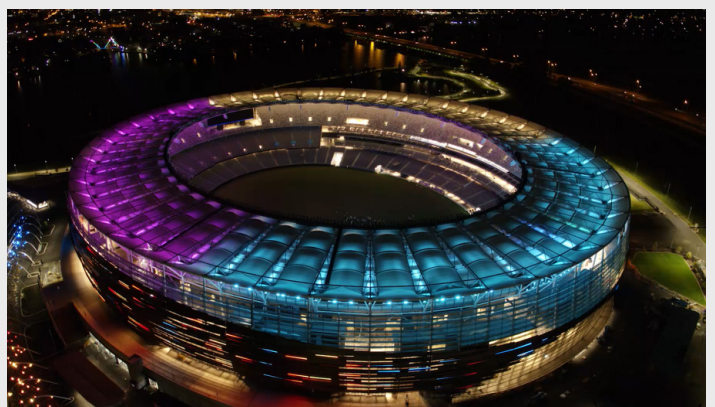
Optus Stadium, Perth, Australia

The vision

In 2012, the Government of Western Australia set a goal to create a multipurpose facility that delivered a unique experience for sports fans and the wider Perth community. They wanted a venue that could be used 365 days of the year. And were looking for a fully IoT-enabled stadium with cutting edge technologies to attract world-class domestic and international events.

Solution

Interact Sports has helped the 60,000 capacity Optus Stadium to become a fully multipurpose arena. Fans can watch anything from their home football and cricket team to world-famous rock bands. Using Interact Sports Scene management, the lighting operator can merge music and lighting in advance of events, making it easy to create visually stunning pre-match and half-time light shows that immerse fans.



“The community have been absolutely blown away by what a fantastic facility has actually been created here in Perth. And the ability to light up the stadium with your team colors on a game day is magnificent.”

Ronnie Hurst, Project Director, Department of Sport and Recreation

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